

BACHELOR IN BUSINESS ADMINISTRATION

Program Outcome:

- The BBA course focuses on articulating what graduates should be able to do and/or what overall traits they should possess at the conclusion of the BBA program.

Learning Outcome:

- Upon graduation, BBA program graduates will possess the following skills:
 1. Content knowledge of his/her disciplinary concentration.
 2. The ability to communicate effectively.
 3. The ability to identify, formulate, and solve business problems using appropriate methodologies and tools.
 4. An appreciation of professional and ethical responsibilities.
 5. The ability to function well in groups.
 6. Knowledge of the functional areas of organizations and how they relate to each other.

Student Performance Learning Outcomes (Measurement): The outcome is measured through subject-wise assignment. The assessments in midterm semester wise exams are conducted in the form of theory and practical exams and are planned in Nov and April respectively. The second level of Assessment for BBA program is planned for Term-end theory and practical exam in the month of Dec and May respectively. The student learning outcomes assessment process at TMV's department of management is we provide faculty with the opportunity to review assessment results and take the needed actions to improve not only student performance but also the instruction process that leads to effective student achievement.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA 111

Subject Name: Principles of Management

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

The field of management has undergone a sea change and has today assumed the form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

COURSE OBJECTIVE:

1. This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management.
2. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision making) and organizing.
3. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

COURSE OUTCOMES: At the end of the course, the student should have developed:
An appreciation of the principles of management and basic functional areas of management.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA 112

Subject Name: Principles of Financial Accounting

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

COURSE OBJECTIVES:

- The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship.
- It also touches upon the various aspects of accounting related to Non-trading Concerns.
- The syllabus also includes computerized accounting using the software TALLY.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

- A thorough understanding of accounting records and how transactions are recorded in them;
- To understand the recording process of depreciation.
- To learn the process of preparation of final accounts.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA15-113

Subject Name: Introduction to Business

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course on business organization would help the students in getting an outlook of how business organizations function.

COURSE OBJECTIVES:

To enable the students in terms of understanding the various concepts related to Business organizations and administrative aspects.

COURSE OUTCOMES:

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

- Understand management and business concepts.
- Understand day-to-day professional business set-up.
- Understand the basic concepts in commerce, trade and industry
- Understand modern business practices and functioning of various business organizations.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA15-114

Subject Name: Fundamentals of Hospitality Management

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

Hospitality Management is the need of the hour, students will gain a basic understanding of the Food and Beverage industry by analyzing the industry's growth and development

COURSE OBJECTIVES:

- Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry's growth and development.
- For reviewing its organizational structure and investigating its relationship with the hotel's other departments,
- And by focusing on industry opportunities and future trends.
- To help to prepare students to meet the challenges associated with the Food and Beverage Industry.

COURSE OUTCOMES:

After completion of the course students will be expected to be able to:

- Develop general knowledge on the origins and development of food service in hotels, restaurants, and institutions.
- Describe the economic impact of the F&B industry.
- Distinguish between commercial and institutional food service facilities.
- Identify trends likely to affect food service in the coming years.
- Describe managerial responsibilities as they relate to food service functions including menu planning, purchasing, storing, preparation, and recipe development.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA15-115

Subject Name: Basics of Computer

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

This would ensure that the students get real-time insights into the fundamentals of computers as business tools and how to handle data.

COURSE OBJECTIVES:

- This is an introductory course in basic computer use and to expose the students
- To IT relevant to the immediate needs of managers; Microsoft Office is powerful and popular application software that is used in businesses around the world.
- To enable them to develop proficiency in using certain components of the package includes MS Word, MS Excel, MS Power Point, MS Access and MS project.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

- How to use computers and basic application software packages effectively for different types of work like formal report preparation, making presentations, using excel effectively to have aid in financial and statistical analysis, plan your activity and appointments using outlook and plan project for effective implementation.
- Students will develop basic computer skills in above mentioned area which not only aid them in college studies but also helpful in the industry.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA15-116

Subject Name: Introduction to Business English

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

Focuses on communication activities in functional and situational contexts. It encourages students to speak with fluency and accuracy.

COURSE OBJECTIVE:

To enable students to develop the four skills of reading, writing, listening and speaking.

The classes will be theme based to provide practice in a meaningful context.

COURSE OUTCOMES:

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

- Understand and communicate with English speakers from different parts of the English speaking world.
- Discuss and plan holidays in English and tell jokes and stories.
- Understand the basic tenets of reading and writing effective English
- Discuss elements of popular culture such as TV, radio and music

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA15-117- A

Subject Name: Japanese

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

The course has been designed for students who wish to begin their study of Japanese at Preliminary level. It is intended to cater only for students with no prior knowledge or experience of the Japanese language, either spoken or written

COURSE OBJECTIVE:

To provide students with opportunities for continued learning and for future employment and experience, both domestically and internationally, in areas such as public relations, commerce, hospitality, education, marketing, international relations, media and tourism.

COURSE OUTCOMES:

- Students who learn another language understand how languages work as systems.
- They become aware of the structure of that language through the analysis of patterns and can apply this knowledge to the learning of other languages.
- By making comparisons between and among languages, students strengthen their command of their first language.
- By engaging with various modes of communication, students develop effective skills in interacting, and understanding and producing texts.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA15-117- B

Subject Name: MS Office

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

The purpose of this course is to teach students to identify word processing terminology and concepts, create technical documents, format and edit documents, use simple tools and utilities, and print documents.

COURSE OBJECTIVE:

To train students to learn word, excel and PowerPoint.

COURSE OUTCOMES:

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

- Demonstrate correct keyboard fingering techniques independently.
Achieves typing speed goal with accuracy.
- Demonstrate the basic mechanics of creating a PowerPoint presentation.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-211

Subject Name: Marketing Management-I

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject of marketing management has been designed to give insights into the subject so as to prepare the students about the various concepts related to it.

COURSE OBJECTIVE:

To enable the students get insights into the fundamentals of marketing as well as the significance of 4 Ps in the success of any organization.

COURSE OUTCOMES:

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

- Understand the nuances of marketing as a subject and its various elements
- Know the marketing mix elements and how they influence an organization.
- Understand why the customers behave in a certain way.
- Understand the evolving concepts in marketing.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-212

Subject Name: Financial Accounting

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

COURSE OBJECTIVE:

- The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship.
- It also touches upon the various aspects of accounting related to Non-trading Concerns.

The syllabus also includes computerized accounting using the software TALLY.

COURSE OUTCOME:

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

- Understand the principles and practices of financial management
- Understand financial decision making
- Understand the composition of different securities in the total capital structure.
- Understand cost of capital and investment decisions and dividend decisions.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-213

Subject Name: Environmental Studies

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject of environmental management would develop the fundamental understanding of the environment and social issues.

COURSE OBJECTIVE:

To enable students gain meaningful insights about the various aspects of the environment and how they are of significance.

COURSE OUTCOMES:

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

- Understand the basic concepts pertaining to the environment.
- Gain insights to the various societal concerns and the remedies thereof.
- Understand such concepts as ecosystem, pollution-related aspects, population.
- Understand the social issues which are of concern.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-214

Subject Name: Business Statistics

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

The course will enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

COURSE OBJECTIVES:

To expose the students to basic statistical tools and techniques relevant to managerial decision-making through examples and cases drawn from different functional areas.

COURSE OUTCOMES:

At the end of the course, the student should: Have grappled with the potential of statistical tools and software packages for managerial decision-making under conditions of risk and uncertainty.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-215

Subject Name: Business Economics I

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

Use supply and demand curves to analyze the impact of taxes etc. on consumer surplus and market efficiency.

COURSE OBJECTIVE:

- To interpret estimates from linear regression models and use these models to test hypothesis and make forecasts. Be able to use standard software to carry out regression analyses with real data.
- Understand how to evaluate macroeconomic conditions such as unemployment, inflation, and growth.
- Understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions.
- Understand basic accounting principles and how these relate to economic profit calculations.
- Students will apply the concept of elasticity of demand.
- Students will apply the supply/demand models for the analysis of economic events.
- Student will analyze the concept of externalities in macro and micro applications.
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COURSE OUTCOMES:

At the end of the course, the student should:

- Determine and apply appropriate quantitative and analytical skills to solve practical business problems.
- Each student can function effectively as a team member for collaborative business decision-making.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-216

Subject Name: Communication Skills

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

The course in business communication intends to acquaint the students with the basics of communication and various aspects related to it.

COURSE OBJECTIVES

- To develop effective inter-personal communication skills in the students.
- To train the students for expressing their ideas and thoughts with appropriate word usages and sentence construction.
- To develop confidence in using English language fluently.

COURSE OUTCOMES:

- At the end of the course, the students should have developed the ability to construct sentences in English Language and Express their thoughts with confidence.
- S/he should be able to listen actively to the spoken communication and understand as well as interpret them effectively.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-217A

Subject Name: Computer Lab

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

This subject would ensure that the students get real-time insights into the practical usages of computers and its various applications.

COURSE OBJECTIVE:

To make students acquainted with handling of the computers and its tools.

Also, it would enhance their learning of internet and email.

COURSE OUTCOMES:

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

- Understand computers and tools such as MS-Office
- Understand Windows accessories
- Use internet and e-mail in their work
- Prepare reports, database and presentations on computers.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-311

Subject Name: Marketing Management-II

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

The students will be introduced to business function of marketing and to understand the scope of marketing.

COURSE OBJECTIVES:

- To provide the students an understanding of the different contemporary and relevant topics in the subject of marketing management.
- To study & critically analyze the basic concepts in marketing & to cater the needs of marketing industries.

COURSE OUTCOMES:

At the end of the course, the student should have developed: A clear exposure to the concept of marketing and its roots in customer-centric approach, and the elements of marketing mix.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-312

Subject Name: Financial Management

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

To understand various concepts related to financial management.

COURSE OBJECTIVES:

To equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

They should be proficient in the theory and applications of basic financial techniques and tools, so that they can understand and appreciate finance from long-term as well as short-term perspective for any company/organization.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-313

Subject Name: Organizational Behaviour - I

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject introduces the students to the various concepts related to how employees tend to behave in an organization.

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 understand :

- Meaning of personality and perception
- Understand group dynamics and motivation
- Understand the fundamentals of organizational behavior.
- Understand how to manage employee emotions inside the organization

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-314

Subject Name: Business Mathematics

Core/Complimentary: Complimentary

Credits: 02

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 statistical skills of the students and help them in understanding related concepts.

COURSE OUTCOMES:

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

Understand the basic concepts of business mathematics.

Interpret and solve real-life business problem using such concepts as differentiation.

Understand such concepts as matrices.

Understand various mathematical concepts useful in day-to-day scenario.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-315

Subject Name: Information Technology

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

To cater to the needs of effectively managing the business by bridging the gap between managerial practices in vogue and Information Technology.

COURSE OBJECTIVES:

- To synergize Information Technology in its entire ramification.
- To provide basic inputs in various aspects of and a broad understanding of IT and its other interdisciplinary interfaces.

Focus of the program is Information Technology and Management of Information Technology.

COURSE OUTCOMES:

After studying this course, you should be able to:

- Identify some of the instances in daily life where a computer is, or is likely to be, involved.
- Describe, in simple terms, the difference between data and information.
- Give a simple explanation of why computers are important to people in terms of data and information.
- Explain in simple terms what a computer program is, and why one is necessary.
- Explain the role of the computer with respect to the data given to it.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-316

Subject Name: Disaster Management

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

To instill an understanding of the disaster management process.

COURSE OBJECTIVES:

- The student will learn to distinguish between disaster management and risk management.
- Explain selected models of disaster management.
- Describe the strategies for risk mitigation.

List activities needed for post-disaster management.

COURSE OUTCOMES:

After completing this session, you will be able to:

- Affirm the usefulness of integrating management principles in disaster mitigation work
- Distinguish between the different approaches needed to manage pre- during and post- disaster periods
- Explain the process of risk management
- Relate to risk transfer.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-317-A

Subject Name: Soft Skills

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

The subject would help students know their inherent strengths & weaknesses, to build confidence and prepare them to face the world at large successfully.

COURSE OBJECTIVE:

To provide the much-needed inputs for the betterment of the personality of the students and make them understand the significance of the same.

COURSE OUTCOMES:

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

- Understand the concept of soft skills and hard skills
- Understand how they should communicate effectively
- Understand time management, conflict handling, problem solving, etc.
- Become aware of the basics of presentation skills and how they could use them

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-317-A

Subject Name: Soft Skills

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:-

The course has been designed for students to understand the basic concepts of communication skill, stress management and basic legal knowledge.

COURSE OBJECTIVES:-

To understand the communication skills, importance of time management and CSR. The legal framework in India is explained.

COURSE OUTCOMES:-

- Students understand communication skills, body language.
- Importance of stress management.
- Identify the corporate social responsibilities
- Understand the basic legal framework

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester III

Subject Code: BBA15-317-B

Subject Name: Presentation Skills

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

The need for the course is to develop awareness of appropriate communication strategies

COURSE OBJECTIVES:

- Learn how to structure a good presentation
- Turn a dull PowerPoint into a fairy-tale epic
- Gain confidence in answering difficult questions
- Learn how to project your voice and speak slowly

Build positive body language into your presentation.

COURSE OUTCOMES:

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

- interact with academic content: reading, writing, listening, speaking;
- demonstrate ability to think critically;
- utilize information and digital literacy skills; and
- demonstrate behavior and attitudes appropriate to a university environment.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-411

Subject Name: Business Environment

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course is designed to make students familiar with the various factors that are having great impact over the business and its environment.

COURSE OBJECTIVE:

To enable the students to gain insights into various concepts which characterize the business environment of any business in every aspect.

COURSE OUTCOMES:

- After completion of the course, student will be able to: Understand the fundamentals of business environment.
- Acquaint themselves with the evolving business environment issues.
- Understand the legal issues as well as international business and economic environment
- To get exposure to various economic policy & their impact on business and emerging trends.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-412

Subject Name: Cost and Management Accounting

Core/Complimentary: Core

Credits: 04

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.

COURSE OBJECTIVES:

To enable the students to gain insights into the various concepts related to cost accounting and the terms which characterize the phenomenon of costing.

COURSE OUTCOMES:

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

- Understand the basic cost concepts, element of cost & Preparation of Cost Sheet.
- Understand the principles and techniques used in recording, analyzing and reporting costs.
- Understand the principles and techniques used in revenues for internal management purposes.
- Develop applicable cost concepts in making short term decisions and the application of Spreadsheets in management accounting.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-413

Subject Name: Production and Operations Management

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course in productions and operations management intends to familiarize the students with the basics of this subject.

COURSEOBJECTIVES:

To enable the students gain insights into the various issues related to the fields of production and operations management.

COURSE OUTCOMES:

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

- Understand the concepts related to business and operations management.
- Understand how planning and control are carried out vis-à-vis production.
- Understand the significance of inventory and quality management.
- Understand elements of production management

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-414

Subject Name: Business Economics - II

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

The subject aims to enable the students to grasp the details as to how things function at the economic front for any economy.

COURSE OBJECTIVES :

- To enable the students to understand the principles underlying the structure and functioning of markets;
- To help them to apply economic theory for optimal decision-making at the firm level in the context of market constraints, through real-life examples from across the globe and real cases of firms.
- To provide them sufficient exposure to the world of industry, trade and commerce, so as to make them feel comfortable reading and understanding daily economic and financial news about firms, and engaging in critical discussion on economic issues affecting firms.

To make students understand concepts related to economy and make them aware of how decisions are taken for the betterment of the same.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

The students after studying this course will get a clear understanding of various basic concepts used in economics.

The students will also get an understanding of the demand and supply and factors affecting them and how the price is determined in different types of markets.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-415

Subject Name: Organizational Behaviour - II

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

This subject introduces the students to the various concepts related to how employees tend to behave in an organization.

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:

- Understand meaning of personality and perception.
- Understand group dynamics and motivation.
- Understand the fundamentals of organizational behavior.
- Understand how to manage employee emotions inside the organization.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-416

Subject Name: Leadership Skills and Team Building

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

This course will focus on individual, team, and organizational leadership and will provide learners with the foundation for examining and developing their own individual leadership style.

COURSE OBJECTIVES:

To enable the students gain insights into the various skills with regard to the phenomenon of leadership and change management.

COURSE OUTCOMES:

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

- Understand the concepts of leadership as found in an organizational context.
 - Understand the methods and processes of managing change in organizations, society and at personal level.
 - Learn about applying concepts in the field of change management.
- Understand various theories related to leadership

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-417-A

Subject Name: Basic Tally

Core/Complimentary: Elective

Credits: 02

COURSE OBJECTIVES:

This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.

As this course is useful for management students to get placements in different offices as well as companies in Accounts departments.

COURSE OUTCOMES:

At the end of the course the student will be able:

- To understand the usefulness/importance of Tally ERP-9 software for simplifying the accounting methods & procedures.
- Will make the students proficient towards creating the accounting records and extract the financial statements and other statements related to inventory management, depreciation accounting and VAT procedure and records.
- Will be imparted practical training on this software so that the students can apply its various aspects in their day to day business/professional activities.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester IV

Subject Code: BBA15-417-B

Subject Name: Advanced Excel for Data Analysis and Presentation

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

MS Excel is a simple but powerful spreadsheet program for entering, managing and analyzing data using user-friendly menu

In this course, the student will get an opportunity to practice some basic Excel manipulations that will be useful in many courses as well as their professional life.

COURSE OBJECTIVE:

- To perform simple arithmetic calculations directly in a cell as well as by referring to another cell;
- To perform operations on a whole column or a row;
- To use absolute and relative references to refer to cells or cell ranges;
- To use Excel functions to calculate mean, median, standard deviation, minimum and maximum values.

COURSE OUTCOMES:

At the end of the course the student will be able:

- To create simple graphs and charts; and create frequency tables using pivot table functions in Excel.
 - To insert or delete a worksheet in MS Excel file;
 - To identify cells in a worksheet by their names;
 - To enter and format data;

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-511

Subject Name: Human Resource Management

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject of human resource management will give insights to the students so as to make them understand the concept underlying this subject.

COURSE OBJECTIVE:

- To enable the students to bring insights into the basics of human resource management and its implications in today's world.
- To familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a resource.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
- Understand the basic concepts which characterize the field of human resource management.
- Understand how human resource is acquired and trained
- Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them.
- Comprehend the role human resource management plays in an organization.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-512

Subject Name: Research Methodology

Core/Complimentary: Core

Credits: 04

INTRODUCTION :

This course in business research has been designed keeping in mind the significance of it in management studies and how it can be used in business scenarios.

COURSE OBJECTIVE:

To enable the students to gain insights into how research is carried out in business and how they can benefit from it.

COURSE OUTCOMES:

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

- Understand the nuances involved in Creativity & Innovation.
- Familiarize themselves with creative and innovative thinking styles.
- Apply principles in business situations to optimize resource utilization.
- Understand various aspects of project planning

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-513

Subject Name: Management Information System

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course in management information systems has been designed keeping in mind the significance which this concept plays in the overall scheme of things in a firm.

COURSE OBJECTIVES:

To enable the students gain insights into the various concepts about information systems and their subsequent management in an organization.

COURSE OUTCOMES:

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

- Acquaint themselves with the idea of management information systems
- Become aware about the relevance of having systems development as a part of the subject.
- Understand how information technology plays a role in an organization.
- Learn the challenges which one faces while dealing with management information system.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-514

Subject Name: Indian Economy

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

The subject aims to enable the students to grasp the details as to how things function at the economic front for any economy.

COURSE OBJECTIVE:

To make students understand concepts related to economy and make them aware of how decisions are taken for the betterment of the same.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
 - Understand the macroeconomic concepts relevant for taking prudent business decisions.
 - Understand the application of economic principles in the field of business management
 - Get idea about theories of cost and production
- Understand various types of competitive structures

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-515

Subject Name: Mercantile Law

Core/Complimentary: Complementary

Credits: 02

COURSE OBJECTIVES:

To understand the definition and applicability of Mercantile Law.

To understand the sources and boundaries of Mercantile Law.

COURSE OUTCOMES:

- The student is oriented in the wide range of economic and legal question with and he obtained - like the future economists and businessman - the basic knowledge from mercantile and financial laws.
- The student will be acquainted with the legal regulation of economic relations, especially with more detail with the problem of ownership relations.
- The student obtains knowledge about mercantile and trade law and about selected problems of the state, administrative, labour and civil law.
- The student is able to identify the system of authorities applying the law (judicial and other authorities with the emphasis on the mercantile justice).

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-516

Subject Name: Corporate Social Responsibility

Core/Complimentary: Complimentary

Credits: 02

INTRODUCTION:

This course is the formation and stewardship of policies and processes that lead to a culture of good decision making and good decisions.

COURSE OBJECTIVES:

To enable the students gain insights into the social perspective of conducting day-today affairs with regard to running a business and various concepts related to them.

COURSE OUTCOMES:

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

- Analyze the impact of environmental issues on business.
- Understand the social responsibilities of business.
- Evaluate the effects on a firm's costs of meeting its ethical, social and environmental responsibilities.
- Learn about various standards and codes related to business

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-517A

Subject Name: Advance English

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

The course focuses on communication activities in functional and situational contexts. It encourages students to speak with fluency and accuracy.

COURSE OBJECTIVE:

To enable students to develop the four skills of reading, writing, listening and speaking. The classes will be theme based to provide practice in a meaningful context.

COURSE OUTCOMES:

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

- Understand and communicate with English speakers from different parts of the English speaking world.
- Discuss and plan holidays in English and tell jokes and stories.
- Understand the basic tenets of reading and writing effective English
- Discuss elements of popular culture such as TV, radio and music.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-517B

Subject Name: Basics of Image Management and Grooming

Core/Complimentary: Elective

Credits: 02

INTRODUCTION:

The course has been designed to enhance language activities, to acquire interactive proficiency and, nurture for the contemporary as well as global standards.

COURSE OBJECTIVE:

To enable the students with regard to developing the requisite skills-set required in the professional set-up of contemporary organizations and how they need to groom themselves.

COURSE OUTCOMES:

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

- Apply grammar in day-to-day scenario in a correct manner
- Develop a better acumen towards reading and writing skills
- Enhance their vocabulary thereby improving in their communication
- Understand the various aspects related to group discussion and personal interview

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-611

Subject Name: Strategic Management

Core/Complimentary: Core

Credits: 04

INTRODUCTION :

This course is to develop the perspectives of the management among students of total enterprise from the point of view of top management.

COURSE OBJECTIVE:

To enable the students to gain insights into the structure and strategy which go in the making of an organization and how do the various analyses function.

COURSE OUTCOMES:

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

- Understand about the dynamism of environment in which business is conducted.
- Understand the various forces which shape the course of action for any business vis-à-vis its Outlook.
- Understand how strategies play role of reducing uncertainties in business.
- Understand the various aspects related to strategy formulation and its implementation.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-612

Subject Name: Entrepreneurship development

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject exposes students to the objectives, challenges, and requirements for effectively managing small business and entrepreneurship traits.

COURSE OBJECTIVE:

To enable the students to take key decisions required of the entrepreneur/manager, the driving forces of the small/family business.

COURSE OUTCOMES:

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

- Understand the meaning of entrepreneurship and being an entrepreneur.
- Understand the concept of entrepreneurial development
- Develop a business plan and model that supports the strategy as envisaged by the entrepreneur
- Identify the issues associated with succession planning, and develop plans to address them.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-HR 613

Subject Name: Industrial Relations & Labour Laws

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject intends to acquaint the students with the basics of the legal and regulatory framework which characterize the business in our country.

COURSE OBJECTIVE:

To enable the students to grasp the details as to how things function with regard to the various contracts and acts that are essential for running a business.

COURSE OUTCOMES:

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

- Understand the role played by legal and regulatory acts in a business
- Get an idea about how such acts as Indian Contract Act work
- Understand the basics of the legal aspects of business
- Understand the various nuances related to the three acts.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-M 613

Subject Name: Consumer Behaviour

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject in consumer behavior has been designed keeping in mind the significance of it in management studies and its role in organizations.

COURSE OBJECTIVE:

To enable the students to gain insights into how consumer behaves in different situation and how organizations can develop strategies accordingly.

COURSE OUTCOMES:

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

- Understand consumer behavior and consumer response to the offerings of a marketer.
 - Get exposure to how a consumer thinks and behaves
 - Understand how consumer behaves in different situation.
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- Understand the factors affecting buying behavior of consumer.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-F 613

Subject Name: Business Taxation and Auditing

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course in taxation laws and practices-I is designed to help students to appreciate the importance of direct tax (Income Tax) in India.

COURSE OBJECTIVE:

To enable the students with regard to giving insight into the various heads of income along with computation of Tax liability of an individual.

COURSE OUTCOMES:

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

- Have basic knowledge about taxation laws
- Understand principles and provisions in Income –tax Act, 1961.
- Understand the classification of income under various headings
- Understand the main concepts and principles of Income Tax.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-IT 613

Subject Name: Fundamentals of programming Languages

Core/Complimentary: Core

Credits: 04

COURSE OBJECTIVES:

To understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc.

To understand fundamentals of object-oriented programming

To be aware of the important topics and principles of software development.

COURSE OUTCOMES:

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

- Demonstrate the ability to write a computer program to solve specified problems.
- Given a computational problem, identify and abstract the programming task involved.
- Approach the programming tasks using techniques learned and write pseudo-code.
- Use the comparisons and limitations of the various programming constructs and choose the right one for the task in hand.
- Write the program on a computer, edit, compile, debug, correct, recompile and run it.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-HR 614

Subject Name: Training and Development

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course will emphasize the theory of training and development, research to determine needs, types of program, practices as found in an organization.

COURSE OBJECTIVES:

To enable the students with regard to conducting a training & development session and education of programme in their knowledge.

COURSE OUTCOMES:

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

- Understand the nature of Training & development as found in an organization
- Evaluate its importance in employee well-being and organization.
- Develop greater sensitivity and confidence in their capacity to effectively implement T & D
- Tackle the major issues and challenges of T & D.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-M 614

Subject Name: Advertising and Media Management

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This course should help students understand the concepts related to Advertising such as Advertising Communication process, Media planning, Advertising Media Budget etc.

COURSE OBJECTIVES:

To enable the students gain insight about the various issues related to Advertising and how it is effectively used in the overall scheme of things by an organization.

COURSE OUTCOMES:

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

- Understand the basic concepts and functions of Advertising
- Develop awareness about the various methods and applications of Advertising
- Enhance their creativity and understanding of the practical concepts of Advertising
- Understand such concepts as advertising media design and decision

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-F 614

Subject Name: Banking and Finance

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

The subject covers the fundamentals of banking as well as Finance as applicable on individuals and organizations within the larger economic system.

COURSE OBJECTIVES:

To enable the students in getting an outlook of how Banking & Finance businesses work on day-to-day basis and how things are done in a professional business set up.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
- Understand about banking & Finance & its importance in today's business world.
- Understand the main concepts and principles of Banking & Finance.
- Build a theoretical basis upon which they will develop their knowledge in other areas of Banking & Finance
- Understand the various types of insurance policies.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15- IT 614

Subject Name: Introduction to E-Business

Core/Complimentary: Core

Credits: 04

INTRODUCTION:

This subject focuses on key issues related to e-business such as online aspect of it, CRM, SCM and data warehousing as well as security part of it.

COURSE OBJECTIVES:

To enable students gain insights into current and emerging technologies and other concepts related to e-business which is redefining the businesses.

COURSE OUTCOMES:

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

- Understand the basic concepts and functions of e-business.
 - Become aware about the security feature of online business.
 - Understand how online business is reshaping the business scenario.
- Learn about CRM, SCM and data warehousing.