

Bachelor of Business Administration (OB & CBCS) Examination

Scheme of Examination for Bachelor of Business Administration (BBA) Outcome Based & Choice Based Credit System (OB & CBCS) from Academic Session 2022-23

As approved by the Faculty of Commerce and Management and the Academic Council vide Item No. 22 in its meeting held on 8th July 2022

1. Details of eligibility for BBA semester 1 examination

A) For the BBA 1st Semester, Examinee shall have massed the 12th Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education/CBSL/ICSE, with English at Higher or Lower level and any Modern Indian Language at higher or lower level with any combination of optional subjects;

OR

B) XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one language only; OR any other examination recognized as equivalent thereto; in such subjects and with such standards of attainments as may be prescribed Minimum Competition vocation course (MCVC).

OR

C) Any other Equivalent Examination of any State in (10+2) pattern with any combination of subjects.

2. Teaching and Examination Scheme

Course Nomenclature:

CC — Core course

AFC Ability Enhancement Courses

SEC — Skill Enhancement Course

DSF — Discipline Specific Electives (Specialisations)

GE - Generic Elective

ODL — Open and Distance Learning

Bachelor of Business Administration (BBA) BBA — Semester I

| Sr. No. | Course Type | Course/Subject Name | Course Code | Teaching Scheme Total Periods per Week | Examination Scheme | | | | M:rk, | Credit |
|---------|-------------|---|-------------------------|---|--------------------|-----------------|-------------|--------------------|-------|--------|
| | | | | | Max. Marks (TH) * | Max. Marks (IM) | Total Marks | Min. Passing Marks | | |
| 1 | CC 1 | English I | 1T1 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 2 | CC 2 | Evolution of Business | 1T2 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 3 | SFC T | Foreign Language (French / German / Japanese) OR | 1T3 A 1T3 B 1T3 C | 5 | 80 | 20 | 100 | 40 | 100 | 4 |

| | | | | | | | | | | |
|-------|--------|--|-------------------------|----|-----|-----|-----|-----|-----|----|
| 4 | SEC 2 | Aptitude Development - 1 (Any One) Basics of MS — Excel OR Financial Accounting using Tally (Any one) | 1T3 D 1T4 A 1T4-B | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 5 | AECC 1 | Foundations of Managerial Effectiveness | 1T5 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| Total | | | | 25 | 400 | 100 | 500 | 200 | 500 | 20 |

” Semester end examination

- Note :
1. Duration of each theory class should be a minimum 48 minutes.
 2. TH = Theory, IM — Internal Marks.
 3. Minimum marks for passing the subject will be 40.
 4. There would be combined passing for theory and internal assessment taken together.
 5. One credit is equivalent to one hour of Teaching, that is to say,
For each subject, 48 Minutes * 5 = 240 Minutes — 4 Hours i.e. 4 Credits.
 6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

BBA — Semester - II

| Sr. No. | Course Type | Course/Subject Name | Course Code | Teaching Scheme | Examination Scheme | | | | Total /Marks | Credits |
|---------|-------------|--|---------------|-----------------|------------------------|-----------------|-----------------|-------------|--------------|---------|
| | | | | | Total Periods per Week | Max. Marks (TH) | Max. Marks (IM) | Total Marks | | |
| 1 | CC 3 | English 2 | 2T1 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 2 | CC 4 | Fundamentals of Business Management | 2T2 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 3 | CC 5 | Cost & Management Accounting | 2T3 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 4 | AECC 2 | Environmental Studies | 2T4 | S | 80 | 20 | 100 | 40 | 100 | 4 |
| 5 | GE 1 | Sociology OR Hospitality and Tourism (Any one) | 2TSA 2T5-B | S | 80 | 20 | 100 | 40 | 100 | 4 |
| Total | | | | 25 | 400 | 100 | 500 | 200 | 500 | 20 |

- Note : 1. Duration of each theory class should be a minimum 48 minutes.
 2. TH Theory, IM = Internal Marks.
 3. Minimum marks for passing the subject will be 40.
 4. There would be combined passing for theory and internal assessment taken together.
 5. One credit is equivalent to one hour of Teaching, that is to say,
 For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits.
 6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

BBA — Semester - III

| Sr. No. | Course Type | Course/Subject Name | Course Code | Teaching Scheme | Examination Scheme | | | | Total Marks | Credits |
|---------|-------------|---|----------------|-----------------|------------------------|-----------------|-----------------|-------------|-------------|---------|
| | | | | | Total Periods per Week | Max. Marks (TH) | Max. Marks (IM) | Total Marks | | |
| 1 | CC 6 | Organizational Behaviour | 3T1 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 2 | CC 7 | Managerial Economics | 3T2 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 3 | SEC 3 | Aptitude Development | 3T3-A | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| | | OR MS Word and PowerPoint (Any One) | 3T3 IN | | | | | | | |
| 4 | SEC 4 | Advance Excel OR Business Analytics (Any One) | 3T4 A 3T4 h | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 5 | GE 2 | Content Writing OR Healthy Living (any One) | 3T5 A 3T B | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| Total | | | | 25 | 400 | 100 | 500 | 200 | 500 | 20 |

- Note : 1. Duration of each theory class should be a minimum 48 minutes.
 2. TH — Theory, IM - Internal Marks.
 3. Minimum marks for passing the subject will be 40.
 4. There would be combined passing for theory and internal assessment taken together.
 5. One credit is equivalent to one hour of Teaching, that is to say,
 For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits.
 6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

BBA - Semester - IV

| Sr. Nu. | Course Type | Course/Subject Name | Course Code | Teaching Scheme | Examination Scheme | | | | Total Marks | Credits |
|---------|-------------|---|----------------|-----------------|------------------------|-----------------|------------------|-------------|-------------|---------|
| | | | | | Total Periods per Week | Max. Marks (TH) | Max. Marks (IMI) | Total Marks | | |
| 1 | CC 8 | Fundamentals of Marketing Management | 4T1 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 2 | CC 9 | Fundamentals of Human Resource Management | 4T2 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 3 | CC 10 | Fundamentals of Financial Management | 4T3 | 5 | 80 | 20 | 100 | 00 | 100 | 4 |
| 4 | GE 3 | Financial Wellbeing OR Business Start up skills (Any One) | 4T4-A 4T4-B | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 5 | GE 4 | Business Psychology OR Indian Social Values and Business Ethics (Any One) | 4T5 A 4T5-B | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| | | Total | | 25 | 400 | 100 | 500 | 200 | 500 | 20 |

- Note :
1. Duration of each theory class should be a minimum 48 minutes.
 2. TH = Theory, IM Internal Marks.
 3. Minimum marks for passing the subject will be 40.
 4. There would be combined passing for theory and internal assessment taken together.
 5. One credit is equivalent to one hour of Teaching, that is to say,
For each subject, 48 Minutes \times 5 = 240 Minutes = 4 Hours i.e. 4 Credits.
 6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

BBA — Semester - V

| Sr. No. | Course Type | Course/Subject Name | Course Code | Teaching Scheme | Examination Scheme | | | | Total Marks | Credits |
|---------|-------------|---|----------------|-----------------|------------------------|-----------------|-----------------|-------------|-------------|---------|
| | | | | | Total Periods per Week | Max. Marks (TH) | Max. Marks (IM) | Total Marks | | |
| 1 | CC 11 | business Research Methods | 5T1 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 2 | DSE 1 | Discipline Specific Elective (Specialization Paper 1) | 5T2 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 3 | DSE 2 | Discipline Specific Elective (Specialization Paper 2) | 5T3 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 4 | CC 12 | Internship | 5P1 | 5 | 100 | 00 | 100 | 40 | 100 | 4 |
| 5 | GE 5 | Holistic Development OR International Business Management (Any One) | 5T4-A 5T4 B | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| Total | | | | 25 | 420 | 80 | 500 | 200 | 500 | 20 |

- Note :
1. Duration of each theory class should be a minimum 18 minutes.
 2. TH Theory, IM — Internal Marks.
 3. Minimum marks for passing the subject will be 40.
 4. There would be combined passing for theory and internal assessment taken together.
 5. One credit is equivalent to one hour of Teaching, that is to say, for each subject, 48 Minutes * 5 = 240 Minutes — 4 Hours i.e. 4 Credits.
 6. Each semester will consist of 15 to 18 weeks of Academic Wcrk equivalent to 90 actual teaching days.

BBA — Semester - VI

| Sr. No. | Course Type | Course/Subject Name | Course Code | Teaching Scheme | Examination Scheme | | | | Total Marks | Credits |
|---------|-------------|--------------------------|-------------|-----------------|------------------------|-----------------|-----------------|-------------|-------------|---------|
| | | | | | Total Periods per Week | Max. Marks (TH) | Max. Marks (IM) | Total Marks | | |
| 1 | CC 13 | Business Legislation | 6T1 | 5 | 50 | 20 | 100 | 40 | 100 | 4 |
| 2 | CC 14 | Corporate Responsibility | 6T2 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |

| | | | | | | | | | | |
|---|-------|---|-------|----|-----|-----|-----|-----|-----|----|
| 3 | DSE 3 | Discipline Specific Elective (Specialization Paper 3) | 6T3 | 5 | 80 | 20 | 100 | 40 | 100 | 4 |
| 4 | CC 15 | Project Work | 6P1 | 10 | 150 | 50 | 200 | 80 | 200 | 8 |
| | | | Total | 25 | 390 | 110 | 400 | 200 | 500 | 20 |

- Note :
1. Duration of each theory class should be a minimum 48 minutes.
 2. TH — Theory, IM = Internal Marks.
 3. Minimum marks for passing the subject will be 40.
 4. There would be combined passing for theory and internal assessment taken together.
 5. One credit is equivalent to one hour of Teaching, that is to say,
For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits.
 6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

Course Composition Matrix:

| | Sem I | Sem II | Sem III | Sem IV | Sem V | Sem VI | Total Courses |
|-------------------|-------|--------|---------|--------|-------|---------------|---------------|
| CC | 2 | 3 | 2 | 3 | 1 | 2 | 13 |
| AECC | 1 | 1 | | | | | 2 |
| SEC | 2 | | 2 | | | | 4 |
| DSE | - | | - | | 2 | 1 | 3 |
| GE | - | 1 | 1 | 2 | 1 | - | 5 |
| Internship | | | | | 1 | | 1 |
| Project Work | | | | | | (8 1 Credits) | 1 |
| Total Sem Credits | 20 | 20 | 20 | 20 | 20 | 20 | 30 |
| Total Credits | | | | 120 | | | |

List of Core Courses, Ability Enhancement Compulsory Courses, Skill Enhancement Courses, Discipline Specific Elective and Generic Electives

A) List of Core Courses*

| SN | Semester | Paper / Subjects |
|----|----------|---|
| 1 | Sem I | English 1 |
| 2 | | Evolution of Business |
| 3 | | English 2 |
| 4 | Sem II | Fundamentals of Business Management |
| | | Cost & Management Accounting |
| 6 | Sem III | Organisational Behaviour |
| 7 | | Managerial Economics |
| 8 | Sem IV | Fundamentals of Financial Management |
| 9 | | Fundamentals of Marketing Management |
| 10 | Sem V | Fundamentals of Human Resource Management |
| | | Business Research Methods |
| 11 | Sem VI | Internship |
| 13 | | Business Legislation |
| 14 | | Corporate Social |

| | |
|----|--------------|
| IS | Project Work |
|----|--------------|

R) List of Ability Enhancement Compulsory Courses*

| | |
|--|---|
| AFCC Ability Enhancement Compulsory Courses (Sem I) | Foundations of Managerial Effectiveness |
| AECC Ability Enhancement Compulsory Courses (Sem II) | Environmental Studies |

C) List of Skill Enhancement Courses*

| | |
|---|---|
| SEC — Skill Enhancement Courses Any Two (Sem I) | Foreign Language — French, German, Japanese |
| | Basics of MS Excel |
| | Aptitude Development — 1 |
| | Financial Accounting using Tally |
| SEC — Skill Enhancement Courses Any Two (Sem III) | Data Analytics |
| | MS Word and PowerPoint |
| | Aptitude Development 2 |
| | Advanced Ms Excel |

D) List of DSE (Discipline Specific Electives) / Specialisations:*

The student shall select any one group out of the four DSE

| Group 1 — Marketing Management | Group 2 Financial Management | Group 3 — HRM | Group 4 Business Analytics |
|---------------------------------|-------------------------------|-------------------------------------|--------------------------------------|
| Sales & distribution Management | Financial Mathematics | Recruitment, Training & Development | Statistical Applications & Analytics |
| Consumer Buying Behaviour | Financial Services Management | Compensation & Benefit Management | Data Visualisation Techniques |
| IMC & Branding | Corporate Finance | Job analysis & PMS | Data Warehousing & Mining |

E) List of Generic Electives (GE):

| SN | Semester | Paper / Subjects |
|----|-------------------|--|
| 1 | Sem I | |
| 2 | | |
| 3 | Sem II (Any One) | Sociology OR |
| 4 | | Hospitality and Tourism |
| 5 | Sem III (Any One) | Content Writing OR |
| 6 | | Healthy Living |
| 7 | Sem IV (Any One) | Financial Wellbeing OR |
| 8 | | business Start-up skills |
| 9 | Sem IV (Any One) | Business Psychology OR |
| 10 | | Indian Social Values and Business Ethics |
| 11 | Sem V (Any One) | Holistic Development OR |
| 12 | | International Business Management |
| 13 | Sem VI | - |
| 14 | | - |

The Generic Elective Courses shall be offered as per table above. The student shall have an option to select any one course out of two courses offered by the university as mentioned in above table. While Semester I and Semester VI do not have any Generic Electives, Semester IV has 2 groups of Generic Electives on offer.

Detailed curriculum contents of courses in 1st and 2nd Semester are mentioned in Appendix A.

If the student wishes to opt for any course, other than offered by the University, He / she can register for any other equivalent credit ODL (Open and Distance Learning) courses and submit the passing certificate.

3. Assessment

- The final total assessment of the candidates is made in terms of an internal assessment /*Sessional* and an external *assessment* for each course/subject taken together.
- For each paper (other than Practical, Internship and Project), 20 marks will be internal *assessment* and 80 marks for semester end examination (external assessment) to be conducted at college level (Odd semesters examinations) and RTM Nagpur University level (Even semester examinations)

| | | |
|----------------------------|---|--------------|
| <u>Internal Assessment</u> | | _____ |
| 1a | Attendance of the student during a particular semester | 05 |
| | | <u>marks</u> |
| 1b | An assignment based on curriculum to be assessed by the teacher concerned | 05 |
| | | <u>marks</u> |
| 1c | Subject wise class test or learning activities conducted by the teacher concerned | 10 |
| | | <u>marks</u> |
| 1 | Internal assessment Total marks | 20 |
| 2 | Semester wise End Examination marks | 80 |
| | <u>Total Marks Per Course</u> | <u>100</u> |

- There shall be no separate / extra allotment of workload to the concerned teacher. He/ She shall conduct the internal assessment activity during the regular teaching days / periods as a part of regular teaching activity.
- The internal marks will be communicated to the University at the end of each semester, but before the semester end examinations / as instructed by university. These marks will be considered for the declaration of the results.
- The record of internal marks, evaluation & result should be maintained for a period of one year by respective institute/college for verification by competent authority.
- The maximum and minimum marks which each subject carries in BBA Semester - I, Semester II, Semester — III, Semester — IV, Semester V & Semester VI Examination are as indicated in Paragraph 11. A, B, C, D, E & F respectively.

Internship/ Field Survey/ Research Projects and its evaluation

At the end of fourth semester, all students will have to undergo internship/ Field Survey/ *Research* Projects of 6-10weeks (Minimum 120 hours) with an industrial, business, service or social organization by taking a project study. The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Director/ Principal/ Head / Faculty from time to time. Alternatively Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company specific project to the individual student. Each student will be required to submit a project report to the Department/ College/ Institute for the work undertaken during this period within three weeks of commencement of the third semester for the purpose of evaluation in

the third semester. The evaluation will be of 100 marks. The evaluation will be internal at college level. The detailed parameters for evaluation of Internship/ Field Survey/ Research projects will be provided by the colleges at the time of its assessment and evaluation.

Project and Evaluation of Project
Project Work shall carry 200 marks
Evaluation Pattern

| Evaluation Type | Max. Marks |
|--|------------|
| Project Report and Documentation Evaluation by External Examiner appointed by the University | 100 |
| Presentation and Open Defence Seminar (External Examiner) | 50 |
| Presentation and Open Defence Seminar (Internal Examiner) | 50 |
| Total | 200 |

For Project work, a group of Maximum 4 students can be formed. The Guide/Supervisor has to be allotted by the Institute. The Guide/ Supervisor shall act as an internal examiner for project Examination.

The guide or the supervisor shall be appointed by the institute and should be full time approved faculty to IJBA / MBA Programme or PhD supervisor in Business Management and Administration

The External examiner shall be appointed from the list of full-time approved teaching faculty of the BBA / MBA program by the University.

- iv. One copy of Project work (Printed or Typewritten) shall be submitted to the Collège/Department, at least One Month prior to the date of commencement of Semester VI Examination for evaluation purpose. The Collège/Department shall retain the copy of Project Work and the list of 'Project Work Titles' shall be submitted to the University.
- v. A Candidate shall submit with his/her/their project work, a certificate from the Supervisor to the effect
 - a. That the candidate has satisfactorily completed the Project work for not less than one session and
 - b. That the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination.
- vi. Candidate shall submit his declaration that the Project is the result of his own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and /or cancelled if found otherwise.
- vii. The Project work shall be evaluated through seminar and open defence and Viva voce at the College/ Department by internal and external examiners appointed by university before Semester VI examination.
- viii. A student appearing for BBA Semester VI Examination will have to pay additional fees as prescribed by the University from time to time.

4. Standard of Passing

The scope of the subject, percentage of passing in Theory and Project and Internal Assessment will be governed as per following rules:

- (i) In order to pass the Bachelor of Business Administration (B.h.A.) 1st, 2nd, 3rd, 4th, 5th and 6th Semester Examinations, and an examinee shall obtain not less than 40 % marks in each paper, that is to say combined in the **written** conducted by the University and in internal assessment put together.

(ii) An examinee who is unsuccessful at the examination shall be eligible for admission to the subsequent examinations on payment of a fresh fee prescribed for the examination together with the conditions of the ordinance in force from time to time.

5. Credit and Grade Point System:

A) Conversion of Marks to Grades and Calculations of SGPA (Grade Point Average) and CGPA (Cumulative Grade Point Average): In the Credit and Grade Point System, the assessment of individual Courses in the concerned examinations will be on the basis of marks only, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the overall evaluation shall be designated in terms of Grade. There are some abbreviations used here that need understanding of each and every parameter involved in grade computation and the evaluation mechanism. The abbreviations and formulae used are as follows: -

Abbreviations and Formulae Used

G: Grade

GP: Grade Points

C: Credits

CP: Credit Points

CG: Credits X Grades (Product of credits & Grades)

SGPA = ECG: Sum of Product of Credits & Grades points / ZC: Sum of Credits points

SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)

CGPA: Cumulative Grade Point Average shall be calculated for the entire Programme by considering all the semesters taken together.

CGPA to Percentage (%) conversion formula: Percentage (%) - (CGPA) * 10

After calculating the SGPA for an individual semester and the CGPA for entire program, the value can be matched with the grade in the Grade Point table as per the ten (10) Points Grading System and expressed as a single designated GRADE such as O, A, B, C, D, P and F

| Sr. No. | Letter Grade | Grade Points | Mark Range | Performance |
|---------|--------------|--------------|-------------------|---------------|
| 1 | O | 10 | Above 90 upto 100 | Outstanding |
| 2 | A* | 9 | Above 80 upto 90 | Excellent |
| 3 | A | 8 | Above 70 upto 80 | Very Good |
| 4 | B+ | 7 | Above 60 upto 70 | Good |
| 5 | B | 6 | Above 50 upto 60 | Above Average |
| 6 | C | 5 | Above 45 upto 50 | Average |
| 7 | P | 4 | 40 to 45 | Pass |
| 8 | F | 0 | Below 40 | Fail |
| 9 | AB | 0 | Absent | Fail |

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

- IT) Division at the BBA semester VI examination shall be declared on the basis of the aggregate marks at the BBA semester I, semester II, semester III, semester IV, semester V and semester VI examination taken together and the CGPA will be calculated and notified.
- c/) The successful examinees at the BBA semester VI examination shall be awarded division based on CGPA.

6. Promotion to Higher Semester (A.T.K.T.):

The unsuccessful candidate of any semester examination shall be ALLOWED TO KEEP THE TERM (ATKT) in accordance with the following table: (Theory and Internal assessment of that theory subject shall be jointly considered as single passing head).

| Admission to academic year | Candidate should have passed All courses of the following examination | Candidate should have filled the examination form and appeared for the following examinations | Candidate should have passed in Minimum 50% courses of the following examination |
|----------------------------|---|---|--|
| 1 st Semester | H.S.S.C/equivalent | 1 st Semester | _____ |
| 2 nd Semester | | 2 nd Semester | _____ |
| 3 rd Semester | _____ | 3 rd Semester | 50% courses of 1 st and 2 nd Semesters taken together |
| 4 th Semester | | 4 th Semester | As Above |
| 5 th Semester | 1 st and 2 nd Semesters | 5 th Semester | 50% courses of 3 rd and 4 th Semesters taken together |
| 6 th Semester* | As Above | | As Above |

Note: (*) A candidate admitted to Final Semester can appear for Final Semester examination however the result of the Final Semester examination will be withheld unless the candidate clears all the lower examinations of the BBA Course.

7. Guidelines for Project Work :

A. Objective

A Batch of maximum 4 students will be assigned a project in the 6th Semester of BBA and it will be pursued by them under the supervision of an internal supervisor. The objective of the Project Work is to help the students to develop their ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical framework.

B. Type of Project

The Project may take any one of the following forms:

- i) Comprehensive case study (covering single organization/multifunctional area problem, formulation, analysis and recommendations)
- ii) Inter-organizational study aimed at inter-organizational comparison/ validation of theory/survey of management services.
- iii) Evolution of any new conceptual / theoretical framework.
- iv) Field study (Empirical study).
- v) Software analysis, Design _____ for organizational _____ em (Applicable to IT)

C. Selection of Project Topic:

- Project topic has to be selected with respect to the programme of study and area elected by the student.
- Title of the project should clearly specify the objective and scope of the study. It should be specific and neither too vague nor centralistic. The topics should be designed meticulously. It can be designed like "Employee Welfare Measures" — A case study of XYZ Ltd.
- Project selection has to be made in consultation with the supervisor who will act as a Project guide for the student.

D. Scope of Work

The student is expected to carry out following activities in the project:

1. Prepare a synopsis and get it approved by the supervisor as assigned by the respective Institutes.
2. Undertake a detailed literature survey on the subject matter.
3. Make relevant data collection/observation.
4. Consult experts in the field.
5. Visit related organizations/institutions/industries.
6. Compile data in proper format.
7. Make proper conclusions/recommendations.
8. Prepare a Project Report.
9. The volume of the project-report should be ranging from 60-80 pages.
10. Obtain approval of Project Report by project supervisor.
11. Submit two hard bound copies of the Project Report at the Institute.
12. Submission of the Project Report shall be one month prior to the date of the commencement of the 6th Semester Examinations for BBA.

E. General Format of the Report

The project report should preferably be written in the following format:

- a) Executive Summary
- b) Introduction to topic
- c) Research Methodology
- d) Analysis and Findings of the study
- e) Conclusions and Recommendations of the study
- f) Bibliography
- g) Appendices — to include questionnaire, if any

8. Provision for Multiple Exit and Multiple Entry

The BBA program offered under this direction provides an opportunity to students for multiple exit from the program as per following conditions:

- a. A student can exit the program after successful completion of 1st and 2nd Semester courses and obtaining 40 credits. Such a student is eligible to be awarded 'Certificate in Business Administration' by the University provided that a student has successfully completed at least one 'Skill Based Course'.
- b. A student can exit the program after successful completion of 1st, 2nd, 3rd and 4th Semester courses and obtaining 80 credits. Such a student is eligible to be awarded 'Diploma in Business Administration' by the University provided that a student has successfully completed at least one 'Skill Based Course'.
- c. A student who has completed the 3 years program and earned 120 credits will be considered eligible for award of 'Bachelor of Business Administration' degree by the University.
- d. A student who wishes to exit the program before completion of 3 years is required to apply to the university through Principal.

0. A student who opted for exit from the program before completion of 3 years (a & b) above shall be eligible for admission to next year of the program in any subsequent academic session. However, if at the time of admission, if this scheme of examination is not in force, the student will have to complete the program according to the provisions made under the direction prevailing at the time of such admission.

9. Provision for Transfer of Credits

The DBA program offered under this direction provides enhanced academic flexibility to students in terms of selecting the courses they want to learn. A student can opt for any course from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTFL/FdX/Coursera in lieu of a course (except Core Course and discipline Specific Electives) mentioned in this scheme of examination. The mechanism for transfer of credits earned through these courses to be adhered is mentioned here:

1. Any Core Course or [discipline Specific Elective mentioned in this scheme of examination cannot be opted out by a student.
2. A student can opt out any course other than Core Course/discipline Specific Elective and earn equal number of credits by completing any ODL or Online course/s from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL/EdX/Coursera.
3. If a student is willing to opt out any such course, he/she will have to mention this while submitting the examination form to the University for respective semester.
4. A certificate of completion of such an ODL/Online course shall be submitted by the student to the University through college before end term evaluation.
5. Such a certificate shall mandatorily have the number of credits, duration of the course and grades/marks obtained by the student and shall preferably have a QR code for verification.
6. The college shall submit the grades and marks obtained by the student to the University along with Internal Assessment marks for the concerned examination.
7. If a student has opted for an ODL/Online course in a particular semester and failed to submit the certificate within prescribed time, the student will be marked for 'Absent' for a particular course in that examination. Such a student will be required to fill in the examination form in the consecutive attempt and submit the passing certificate in order to get his/her corrected result.

10. Eligibility for award of Degree:

In order to become eligible for award of 'Bachelor of Business Administration (BBA)' degree, a student has to fulfil the following conditions:

- a. A student has to earn minimum 120 credits in not less than 3 years.
- b. A student has to successfully complete (pass) all Core Courses and Discipline Specific Electives mentioned in this direction.

NOTE: This scheme of teaching and examination for Bachelor of Business Administration program shall be effective from the academic session 2022-23 and a comprehensive direction for other regulations in this connection shall be soon issued by the University.

Handwritten signatures and initials in blue ink, including 'usdarge', 'Srin', 'myz', and 'NR'.

Bachelor of Business Administration (OB & CBCS)
Examination

Academic Year 2022-23 onwards

Appendix 'A'

Detailed Syllabus for 1st and 2^d Semesters

BBA — Semester — I
Course Type: Core Course
Course Name: Evolution of Business
Course Code: 2T2

COUFS e Out COMPS

- CO1 The Students will be able to relate the reasons of World War and its effect on global business environment.
- CO2 The Student will be able to describe Cold war and OPEC crises on International Business
- CO3 The student will be able to differentiate the Indian Business structure between Pre and Post Independence
- CO4 The student will be able to analyse the contribution of various sectors in Indian Business

CO5 The student will be able to summarise Global Business and Indian Business Scenarios

Unit I— Evolution of Business & Economy: Industrial revolution (1820-1850); Rise of European business (1850-1900); Impact of First World War on International Business; The Great Depression and its effect on International Business; Impact of Second World War on International Business.

Unit II — Evolution of Business in post WWII Scenario: Cold War and its impact on International Business; OPEC Crises and its impact on International Business; Gulf War and its impact on International business; Dawn of IT era and its impact on business & economy

Unit — II-I Evolution of Indian Business: Indian Business: Changes and Styles, East India Company's early ventures in India, Development of Banking and Railways in India, Indian Economy and Business during WW I and WW II, Independence & Industrial Planning, 1947-1960: Origin and evolution of PSUs, Liberalisation of the Indian Economy, 1990s

Unit IV — Industries : Role of industries in Economic development; Factors of industrial location Raw material, power, market, transport and communication, land capital, technology; Weber's theory of industrial location, Iron & steel industry India & USA, Cotton textile industry India & USA. Engineering industry in India Major industrial regions of the world and India.

Reference Books:

1. Order and Disorder after the Cold War — Brad Roberts, MIT Press
2. Mcdha Kudaisv^ (cd) The Oxford India anthology of business history (Oxford University Press: 2011)
3. Atul Kohli, Democracy and development in India: from socialism to pro—business (OUP: 2010)
4. Claude Markovits, Merchant s, traders, entrepreneurs: Indian business in the colonial era (Palgrave Macmillan: 200R)

Bachelor of Business Administration
BBA (CBCS) — Semester — I
Course Type: Skill Enhancement Course
Course Name: Aptitude Development — 1
Course Code: 1T3 — D

Course Outcomes

- CO1 The Students will be able to practice effective communication in real life situations
- CO2 The students will be able to recognise problem solving skills
- CO3 The students will be able to infer logical reasoning techniques
- CO4 The students will be able to explain and infer data analytical techniques
- CO5 The Students will be able to prepare themselves for various competitive exams and different placement aptitude test as well.
-

Unit 1: Verbal Ability: Introduction of Parts of speech, What is noun, Kinds of Noun, Rules & Application, Definition of Pronoun, Examples, Rules & Application, Definition of Verb, Kinds of Verb, Rules & Application, Definition of Tense, Different types of Tenses, Examples, Rules & Application, Definition of Adjective, Kinds of Adjective, Rules & Application, Definition of Adverb, Kinds of Adverb, Rules & Application, Definition of Preposition, Examples, Rules & Application, Definition of Interjection, Examples, Rules & Its Application, Definition of Conjunction, Examples, Rules & Application, Different types of Articles, Examples, Rules & Application English Grammar. News paper reading (Economic Times).

Unit 2: Quantitative Aptitude I: Average- Concept on average, different missing numbers in average estimation, shortcuts & their application. Mixture & Allegation — Proportion & mixtures in percentages, populations & liquids, shortcuts & their application. Time & Work- Basic concept, Chain rule, formulae & their application. Pipes & cistern. Time and distance - Basic concept, Different problems & their shortcut tricks. Time & Speed & Tides concept of speed, time & Distance, relative speed, Upstream & Downstream, formulae & their application, Non Verbal Reasoning, Image Formation, Water — Images, Mirror Image, Image completion, Paper Cutting And Folding

Unit 3: Logical reasoning: Coding & Decoding, series missing numbers, odd one out, cause effect, Direction & Ranking, Blood relations, Syllogism, Assumptions, Premise, and Conclusion, Assertions and Reasoning, Resume writing and Linked In Profiles.

Unit 4: Data Interpretation: Table Charts, Line Charts, Pie Charts, Bar Charts, Tabular Form, Missing Data Interpretation, Radar/Web.

Suggested Books:

Objective English- Arihant Publications

Wadange *Gharpure*

Data Interpretation - R.S Agarwal

Objective English Grammar Kiran Publications

Verbal & non-verbal reasoning- R.S Agarwal

Quantitative Aptitude- R.S *Agarwal*

Analytical Reasoning —Peeyush Bhardwaj



Bachelor of Business Administration
BBA (CBCS) SEM -I
Course Type: Skill Enhancement Course
Course Name: Basics of MS Excel
Course Code : 1T4 A

| Course Outcomes | |
|-----------------|---|
| CO1 | Student will be able to <u>perform operations using Excel tabs and tools effectively.</u> |
| CO2 | Student will be able to reorganize the data with the help of Excel and compute <u>various statistical parameters using Formulas and Functions</u> |
| CO3 | Student will demonstrate ability to work effectively on data sheet with the knowledge of Excel |
| CO4 | Student will demonstrate the ability to <u>construct Pivot Tables and perform operations on given data</u> |
| CO5 | Student will demonstrate the ability to present data in charts and graphs using Excel <u>skills</u> |

UNIT-I

Introduction to Excel - About Excel, Features of Ms-Excel, The Excel Environment; Quick Access Toolbar, Title Bar, Ribbon Tabs, Name Box, Formula Bar, Scroll bars, Status bar, Page views, Zoom Tool. Ribbon Display Options button, Excel Workspace, Cells. Creating Worksheets and Workbooks —Creating and Renaming Worksheets, saving workbook, Copying and moving a worksheet. Inserting and deleting rows and columns, Inserting header and footer in a worksheet.

Formatting Cells; Selecting cells, entering text and numeric data into the cells, applying fonts and background colour, aligning data, merging cell.s, text wrapping, Number Formatting-Text, Percentage, Currency, Dates. Creating series, resizing column ns width and rows height. Excel Shortcuts — Using Keyboard Shortcuts.

UNIT-II

Excel Formulas and Functions- Performing basic mathematical operations using formula, applying formulas using cell names and range, Formatting text using different text functions, Performing calculation using Numerical and Mathematical functions. If function, Logical functions-AND, OR, NOT.

Tables Creating a Table, Applying styles to tables, Adding and Editing Records, Inserting Records and Fields, Deleting Records and Fields.



UNIT-III

Filters, Grouping and Charts in Excel- Filtering records, Sorting data by single and multiple columns, Custom sort, Changing sort order, Eliminating duplicate records.

Chart Preparation - Creating Charts, Selecting Charts and Chart Elements, Moving and Resizing Charts, Changing the Chart Type. Apply Custom Data Formats and Layouts- Changing the Data Range, Switching Column and Row Data, Choosing a Chart Layout, Choosing a Chart Style, Printing Charts, Deleting Charts, Applying Word art Styles to Chart Elements.

UNIT-IV

Introduction to Pivot Tables- Creating Pivot Tables and Pivot Charts, manipulating a PivotTable, Changing Calculated Value Fields, Applying PivotTable Styles, creating a PivotChart, Setting PivotTable Options.

Text Books

1. Excel 2019 All in one By Lokesh Lalwani, BPB Publications ISBN 9789388511582

References:

2. Microsoft ^ Excel" 2016 Bible Published by John Wiley & Sons, Inc., ISBN: 978-1-119-06751 1
3. Microsoft Official Academic Course Microsoft excel 2013, 2014 by John Wiley & Sons, ISBN 978-0-470-13308-8
4. Statistics for Managers: Using Microsoft Excel, Fifth Edition by David M. Levine, David F. Stephan, Timothy C. Krehbiel, and Mark L. Berenson, ISBN 0-536 04080 X
5. Microsoft Excel 2016 Step by Step - Curtis Frye, Microsoft Press, ISBN: 978 0 7356-9880-2
6. Student Guide 40571A Microsoft Excel Expert 2019:
https://www.sos.wa.gov/assets/library/libraries/projects/ita/40571a_microsoft_excel_expert_2019_ebook.pdf

Handwritten signatures and initials in blue ink, including 'SR' and 'David'.

Bachelor of Business Administration
BBA (CBCS) SEM -I
Course Type: Skill Enhancement Course
Course Name: Financial Accounting using Tally
Course code : 1T4-B

| Course Outcomes | |
|-----------------|--|
| CO1 | Student will acquire knowledge and understanding of Basics of Financial accounting and computerised Accounting |
| CO2 | Given the day wise transactions of firm, the students will be able to prepare ledger and group and will be able to create various vouchers, using Tally software |
| CO3 | Given the details about the day-wise transactions of a firm, the student will be able to create bill wise detail based on stock. |
| CO4 | Given the details about transactions, students will be able to prepare profit & Loss A/C report and balance sheet |
| CO5 | Given the situation and data .students will be able to perform operations in Tally |

UNIT I Introduction to Accounting, Advantages of Accounting, Books of accounts, Classification of Accounts, Financial Statements, Inventory management, Computerized Accounting, Advantages of Computerized Accounting, Manual Vs Computerized Accounting, Need of Computerized Accounting, Accounts Organization.

UNIT II Introduction to Tally.ERP 9, Features of Tally, Tally ERP9 Components, Tally ERP 9 Window, Gateway of Tally, Creation, alteration and deletion of company, Ledger, Group, Voucher-Types of Voucher, Purchase Orders, Sales order, Budget.

UNIT III Inventory in Tally, Stock Groups, Stock Categories, Stock Items, Units of Measure, Godowns, Cost Centre, Cost Category., Stock Summery Report.

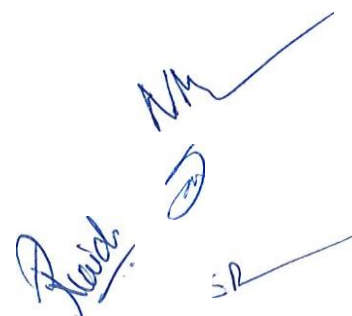
UNIT IV Working with Balance Sheet, working with Day Book Report, working with Profit & Loss A/c Report, working with Trial Balance Report, Ratio Analysis, Bank reconciliation, Tally Audit, Backup & Restore Data in tally.

Text Book

1. Accounting with Tally: K.K. Nadhani, BPB Publication.
2. Tally Tutorial:K.K. Nadhani and A.K. Nadhani, BPB Publication.

Reference Books:

- 1) Peter Norton's Computer fundamentals, fourth Edition — McGraw Hill
- 2) Computer fundamentals — Ravichandran D.
- 3) Tally Financial Accounting Program Current Volume Tally Press
- 4) Tally for Beginners — J"ally Press



BBA(CBCS) — Semester - I

Course Type: Ability Enhancement Compulsory Course

Course Name: Foundation of Managerial Effectiveness

Course Code: 1T5

Course Outcomes

- C01 The Students will be able to relate the concept of skill development with managerial skills
- C02 The students will be able to interpret the problem solving technique with the help of Johari Window
- C03 The students will be able to analyse group behaviour and explain of SWOT Analysis
- C04 The student will be able to differentiate between different structures of organisation and classify between empowerment and delegation
- C05 The students will be able to point out the effective managerial traits and ways to improve them

Unit 1:

Importance of competent managers, Introduction to skills & personal skills, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, Change — Definition, advantages, and disadvantages of change, attitude towards change.

Unit 2:

Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving (Johari Window), limitations of analytical problem solving. Learning learning of skills and applications of skills, Skills development and application.

Unit 3:

Group and Group Behaviour: Nature of group, group membership, stages of group development, characteristics of the group, types of groups. Team building: Developing teams and team work, advantages of team, leading team, team membership. Swot analysis — definition, basic elements, advantage, limitations, tips for conducting swot.

Unit 4:

Structure and Nature of organization. Matrix organization. Formal and informal organizations. Organization effectiveness Criteria for evaluating effectiveness. Organizational life cycles. Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

Reference Books:

1. Essential of business Administration K.Aswathapa Himalaya Publishing House
2. Management: Concept and Strategies By J. S. Chandon, Vikas Publishing

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3. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
 4. Principles of Management By Ramasamy T, Himalaya Publishing House
 5. Principles of Management, Dr.Neeru Vashisht & Dr.Namita hajput, Taxmann
- V.S.P. Rao Managerial Skills Excel Books,2010, New Delhi

2gharpure:

BBA (CBCS)– Semester – II
 Course Type: Core Course
 Course Name: Fundamentals of Business Management
 Course Code: 2T2

Course Outcomes

- CO1 The student will be able to identify different functions of management and management thoughts.
- CO2 The student will be able to differentiate between Management and Administration as well as identify the skills required for a manager.
- CO3 The student will be able to Outline and illustrate plans for various activities.
- CO4 The Student will be able to develop competency of decision making while working in a group.
- CO5 The student will be able to apply various management principles in his/ her day-to-day life

Unit I: Introduction Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, is management a science or art? Development of Management Thought Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach.

Unit II: Management and Administration-Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.

Unit III: Management Planning Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry.

Unit VI: Decision Making-Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making. Organisation Concepts, Principle of organization, Importance, Features of good organization structure, Type.s of Organisation structure.

Reference Books:

1. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
2. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
3. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
4. Principlcs of Management By Ramasamy T, Himalaya Publishing House
5. Principles of Management, Dr.Necru Vashisht & Dr.Namita Rajput, Taxman n

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BBA (CBCS) — Sem — II
 Course Type: Core Course
 Course Name: Cost and Management Accounting
 Course Code: 2T3

Course Outcomes: _____

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| CO-1 | Given the data about the various cost student will be able to classify the elements of cost and also able to prepare cost sheet, tender/Quotation for various business proposals. Given the data of profit as per cost book and profit as per financial book the student will be able to prepare reconciliation statement form the same. |
| CO-2 | Given the information about the each process through which a product has to pass, a student will able to compute the cost of each process, total cost of product and also able to compute the Value of abnormal loss and abnormal gain. Given the cost data about the transport vehicle (Goods and Passenger) the students will be able to compute the cost & profit of an operating service. |
| CO-3 | Given the information about Cost, Volume & Profit student will be able Compute of Break Even Point, Profit Volume Ratio, Margin of Safety etc and also able use marginal costing for decision making purpose which includes a range of decisions such as Closing down a plant, dropping a product line, make or buy decisions, selection of suitable product mix, desired level of profits etc. |
| CO-4 | Given the data about the various cost/Receipt and payments the students will be able to prepare budgets for forecasting cost structure at various production capacities and cash positions for a specific duration |
| CO-5 | The students will be able to apply the concept of costing in ascertainment of cost, computation of profit and business forecasting. |

Unit 1: Introduction to cost accounting - Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender. Introduction and need for reconciliation between financial accounts and cost account, reasons for disagreement in Profit; Preparation of Reconciliation Statement.

Unit 2: Process Costing - Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts (up to abnormal loss and abnormal gain only). Operating Costing- Classification of costs, features of operating costing: Preparation of log sheet for Transport (Goods and Passenger) costing only.

Unit 3: Marginal Costing and decision making - Introduction, Application of Marginal costing in terms of cost control, level of activity planning- Break-even-analysis: Application of BEP for various business problems in terms of profit planning, closing down a plant, dropping a product line, make or buy decisions, selection of suitable product mix, desired level of profits, closing down or suspending activities.

Unit 4: Budget and Budgetary Control- Concepts, Types of Budgets, Budgetary Control, Types of budgets, Advantage and limitations of budgets, Simple problems based on Flexible and Cash Budget, Basic concept of zero-base budgeting.

Reference Books:

1. Cost Accounting, Text and Problems, M.C Shukla, TS Grewal and MP Gupta, S Chand Publications
2. Cost Accounting, RSN Pillai and V. Bhagwathi, S. Chand Publication

3. Management Accounting, Bhagwati & Pillai, Second Edition, S. Chand & Company Ltd.
4. Taxman's Cost & Management Accounting — A student-oriented book with illustrations Ravi M Kishore, 6th Edition, Taxmann publication
5. Cost and Management Accounting- Theory, Problems and Solutions, M N Arora, 2019 Edition, Himalaya Publication.

Atul Kishore 

RBA(CBCS) Semester II
Course Type: Ability Enhancement Compulsory Course
Course Name: Environmental Studies (AECC)
Course Code: 2T4

Course Outcomes

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|-----|--|
| C01 | The Students will be able to recognise the importance of environmental studies and various natural resources |
| C02 | The students will be able to illustrate various types of pollution and its causes and their control measures |
| C03 | The students will be able to point out the reasons of population growth and its impact on environment. |
| C04 | The students will be able to identify and explain the Social issues affecting environment |
| C05 | The students will be able to relate the environmental issues and act on their own level to protect it. |

Unit I: Introduction to Environment Studies: Definition, Scope importance, Need for public awareness, sustainable development, Natural Resources- renewable and non- renewable resources, role of individual in conservation of natural resources(Forest, water, land, energy, mineral)

Unit II: Environment Pollution: Types of pollution air, water, soil, noise, thermal and Nuclear, causes effects and control measures, Global warming, green house effect, Ozone layer depletion, Acid rains

Unit III: Human Population: Global population growth, variations among nations, Population explosion- causes and impact, Family welfare Programs methods of sterilization; Infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment

Unit IV: Social Issues in Environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity.

Reference Books:

1. A text book of environmental by K M Agrawal, P K Sikdar, S C Deb", published by Macmillan
2. Environment management by N K Uberoi", published by Excel Books
3. Environment management by Dr. Swapan Deb", published by Jaico Publishing House.
4. Environmental Management by S K Agrawal", published by A.P.H. publishing Corporation.

W. S. Chorge
S. Gharpure

Bachelor of Business Administration
BBA (CBCS) — Sem — II
Course Type: Generic Elective
Course Name: Sociology
Course Code: 2Tü A

Course Outcomes:

- CO1 The student will be able to identify the subject matter of sociology as a science
- CO2 The students will be able to relate various domains of social sciences with sociology
- CO3 The students will be able to interpret elements of culture and society in development of value system
- CO4 The Students will be able to explain contribution of social institutions in social development
- CO5 The student will be able to examine his / her role in community in terms of society, religion, caste, region, gender and polity.

Unit 1:

Characteristics of sociology as a science, Relationship of sociology with other social sciences — Anthropology, History, Economics, Political Science, Psychology.

Unit 2:

Focus of Studies in Sociology — Group: - Primary and secondary groups, their characteristics and importance in individual's life, In groups, out groups and reference groups.

Unit 3:

Culture and Society Definition and meaning and characteristics of culture, Material and non material culture, cultural lag, Elements of culture — Cognitive elements, beliefs, values, and norms and signs

Unit 4

Socialisation - Definition, meaning, and process of socialisation, Agents of Socialisation, Family, peer group and School, Stages of Socialisation.

Reference Books:

1. Bottomore, T. U., Sociology: A guide to problems and literature, George Allen and Unwin (India) Bombay, 1972
2. Inkeles, Alex, What is Sociology? Prentice Hall India, New Delhi 1987
3. Jayaram N. Introductory Sociology — Macmillan India, Madras, 1988

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Bachelor of Business Administration
BBA (CBCS) Semester II
Course Type: *Generic Elective*
Course Name: Hospitality and Tourism
Course Code: 2T5 B

Course Outcomes

- CO1 The students will be able to classify different types of hotels and hotelrooms
- CO2 The students will be able to identify different departments in hospitality industry and their *functions*
- CO3 The student will be able to formulate various travel plans
- CO4 The student will be able to analyse role of tourism development corporations
- CO5 The students will be able to plan his / her career as a tour operator or travel agent

Unit 1:

Structure of Hospitality Industry, Customer care in Hospitality Industry, Departmentalisation in Hotels, Classifications of Hotels & Hotel Rooms, Basis for Classification of Hotels, Distribution Channel in Hospitality.

Unit 2:

Departments in Hospitality Industry, Food & Beverage Service department Menu, Beverages; Housekeeping department Roles and Procedures, Front Office Department Organisation and Functions, Quality Control Department Environmental and Food safety standards.

Unit 3:

Constituents of Tourism Industry and tourism organizations, Tourism Regulations, Tourism Services and Operations, Modes of Transport, Tourism Accommodation, Informal and Subsidiary Services Categories and Roles, Travel Agency, Tour Operator, Tourism Information: Sources

Unit 1:

Tourism Marketing - Advertising, Publicity, Selling, Tourism Policy and Planning, Infrastructure Development, Local Bodies, Officials and Tourism, ITDC and other state tourism development corporations. Manila Declaration on world tourism,

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Egarpure

