



**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

SYLLABUS

For

IIIrd Year

(Revised from 2022)

SEMESTER V

(BATCH 2022)



TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction: 2022

PROGRAM CODE	071		
YEAR	III rd year		
SEMESTER	V		
NAME OF COURSE	Introduction to International Business Management		
COURSE CODE	BBA22-511		
COURSE TYPE	CORE		
PAPER NO	1		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 4	Passing: 40%
	Theory : Yes	Practical : No	
TEACHING HOURS	Theory : 60	Practical: No	

INTRODUCTION:

This course offers a comprehensive examination of international business management, with a specific emphasis on the challenges and intricacies of conducting business in the global marketplace. This course explores fundamental principles, models, and tactics employed by corporations to effectively operate in global settings, encompassing cultural, political, economic, and legal aspects.

COURSE OBJECTIVE:

1. Understand the core principles of global commerce.
2. Conduct an analysis of the worldwide business climate.
3. Analyse the influence of cultural, political, and economic elements on the functioning of international business activities.
4. Create effective methods for entering and conducting business in global marketplaces.
5. Utilise international business management theory in practical situations.

COURSE OUTCOMES:

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

1. Global Business Environment: Demonstrate an understanding of the complexities of the global business environment and how they affect international business operations.
2. International Trade Theories: Apply key international trade and investment theories to

- real-world business scenarios.
3. Market Entry Strategies: Evaluate and select appropriate market entry strategies for different international markets.
 4. Cross-Cultural Competence: Exhibit an awareness of cultural differences and their implications for international business management.
 5. International Organizations: Analyze the roles and impacts of international organizations and agreements on global trade and business.
 6. Strategic Decision-Making: Formulate and implement effective global business strategies.

Course Details:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end- sem)
Unit 1	International Business: <ul style="list-style-type: none"> • Introduction, Concept, Definition, Scope, Trends • Challenges and opportunities; factors causing globalization of business • Nature, Meaning and Importance of International competitive advantage 	10	10	NA	6	10
Unit 2	International Trade and Investment: <ul style="list-style-type: none"> • Promotion of global business • Role of GATT/WTO • Multilateral trade negotiation and agreements • VIII & IX round discussions and agreements • Challenges for global business 	10	10	NA	8	10
Unit 3	International monetary systems: <ul style="list-style-type: none"> • IMF, World Bank, IBRD, IFC, IDA • Existing international arrangements; 	10	10	NA	6	10

	<ul style="list-style-type: none"> Globalization and foreign investment- Introduction FDI, National FDI policy framework, FPI, Impact of globalization. 					
Unit 4	Global Business Environment: <ul style="list-style-type: none"> Economic environment Political and legal environment Technological environment Cultural Environment 	10	10	NA	6	10
Unit 5	Theories of International Trade and Investment: <ul style="list-style-type: none"> Classical theories (Absolute Advantage, Comparative Advantage) Modern theories (Product Life Cycle, New Trade Theory) Foreign direct investment (FDI) theories Trade Barriers- Tariff and Non Tariff Barriers 	10	10	NA	8	10
Unit 6	International Market Entry Strategies <ul style="list-style-type: none"> Exporting, licensing, franchising Joint ventures and strategic alliances Foreign direct investment 	10	10	NA	6	10
Total		60	60	0	40	60

Recommended Books:

Title of Book	Author	Publisher
International business	Subba Rao,P	Himalaya Publishing House
International Business: Environment and Management	V.K. Bhalla and S. Shivaramu	Anmol Publications
International Business: Competing in the Global Marketplace	Charles W. L. Hill, Arun K. Jain	McGraw-Hill Education

International Marketing.	Cherunilam, Francis	Himalaya Publishing House
International marketing	Rathor, B. S.	Himalaya Publishing House

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Research Methodology	
COURSE CODE	BBA22-512	
PAPER NO	2	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 4 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : Yes	Practical: No

INTRODUCTION:

This course provides an in-depth understanding of the various research methodologies used in social sciences, natural sciences, and humanities. It aims to equip students with the necessary skills to design, conduct, and analyze research. Emphasis is placed on both qualitative and quantitative research methods, ethical considerations, data collection, and data analysis techniques.

COURSE OBJECTIVES:

1. To expose students to the areas of commercial and business research activities.
2. To develop an understanding of the right approach of Research Methodology and its role in Business.
3. To provide the students with basic understanding of research process and tools for the same.
4. To provide an understanding of the tools and techniques necessary for research and report writing.
5. To learn the Techniques of writing & presenting Reports.

COURSE OUTCOME:

- 1) After completing this course, students will be able to understand the fundamentals of research technique.
- 2) using them for study and project work.
- 3) This course will help them in choosing a suitable study design.

COURSE DETAILS:

Unit	Title of unit with detailed	No of teaching-	Theory	Practical	Marks Weightage
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No	content	learning hours per unit			INT (continuous evaluation)	EXT (end- sem)
1	Introduction To Research – Meaning ,Definition Characteristics of Resaerch Objectives of Resaerch Importance of Resaerch Essential Qualities of Research Essential Qualities of Researcher	6	6	0	4	6
2	Social Research – Basic Types of Research Definition of Social Research Importance of Social Research Approaches to Social Research Types of Research in Social Sciences Relevance of Social Research	8	8	0	5	8
3	Research Process Introduction Various steps in Research Process Finding Problem Detecting Problem Area Fixing Data collection area & method Hypothesis Testing Analysis of data Tabulation Report Writing Report Presentation	10	10	0	6	10
4	Problem Formulation Introduction Sources of Problems Research Design Importance of Research Design Basic Elements of Research Design	8	8	0	4	8
5	Hypothesis Meaning & Definition Sources of Hypothesis Types of Hypothesis Qualities of Hypothesis Difficulties in formulation of Hypothesis	8	8	0	6	8

6	Data Collection – Primary Data Types of methods to collect data Questionnaire Method Types of Questions Interview Method Case Study Method Advantages & Limitations Secondary Data – collection methods Internal Sources External Sources	10	10	0	5	10
7	Scaling & Measurements & processing of data How to measure? Levels of Measurement Scales – Likert Scale ,Graphic Rating scale ,Employee satisfaction scale Coding of data Tabulation of data	6	6	0	5	6
8	Report Writing – Planning and Organization of Research Report Steps in Report	5	5	0	5	8
Total Hours		60			40	60

Recommended Books:

Title	Author	Publisher
Research methodology in management	Arya, P. P.	Deep & Deep Publication (P) Ltd
Research methodology	Kothari, C.R.	New Age International (P) Limited, Publishers
Research methodology	Majhi, Priti R.	Himalaya Publishing House
Research methodology in management	Michael, V. P.	Himalaya Publishing House

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DEPARTMENT OF MANAGEMENT**



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction: 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Management Information System	
COURSE CODE	BBA22-513	
COURSE TYPE	CORE	
PAPER NO	3	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 4
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : 60	Practical: No

INTRODUCTION:

Management Information Systems (MIS) plays a crucial role in the management and functioning of organisations in the current era of digital technology. The objective of this course is to equip students with a thorough comprehension of how information systems are utilised to oversee business operations, facilitate decision-making, and attain a competitive edge. Students will investigate the function of Management Information Systems (MIS) in organisations, acquire knowledge about the many categories of information systems, and comprehend the influence of these systems on business processes and strategies.

COURSE OBJECTIVE:

1. Equip students with the knowledge and skills to effectively manage and utilize information systems within an organization.
2. Cover fundamental concepts of Management Information Systems (MIS).
3. Explore the development and implementation of information systems.
4. Demonstrate the strategic use of information technology to enhance business performance.
5. Provide insights into current trends and issues in the field of MIS.
6. Discuss data management practices.

COURSE OUTCOMES:

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

1. Define Management Information Systems (MIS) and differentiate between data and information & explain the relationship between information and management.
2. Utilize Information for Effective Decision Making
3. Apply Systems Theory to MIS
4. Analyze Various Information Systems in Organizations
5. Distinguish Between Information, Knowledge, and Wisdom
6. Implement Decision Support Systems (DSS) and E-Learning Solutions

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to MIS <ul style="list-style-type: none">• Definition of MIS• Distinction between Data and Information• Information and Management	7	7	NA	6	8
2	Information and Decisions <ul style="list-style-type: none">• Types and Sources of Information• Attributes of Information• Types of Decisions (Idealistic vs. Realistic)• Models of Decision Making• Tools for Decision Making	7	7	NA	6	8
3	Systems Theory <ul style="list-style-type: none">• Definition of System• Characteristics of Systems• Types of Systems• Negative Feedback and Entropy	7	7	NA	6	8
4	Information Systems in Organisations <ul style="list-style-type: none">• Overview of Various Information Systems• ERP Systems• SCM Systems• CRM Systems• Business Intelligence	7	7	NA	6	8

5	Information and Knowledge <ul style="list-style-type: none"> • Distinction between Information, Knowledge and Wisdom • Introduction to Knowledge Management 103 • Types of Knowledge • The Spiral of Knowledge Creation • Tools for Knowledge Conversion from tacit to explicit form. • Examples of Knowledge Management Practices 	7	7	NA	6	8
6	Decision Support Systems <ul style="list-style-type: none"> • Definitions of DSS • Structure of DSS • Applications of DSS 	4	4	NA	2	5
7	Role of MIS in Organisational Learning <ul style="list-style-type: none"> • Introduction to E-learning • Learning Management • Learning Content Management Systems 	6	6	NA	8	15
Total Hours		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Management information systems	Davis, Gordon B. & Olson, Margrethe H.	Tata McGraw -hill Publishing Company Ltd
Management Information Systems for the Information Age	Stephen Haag, Maeve Cummings	McGraw-Hill Education
Essentials of Management Information Systems	Kenneth C. Laudon, Jane P. Laudon	Pearson
Management Information Systems	Dr. Milind M. Oka	Everest Publishing House

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction: 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Integrated Marketing Communication	
COURSE CODE	BBA22-514MM	
COURSE TYPE	SPECIALISATION (Marketing)	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3
	Passing: 40%	
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

This course offers an overview of the fundamental principles and methods of Integrated Marketing Communication (IMC). The text examines the integration of different marketing techniques and channels within IMC to effectively convey a cohesive message and accomplish marketing goals. The subjects covered are advertising, public relations, sales promotion, direct marketing, digital marketing, and personal selling.

COURSE OBJECTIVE:

1. Identify key concepts and principles of Integrated Marketing Communication.
2. Learn to create detailed IMC plans that correspond with organisational goals.
3. Examine the evolution and relevance of IMC in modern marketing practices.
4. Examine media channels employed in IMC efforts, such as traditional, digital, and social media.
5. Evaluate the advantages and disadvantages of alternative communication channels.

COURSE OUTCOMES:

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

1. Comprehend IMC Frameworks:
2. Develop IMC Plans:
3. Analyze Communication Channels:
4. Apply Consumer Behavior Insights:
5. Craft Creative Content:
6. Navigate Ethical and Legal Standards:
7. Evaluate Campaign Effectiveness:
8. Integrate Marketing Elements:

Course Details:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Introduction to Integrated Marketing Communication(IMC): <ul style="list-style-type: none"> • Definition, Importance • Characteristics and components of Integrated Marketing Communication • Real-world marketing challenges • Benefits of implementing IMC strategies • Marketing Communication Triangle. 	7	7	NA	6	8
Unit 2	Marketing Communication (MarCom): <ul style="list-style-type: none"> • MarCom Process • Communication Triangle • MarCom Models 	7	7	NA	6	8
Unit 3	Advertising: Meaning, Definition, Characteristics of Advertising, Advantages and Limitations of Advertising, Types of Advertisements, Types of Advertising Media, Developing an Advertising Strategy.	7	7	NA	6	8

Unit 4	<u>Sales Promotion: Meaning and Definitions.</u> Scope of Sales Promotion as IMC tool, Types of Sales Promotion, Difference between consumer promotion and trade promotion. Advantages and Limitations of Sales Promotion.	7	7	NA	6	8
Unit 5	Publicity, Public Relations, Direct Marketing Channels: Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, Publicity, Events as an IMC Tool.	7	7	NA	6	8
Unit 6	Ethical Issues in Advertising: Misleading claims and false representations, stereotyping, Targeting Vulnerable Populations, Intellectual Property Rights, ASCI.	4	4	NA	2	5
Unit 7	Case Studies	6	6	NA	8	15
Total Hours		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Advertising management	Khan, Kamran	Essential Books
Advertising and sales management	R.Mehra R. (Ed.)	Sonali Publications
"Marketing Communications: An Indian Perspective"	Niraj Kumar and Amit Kesari	Himalaya Publication House
Advertising and Promotion: An IMC Perspective	Belch, George E.; Belch, Michael A.; Purani, Keyoor	McGraw-Hill Education
Advertising, Branding and Marketing Communication: New Trends and Practices in the Indian Context	Amitabh Kumar	Global Vision Publishing House

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION
YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Principles of Finance	
COURSE CODE	BBA22-514FM	
COURSE TYPE	SPECIALISATION (Finance)	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : Yes	Practical: No

COURSE OBJECTIVES:

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

COURSE OUTCOME:

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

1. Cultivate a responsible and strategic attitude towards finances and money, understanding their crucial role in the success and sustainability of businesses.
2. Gain comprehensive knowledge of various financing options available to businesses, including their functions, advantages, and applications in different business scenarios.
3. Acquire fundamental insights into the concepts of capital structure, including the principles and strategies involved in designing an optimal capital structure for a company.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Basic concepts in finance : Introduction, Definition, Nature, scope of finance function, Financial	12	12	NA	10	15

	Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.					
2	Sources of Finance : External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings,.	11	11	NA	10	15
3	Capital Structure : Meaning criteria for determining capital structure, Determinants of Capital Structure, Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	11	11	NA	10	15
4	Recent Trends in business finance: Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund	11	11	NA	10	15
					40	60
Total Hours		45	45	No	40	60

Recommended Books:

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

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Recruitment and Selection	
COURSE CODE	BBA22-514HRM	
COURSE TYPE	SPECIALISATION (Human Resource Management)	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : Yes	Practical: No

COURSE OBJECTIVES:

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

COURSE OUTCOME:

At the end of the course:

1. Students will be able to explain the fundamental concepts of recruitment and selection and their importance in the human resource management function.
2. Students will be able to conduct job analysis and develop job descriptions and specifications.
3. Students will be able to identify and evaluate various recruitment strategies and sources.
4. Students will be able to evaluate the effectiveness of various selection techniques and make informed decisions.
5. Students will be able to assess the effectiveness of recruitment and selection processes through metrics and key performance indicators.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-semester)
1	Hiring process and hiring decision: Nature of hiring-regular, temporary, permanent, apprentice, contractual etc. Existing or new post to be created, need analysis, cost analysis and Job analysis.	9 hours	9	NA	8	12
2	Hiring Internally: Meaning, definition of Internal Recruitment, advantages and disadvantages in terms of cost, suitability, time, quality etc. Sources of internal recruitment.	10 Hours	10		8	12
3	Hiring Externally: Meaning, definition of external Recruitment, advantages and disadvantages in terms of cost, suitability, time, quality etc. Sources of external recruitment.	10 Hours	10	NA	8	12
4	Comparative study of 10 recruitment advertisements (5 from Newspaper & 5 from job portals) & analysis of the same in the light of : Job Specification/ description, Mode of selection, Other details - Documentation for Recruitment	8 hours	8	NA	8	12
5	Interviewing: Study of Interview modes, List of questions for interviewers, Personal, Telephonic.	8 hours	8	NA	8	12
Total Hours		45 Hours	45		40	60

Recommended Books:

Sr. No	Title of the book	Author	Publisher
1	Human Resource and Personnel Management	K Aswathappa	Tata McGraw Hill

2	Effective Recruitment and Selection Practices	Alan Nankervis, Robert Compton, Bill Morrissey	
3	Recruitment and Selection (Developing Practice)	Chartered Institute of Personnel and Development	
4	Successful Interviewing and Recruitment	Rob Yeung, Kogan	Page Publishers

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION
YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Retail Management	
COURSE CODE	BBA22-515MM	
COURSE TYPE	SPECIALISATION (Marketing)	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION: Retail Management is an all-encompassing course specifically tailored for Bachelor of Business Administration (BBA) students, with a primary emphasis on the fundamental principles and methodologies employed in the retail sector. This course encompasses a wide range of topics related to retailing, such as analysing the retail environment, developing retail strategies, managing inventory, overseeing shop operations, and implementing customer relationship management. Students will acquire knowledge and understanding of the most recent trends and technology that are influencing the retail industry.

COURSE OBJECTIVE:

1. Understanding Retail Fundamentals: To provide students with a thorough understanding of the retail industry, including its structure, functions, and types of retailers.
2. Retail Strategy Development: To equip students with the knowledge to develop and implement effective retail strategies.
3. Merchandise Management: To understand the principles of merchandise planning, sourcing, and pricing.
4. Store Operations: To learn the best practices in store layout, design, and management.
5. Customer Relationship Management: To understand the importance of customer service and relationship management in retail.
6. Technology in Retail: To explore the impact of technology and e-commerce on traditional retail practices.
7. Ethical and Sustainable Retailing: To discuss the ethical issues and sustainable practices in the retail sector.

COURSE OUTCOMES:

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

1. **Analyze Retail Environments:** Critically analyze different retail environments and identify key factors influencing retail operations.
2. **Develop Retail Strategies:** Create and implement strategic plans for retail businesses that align with market demands and organizational goals.
3. **Manage Merchandise:** Demonstrate proficiency in merchandise management, including inventory control, product assortment, and pricing strategies.
4. **Optimize Store Operations:** Apply best practices in store layout, visual merchandising, and day-to-day operations to enhance customer experience and operational efficiency.
5. **Enhance Customer Relationships:** Develop effective customer relationship management strategies to increase customer loyalty and satisfaction.
6. **Leverage Retail Technologies:** Utilize contemporary technologies to optimize retail operations and enhance the shopping experience.
7. **Implement Ethical Practices:** Integrate ethical considerations and sustainable practices into retail management decisions.

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Introduction to Retail Management: <ul style="list-style-type: none"> • Definition and scope of retail management • Evolution of retailing • Types of retailers 	6	6	NA		8
Unit 2	Retail Environment and Strategy: <ul style="list-style-type: none"> • Retail market segmentation • Retail positioning strategies • Competitive analysis 	7	7	NA		8
Unit 3	Merchandise Planning and Buying: <ul style="list-style-type: none"> • Merchandise mix and assortment planning • Buying process and vendor selection • Pricing strategies 	7	7	NA		8

Unit 4	Store Operations and Management: <ul style="list-style-type: none"> • Store layout and design • Visual merchandising • Customer service management 	7	7	NA		8
Unit 5	Inventory Management: <ul style="list-style-type: none"> • Inventory control methods. • Stock turnover and inventory turnover ratio • Technology in inventory management 	7	7	NA		8
Unit 6	Legal and Ethical Issues in Retailing. <ul style="list-style-type: none"> • Consumer protection laws • Ethical issues in retail • Corporate social responsibility 	6	6	NA		5
Unit 7	Case Studies	5	6	NA	8	15
Total Hours		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Retail management	Ghosal, Gourav.	Essential Books
Retail Management	Suja Nair	Himalaya Publications
Retail Management: A Global Perspective	Harjit Singh	SAGA Publications
Retail Management: A Strategic Approach	Barry Berman and Joel R. Evans	Pearson
Essentials of Retailing	L. P. Wessel and Ronald W. Lane	McGraw-Hill Education

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Analysis of Financial Statements	
COURSE CODE	BBA22-515FM	
COURSE TYPE	SPECIALISATION (Finance)	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : Yes	Practical: No

COURSE OBJECTIVES:

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

COURSE OUTCOME:

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

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

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)

1	<p>Introduction to Financial Statements : (Theory and Practical Problems) Meaning of Financial statements , understanding the role of financial statements in business, Importance of Financial statements, Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013, Reading company's Balance Sheet</p>	12	12	NA	10	15
2	<p>Introduction to analysis and Interpretation of financial statements: (Theory and Practical Problems) Analysis and Interpretation of financial statements – Meaning/ introduction, Types of financial analysis, Advantages of financial analysis, Limitations of financial analysis, Techniques of financial analysis - Comparative financial statements , Trend Analysis, Common Size Financial Statements , Funds Flow Analysis, Cash Flow Analysis, Ratio Analysis</p>	11	11	NA	10	15
3	<p>Cash Flow Analysis (Theory and Practical Problems) Meaning , Objectives, Utility and limitations of cash flow statement Preparation of Cash Flow Statement, Methods of Cash Flow Statement -Direct Method , Indirect Method Cash Flow Activities – Operating, Investing, Financing</p>	11	11	NA	10	15
4	<p>Funds Flow Analysis (Theory and Practical Problems) Introduction, Concepts, Utility , Limitations of Fund Flow Statement Preparation of Fund Flow</p>	11	11	NA	10	15

	Statement - Funds From Operations , Statement of Changes in Working Capital , Funds Flow Statement					
Total		45	45	No	40	60

Recommended Books:

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

**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION
YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Training and Development	
COURSE CODE	BBA22-515HRM	
COURSE TYPE	SPECIALISATION (Human Resource Management)	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT):	Continuous evaluation (INT):
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

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

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

- CO1. Understand the meaning, scope, and importance of training and development in organizations.
CO2. Conduct training needs assessments using various methods and align them with organizational objectives.

CO3. Differentiate between traditional and modern training methods, assessing their advantages and applications.

CO4. Analyze the role of trainers, post-training support, and partnerships in enhancing workplace performance.

CO5. Design and implement employee development programs focusing on career planning, competency mapping, and leadership growth.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
	Training: Introduction to Training, Definition, Concept, Meaning, Nature, Need for Training and Development, Types of Training, Effective Learning and Training.	9 hours	9	NA	8	12
	Process of Training: Identification of job competencies, Training Need Analysis and Assessment, Training for Performance, Steps in Training, Role and Responsibilities of HRD and Training Specialist	10 Hours	10	NA	8	12
	Designing and Implementation of Training Plan: Objectives of Designing Training Plan, Budgeting of Training, Trainer and Trainee Identification, Designing Module, Designing and Conducting Specific Training and Development Programme. Methods of Training: Methods & Technique of Training, On Job Training, and Competency based training, Online Training, E-Learning, Multimedia Training, Management Development Program, New Employee Training.	10 Hours	10	NA	8	12

	Evaluation of Training Program: Introduction, concept & principles, Evaluating Training and Results- Kirkpatrick Model of Evaluation, CIRO of Training, ROT of Training, Cost-Benefit analysis. (8 hours	8	NA	8	12
	Management Development: Training and Coaching, Mentoring, Training Practices, Train the trainer, Training for Diversity, Impact of Training on HRD.	8 hours	8	NA	8	12
Total Hours		45 Hours	45		40	60

Recommended Books:

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Sr. No	Title of the book	Author	Publisher
1	Employee Training & Development	Raymond Noe	
2	Training and Development	S K Bhatia	
3	The ASTD Training and Development Handbook: A Guide to Human Resource Development	Robert Craig	McGrawHill
4	Creative Training Techniques Handbook	Robert W. Pike	CSP

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Advanced Excel for Data Analysis & Presentation	
COURSE CODE	BBA22-516 A	
COURSE TYPE	ELECTIVE	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT):	Continuous evaluation (INT):
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory :	Practical: No

INTRODUCTION:

This course will equip students with advanced Excel skills to analyze data and create compelling presentations. Topics include complex functions, data manipulation, and advanced charting tools. Students will master pivot tables, macros, and data visualization to transform raw data into meaningful insights. These skills enable handling large datasets, performing detailed analyses, and presenting findings clearly and attractively. Graduates will be valuable assets to organizations relying on data-driven decision-making.

COURSE OBJECTIVES:

1. Familiarize students with the Excel interface, tools, and basic functions relevant to data analysis and presentation.
2. Teach techniques for importing, cleaning, and organizing raw data within Excel efficiently.
3. Introduce statistical functions and tools in Excel for descriptive and inferential analysis.
4. Explore various methods of visual representation using charts, graphs, and pivot tables to effectively communicate insights.
5. Teach complex formulas, conditional logic, and advanced functions for sophisticated data analysis.

COURSE OUTCOMES:

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

1. Utilize Excel's interface competently for data manipulation, analysis, and presentation

purposes.

2. Apply statistical functions and tools to derive meaningful insights from data.
3. Create visually compelling representations of data through charts, graphs, and pivot tables.
4. Construct complex formulas and utilize advanced Excel functions for data analysis.
5. Develop informative dashboards showcasing analyzed data for effective communication.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Managing worksheets: 1.1 Create Worksheets 1.2 Navigate in Worksheets 1.3 Format Worksheets 1.4 Customize Options and Views for Worksheets 1.5 Configure Worksheets and for Distribution	8	1	7	7	12
2	Design formats and layouts: 2.1 Apply Custom Data Formats and Validation 2.2 Apply Advanced Conditional Formatting and Filtering 2.3 Create and Modify Custom Workbook Elements	8	1	7	7	12
3	Create Tables 3.1 Create and Manage Tables 3.2 Manage Table Styles and Options 3.3 Filter and Sort a Table	8	1	7	7	12
4	Performing operations with functions and formulae: 4.1 Summarize Data by using Functions 4.2 Perform Conditional Operations by using Functions 4.3 Format and Modify Text by using Functions	8	1	7	7	12
5	Create and format charts: 5.1 Creating charts 5.2 Formatting charts	8	1	7	7	12
6	Assignments related top	5	1	4	5	NA

	previous chapters.					
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
The Basic Concepts of MS Excel	<u>Sudhir Kumar</u>	BOOK WORLD
A To Z Of MS EXCEL	Rinkoo Jainn	Kindle Edition

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION
YEAR of Introduction : 2022

PROGRAM CODE	071	
YEAR	IIIrd year	
SEMESTER	V	
NAME OF COURSE	Community Service	
COURSE CODE	BBA22-516 B	
COURSE TYPE	ELECTIVE	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT):	Continuous evaluation (INT):
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : 5	Practical: 25

INTRODUCTION: This course intends to engage students in meaningful community service activities, instilling a sense of social responsibility and broadening their awareness of the impact businesses may have in society. Students will participate in a variety of service projects, reflect on their experiences, and discover how businesses may help with community development.

COURSE OBJECTIVES:

1. Understanding Social Responsibility: Gain insight into the role of businesses in promoting social welfare.
2. Practical Experience: Participate in community service projects to apply business skills in real-world settings.
3. Leadership Development: Develop leadership and teamwork skills through project management.
4. Critical Thinking: Reflect on the social, ethical, and economic implications of business decisions.

COURSE OUTCOME:

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

1. Articulate the importance of corporate social responsibility (CSR) and its application in business practices.
2. Assess and identify the needs of the community through research and interaction with local organizations.
3. Develop and implement a community service project plan, including goals, timelines, and resource allocation.
4. Utilize business principles such as marketing, management, and finance to support

community service initiatives.

5. Communicate effectively with diverse groups, including community members, team members, and organizational leaders.
6. Reflect on the impact of their service on the community and their personal and professional development through journals, reports, or presentations.
7. Exhibit leadership and problem-solving skills in managing and executing community service projects.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Community Service and Social Responsibility.	1	1	NA	5	NA
2	Introduction to Leadership: <ul style="list-style-type: none"> • Characteristics of a Leader • Types of Leadership Styles 	1	1	NA	5	NA
3	Basic Communication and Social Skills	2	2	NA	5	NA
4.	Field Work: <ul style="list-style-type: none"> • Direct involvement in community service projects. • Collaboration with local organizations and participation in ongoing community initiatives. 	25	NA	25	30	NA
5.	Group Discussions and Debates on Social Issues	1	1	NA	5	NA
Total		30	5	25	50	

Recommended Books:

Sr. No	Title of the book	Author	Publisher
1	Social Work and Community Development: Practice and Perspective	Anand Sirohi	Rawat Publications
2	Community Development in India	Mahesh Chand and V.K. Puri	Vikas Publishing House

Note: Students are highly recommended to read scholarly articles written by social activists and be in synchronization with the current happenings in the society.

SEMESTER VI

(BATCH 2022)



TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction: 2022

Syllabus Code No.	071	
YEAR	III rd year	
SEMESTER	VI	
NAME OF COURSE	Strategic Management	
COURSE CODE	BBA22-611	
COURSE TYPE	CORE	
PAPER NO	1	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 4
	Theory : Yes	Practical : No
TEACHING HOURS	Theory : 60	Practical: No

INTRODUCTION:

Strategic Management is a comprehensive subject that equips students with the knowledge and tools to formulate, implement, and evaluate business strategies. This course emphasizes the dynamic environment of business and the strategic decisions required to achieve competitive advantage and long-term organizational success. Students will explore core concepts, analytical frameworks, and practical applications of strategic thinking.

COURSE OBJECTIVES:

- To introduce students to the fundamentals of strategic management and its importance in business.
- To provide an understanding of the strategic decision-making process.
- To analyze internal and external environments impacting organizations.
- To explore tools and techniques for strategy formulation and implementation.

COURSE OUTCOMES:

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

- CO1. Explain the fundamental concepts and frameworks of strategic management.
- CO2. Conduct an in-depth analysis of internal and external business environments.
- CO3. Develop and evaluate strategic options for organizational growth.
- CO4. Design implementation plans to achieve strategic objectives effectively.
- CO5. Critically assess the impact of strategic decisions on organizational performance and

sustainability.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Introduction to Strategic Management: <ul style="list-style-type: none"> • Definition, Concept, and Importance of Strategic Management • Levels of Strategy: Corporate, Business, and Functional • Strategic Intent: Vision, Mission, Goals, and Objectives 	8	8	0	6	9
Unit 2	Environmental Scanning and Industry Analysis: <ul style="list-style-type: none"> • Internal and External Environment • SWOT Analysis • PESTLE Analysis • Porter's Five Forces Model • Competitor Analysis 	12	12	0	6	9
Unit 3	Types of Strategies & Implementation: <ul style="list-style-type: none"> • Corporate Level • Business level • Functional Level Strategy • Strategic Tools: BCG Matrix and GE-McKinsey Matrix 	12	12	0	6	9
Unit 4	Strategy Implementation <ul style="list-style-type: none"> • Steps in Strategy Implementation • Resource Allocation • Challenges in Strategic Implementation 	8	8	0	6	9
Unit 5	Strategy Evaluation and Control: <ul style="list-style-type: none"> • Key Performance 	12	12		6	9

	Indicators (KPIs) <ul style="list-style-type: none"> • Balanced Scorecard • Strategic Control Techniques • Challenges in Strategy Evaluation 					
Unit 6	Case Studies	8	8	0	10	15
Total		60	60	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Strategic Management concepts	David, Fres R.	Pearson Education
Strategic Management	John A. Pearce	McGraw Hill Education (India) Private Limited
Strategic Management	Sandhya Singh	Vayu Education of india
Business policy and strategic management	Azhar Kazmi	Tata McGraw Hill Education Private Limited.

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Entrepreneurship Development	
COURSE CODE	BBA22-612	
PAPER NO	2	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 4 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : Yes	Practical: No

INTRODUCTION:

Entrepreneurship Development is a course that provides students with an introduction to the dynamic world of entrepreneurship. This course delves into the entrepreneurial process, from the conception of an idea to the establishment of profitable enterprises. It underscores the indispensable function of entrepreneurs in the realms of economic development, innovation, and problem-solving. Students will acquire a thorough comprehension of entrepreneurial practices and obstacles by means of practical applications, case studies, and theoretical concepts.

COURSE OBJECTIVE:

- Introduce students to the foundational concepts, history, and evolution of entrepreneurship.
- Develop the ability to identify, evaluate, and act on business opportunities.
- Equip students with the skills required to create and manage a business plan.
- Provide insights into funding options and financial management for startups.
- Enhance understanding of the legal, ethical, and managerial aspects of entrepreneurship.
- Foster creativity, innovation, and strategic thinking in addressing entrepreneurial challenges.

COURSE OUTCOMES:

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

CO1: Understand the characteristics, types of entrepreneurs, and their role in economic development.

CO2: Identify and evaluate business opportunities through creativity, market research, and feasibility analysis.

CO3: Develop comprehensive business plans and manage funding and financial aspects of a startup.

CO4: Demonstrate leadership and problem-solving skills to address entrepreneurial challenges and scale ventures effectively.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end- sem)
Unit 1	Introduction to Entrepreneurship: Definition, Concept, and Evolution of Entrepreneurship Characteristics and Qualities of Successful Entrepreneurs Types of Entrepreneurs: Intrapreneurs, Social Entrepreneurs, and Tech Entrepreneurs Role of Entrepreneurship in Economic Development	8	8	0	6	9
Unit 2	Idea Generation and Opportunity Identification: Sources of Business Ideas Creativity and Innovation in Entrepreneurship Market Research and Feasibility Analysis Assessing Risks and Opportunities	12	12	0	6	9
Unit 3	Business Planning: Elements of a Business Plan Developing Vision, Mission, and Goals Marketing and Sales Strategies Financial Planning and Budgeting	12	12	0	6	9
Unit 4	Funding and Financial Management: Sources of Finance: Bootstrapping, Venture Capital, Angel Investors, and Bank Loans Government Schemes and Support for Entrepreneurs (with examples from India) Cash Flow Management	8	8	0	6	9

	Basics of Financial Statements					
Unit 5	Startup Management: Building and Leading Teams Managing Growth and Scaling Operations Legal and Ethical Aspects of Entrepreneurship Challenges and Failures in Startups: Lessons Learned	12	12		6	9
Unit 6	Case Studies and Practical Applications	8	8	0	10	15
Total		60	60	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Entrepreneurship Development	Desai, Vasant & Rai, Urmila	Himalaya Publishing House
Entrepreneurship Development	Baporikar, Neeta	Himalaya Publishing House
Entrepreneurship Development	Chaudhary, Neeraj	Wisdom Publications

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Business Ethics & Values	
COURSE CODE	BBA22-613	
PAPER NO	3	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100 Credits: 4 Passing 40%	
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : Yes	Practical: No

INTRODUCTION:

In a global landscape that is swiftly evolving, business ethics is a critical discipline that investigates the moral principles that govern business behaviour. To provide learners with the necessary tools to make ethical decisions, this course investigates the interaction between personal and professional values, organisational practices, and ethical theories. Students will acquire a thorough comprehension of ethical concerns in business, corporate social responsibility, and emerging trends, including sustainability and digital ethics, through interactive discussions, theoretical frameworks, and real-world case studies.

COURSE OBJECTIVE:

- To introduce the fundamental concepts and importance of ethics in the business context.
- To explore personal and professional values and their impact on ethical decision-making.
- To analyze ethical dilemmas using established decision-making frameworks and case studies.
- To examine corporate social responsibility practices and their relevance in achieving the triple bottom line.
- To investigate emerging ethical trends in business.

COURSE OUTCOMES:

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

CO1. Explain the principles of ethical theories and distinguish between ethics, morals, and laws in a business context.

CO2. Evaluate personal and professional values to align them effectively with organizational goals and decision-making processes.

CO3. Apply ethical decision-making frameworks to resolve real-world business dilemmas.

CO4. Analyze the role and impact of corporate social responsibility practices in Indian and global organizations.

CO5. Critically assess emerging trends such as data privacy, AI ethics, and sustainability to develop strategies for ethical leadership and innovation.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Introduction to Business Ethics: <ul style="list-style-type: none"> • Definition, nature, and importance of ethics in business • Ethical theories: Utilitarianism, Deontology, Virtue Ethics • Difference between ethics, morals, and laws • Ethical issues in the workplace 	9	9	0	5	8
Unit 2	Personal and Professional Values: <ul style="list-style-type: none"> • Meaning and types of values: Personal, cultural, and organizational • The role of values in ethical decision-making • Aligning personal values with organizational goals 	8	8	0	5	8
Unit 3	Ethical Decision-Making and Frameworks: <ul style="list-style-type: none"> • Ethical decision-making models • Resolving ethical dilemmas in business • Case studies on ethical decision-making 	9	9	0	5	8
Unit 4	Corporate Social Responsibility (CSR): <ul style="list-style-type: none"> • Concept and significance of CSR • The triple bottom line: 	8	8	0	5	7

	<ul style="list-style-type: none"> People, Planet, Profit CSR practices in Indian and global companies 					
Unit 5	Business Ethics in Practice: <ul style="list-style-type: none"> Ethical issues in marketing, finance, and HRM Whistleblowing and its ethical implications Codes of conduct and ethics training in organizations 	9	9		5	7
Unit 6	Emerging Trends in Business Ethics: <ul style="list-style-type: none"> Ethics in the digital age: Data privacy, AI ethics Sustainability and ethical business practices Social entrepreneurship and ethical leadership 	7	7	0	5	7
Unit 7	Case Studies	10	10	0	10	15
Total		60	60	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Business ethics	Global Open University	Global Open University
Understanding business ethics	Stanwick Peter A	Pearson Education
Introduction to business ethics	Viswan, V Vivek.	Viva books
Corporate governance business ethics and CSR	Sharma J. P.	Ane Book Pvt Ltd

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Services Marketing	
COURSE CODE	BBA22-614MM	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

India's service industry, which is the most dynamic and fast-growing sectors of its economy, contributing significantly to the country's GDP, has surpassed agriculture and manufacturing as the largest driver of economic growth, with both domestic demand and global opportunities propelling its expansion. India has positioned itself as a global leader in key service sectors, including IT, healthcare, education, and tourism. Therefore it is prudent that students study services marketing due to the rapidly evolving nature of the service industry in India and its significant role in the country's economy. The course "Introduction to Services" provides an in-depth examination of the service industry, which is becoming increasingly essential in the contemporary economy. This course shall familiarize students with the essential ideas of services, encompassing its definition, features, and their unique distinctions from products.

COURSE OBJECTIVES:

- To introduce the fundamental concepts, definitions, and characteristics of services.
- To analyze the growing importance of services in the global and national economy.
- To explore the difference between goods and services and understand the unique challenges in marketing services.
- To provide a deep understanding of the Service Marketing Mix and its extended components.
- To examine the significance of service quality and models that help manage and improve service delivery.

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the fundamental concepts of services marketing.

CO2: Analyze the unique characteristics of services and differentiate between goods and services.

CO3: Apply the concepts of product, price, place, and promotion to services marketing contexts.

CO4: Evaluate the importance of people, physical evidence, and process through Extended Marketing Mix.

CO5: Assess the significance of service quality.

Books recommended:

1. Service marketing-The Indian Context: R. Shrinivasan; Publisher: PHI Learning.
2. Govind Apte: Services Marketing, Oxford Press, 2011K.
3. Rama Mohana Rao, Services Marketing, Pearson, 2e, 2011.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Introduction to Services: Meaning and Definition of Services, Growing Importance of Services,	8	8	0	6	9
Unit 2	Characteristics of Services: 4-I and 1-O, Goods Vs Services	8	8	0	6	9
Unit 3	Service Marketing Mix: Product, Price, Place, Promotion, Challenges in Marketing of services	8	8	0	6	9
Unit 4	Extended Service Marketing Mix: PEOPLE, PHYSICAL EVIDENCE, PROCESS	8	8	0	6	9
Unit 5	Managing Service Quality: Significance of services quality, Service quality Gap Model, Gringos Model of service quality (Internal marketing, external marketing and Interactive marketing).	8	8	0	6	9
Unit 6	Case Studies	5	5	0	10	15

Total	45	45	0	40	60
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Recommended Books:

Title of Book	Author	Publisher
Service marketing-The Indian Context	R. Shrinivasan	PHI Learning
Services Marketing	Govind Apte	Oxford Press, 2011K
Services marketing	S.M.Jha	Himalaya Publishing House
Services marketing	ICFAI center for management research	ICFAI University Press

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Financial Services	
COURSE CODE	BBA22-614FM	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

The financial services industry forms the backbone of economic growth by enabling efficient resource allocation, risk management, and financial intermediation. This course provides an in-depth understanding of the diverse range of financial services, their evolution, and their crucial role in fostering economic development. From traditional banking and insurance to contemporary trends like FinTech and digital payments, the curriculum is designed to offer comprehensive insights into the structure, functioning, and regulatory environment of financial services in India and globally.

COURSE OBJECTIVE:

- Provide a foundational understanding of financial services, their scope, and evolution in India.
- Examine the roles and contributions of banks, NBFCs, insurance, and investment services to economic growth.
- Familiarize students with regulatory frameworks and emerging trends like FinTech, blockchain, and digital payment systems.

COURSE OUTCOMES:

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

CO1. Define and explain the scope, nature, and types of financial services and their role in economic development.

CO2. Analyze the structure, functioning, and services provided by banks and NBFCs, including recent trends in their operations.

CO3. Describe the fundamentals of insurance services, their risk management role, and the regulatory framework in India.

CO4. Evaluate various investment avenues, mutual fund structures, and the regulatory aspects influencing investment services.

CO5. Assess the impact of emerging trends like FinTech, blockchain, and digital payments on the financial services industry.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Introduction to Financial Services: 1.1 Definition and Scope of Financial Services 1.2 Evolution of Financial Services in India 1.3 Role of Financial Services in Economic Development 1.4 Types of Financial Services: Banking, Insurance, Mutual Funds, etc.	8	8	0	6	9
Unit 2	Banking and Non-Banking Financial Companies (NBFCs) 2.1 Structure and Functioning of Banks 2.2 Services Provided by Banks 2.3 Role of NBFCs in Financial Markets 2.4 Comparison between Banks and NBFCs 2.5 Recent Trends in Banking and NBFCs	8	8	0	6	9
Unit 3	Insurance Services 3.1 Basics of Insurance: Life and General Insurance 3.2 Insurance Products and their Features 3.3 Role of Insurance in Risk Management 3.4 Regulatory Framework of Insurance Services in India (IRDAI)	8	8	0	6	9

	3.5 Trends in the Insurance Sector					
Unit 4	Investment Services and Mutual Funds 4.1 Overview of Investment Services 4.2 Types of Investments: Stocks, Bonds, Real Estate, etc. 4.3 Mutual Funds: Types, Structure, and Benefits 4.4 Role of AMCs (Asset Management Companies) 4.5 Regulatory Aspects of Investment Services (SEBI Guidelines)	8	8	0	6	9
Unit 5	Emerging Trends in Financial Services 5.1 FinTech and its Impact on Financial Services 5.2 Digital Payments and E-Wallets 5.3 Crowd funding and Peer-to-Peer Lending 5.4 Blockchain and Cryptocurrency 5.5 Regulatory Challenges and Innovations in Financial Services	8	8	0	6	9
Unit 6	Case Studies	5	5	0	10	15
Total		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Mastering Fintech	Prof. Arvind Singh Rajpurohit, Prof. Neeraj S. Bakshi, Dr. Manisha Raghunath Shedge, Dr. Avinash Prabhakar Bhavsar	JSR Publication
Financial Services	M.Y. Khan	McGraw Hill Education (India) Private Limited
Management of Financial Services	V.K. Bhalla	Anmol Publications Pvt Ltd
Indian Financial System	Bharti Pathak	Pearson Education India
Financial Markets and Institutions	Frederic S. Mishkin, Stanley G. Eakins	Pearson Education

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Industrial Relations	
COURSE CODE	BBA22-614HRM	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

Studying Industrial Relations is crucial as it equips managers with a deep understanding of the dynamics between employers, employees, trade unions, and government bodies. This knowledge is essential for fostering harmonious workplace relationships, ensuring compliance with labor laws, and effectively managing conflicts. The course discusses the historical development of IR in India, the legal frameworks governing labor relations, and the practical mechanisms for resolving industrial disputes. Additionally, it examines the evolving trends in IR, providing students with the tools to analyze real-world case studies and develop strategic solutions to workplace challenges.

COURSE OBJECTIVES:

- To provide a comprehensive understanding of the definition, scope, and objectives of Industrial Relations.
- To highlight the significance of IR in maintaining a harmonious organizational environment.
- To familiarize students with the legal framework governing labor relations in India, including key labor laws and their practical applications.
- To equip students with strategies for effective conflict prevention, resolution, and dispute management in industrial settings.

COURSE OUTCOMES:

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

CO1. Define and explain the scope and objectives of Industrial Relations.

CO2. Articulate the importance of IR in fostering organizational harmony and productivity.

CO3. Identify and analyze the roles of employers, employees, trade unions, and the government in shaping IR.

CO4. Demonstrate knowledge of key labor laws in India and their practical implications in the workplace.

CO5. Develop and apply strategies for managing industrial conflicts and disputes using effective resolution mechanisms.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-semester)
Unit 1	Introduction to Industrial Relations <ul style="list-style-type: none"> • Definition, Scope, and Objectives • Importance of IR in organizations • Historical development of Industrial Relations in India 	8	8	0	6	9
Unit 2	Key Stakeholders in Industrial Relations <ul style="list-style-type: none"> • Role of employers, employees, and trade unions • Government and its influence on IR • Employer-employee relationships and collective bargaining 	8	8	0	6	9
Unit 3	Labor Laws in India <ul style="list-style-type: none"> • Overview of key labor legislations (e.g., Industrial Disputes Act, Factories Act, Trade Unions Act) • Legal framework for employee rights and 	9	9	0	6	9

	<ul style="list-style-type: none"> employer obligations Practical applications of labor laws in the workplace 					
Unit 4	Conflict Resolution and Dispute Management <ul style="list-style-type: none"> Types of industrial conflicts Strategies for conflict prevention and resolution Dispute settlement mechanisms (conciliation, arbitration, adjudication) 	9	9	0	6	9
Unit 5	Emerging Trends in Industrial Relations	6	6	0	6	9
Unit 6	Case Studies	5	5	0	10	15
Total		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Dynamics of industrial relations	Mamoria, C.B.	Himalaya Publishing House
Labour laws & industrial relations	Ramtirthkar, R. R.	Himalaya Publishing House
Essentials of human resource management and industrial relations	Rao, Subba P.	Himalaya Publishing House

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Brand Management	
COURSE CODE	BBA22-615MM	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

Branding is an essential component of an organization's strategy that influences how customers think of products and services. This course examines the fundamental principles and dynamics of branding, investigating its concepts, strategies, and importance in a competitive market. By doing a comprehensive analysis of branding, students will acquire knowledge regarding the creation, positioning, and management of brands to attain enduring success.

COURSE OBJECTIVE:

The course aims to:

1. Provide a comprehensive understanding of the fundamental concepts and significance of branding.
2. Explore various types of brands and their advantages and disadvantages in the marketplace.
3. Introduce key branding concepts such as brand hierarchy, personality, identity, and positioning.
4. Examine strategic approaches to brand development, extension, and management.
5. Highlight the importance of brand loyalty, equity, and their impact on customer retention and business growth.

COURSE OUTCOMES:

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

CO1. Explain the meaning, definition, and significance of branding, along with the advantages and disadvantages of various types of brands.

CO2. Analyze key branding concepts, including brand hierarchy, brand personality, brand image, identity, and positioning, to understand their role in building a brand.

CO3. Understand different branding strategies and the steps involved in brand development, including brand extension and ethical considerations in branding.

CO4. Assess factors influencing brand loyalty and equity, and identify methods for building and maintaining customer loyalty.

CO5. Apply techniques for managing brand performance and conducting brand evaluations to ensure sustained brand relevance and success.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	Meaning, Definition and Significance of Branding; Types of Brands, Advantages and Disadvantages of Branding.	8	8	0	6	9
Unit 2	Concepts in Branding: Brand Hierarchy, Brand personality, Brand Image, Brand Identity, Brand Positioning.	8	8	0	6	9
Unit 3	Brand Strategies: Concept and types of branding strategies. Steps in brand development, Brand Extension, Ethics in Branding.	8	8	0	6	9
Unit 4	Brand loyalty and Brand Equity: Concept, Factors affecting brand loyalty; Benefits of brand loyalty- Types of Customer Brand Loyalty; Building brand loyalty - Brand Positioning and Brand Associations.	8	8	0	6	9
Unit 5	Managing Brand: Brand Performance, Evaluation of Brands.	8	8	0	6	9
Unit 6	Case Studies	5	5	0	10	15
Total		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Brand management	Sharma, Jaya	Essential Books

Brand management	Gupta, S. L.	Himalaya Publishing House
Brand Positioning	Subroto Sen Gupta	Tata McGraw-Hill
Future of branding	Srivastava, Rajendra (Ed.)	Sage Publication India Pvt. Ltd
Creating Powerful Brands	McDonald Malcolm and De Chernatony L	Amazon.Co.UK

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Financial Management	
COURSE CODE	BBA22-615FM	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

Business Finance is the lifeblood of any organization, crucial for its growth, sustainability, and success. This course explores the foundational principles, concepts, and techniques of financial management, emphasizing its role in strategic decision-making. From understanding financial statements to managing working capital, capital structure, and investment decisions, the course equips students with analytical tools and frameworks essential for sound financial planning and control in dynamic business environments.

COURSE OBJECTIVE:

- To introduce the foundational concepts of financial management, including its objectives, modern approaches, and integration with other business disciplines.
- To develop analytical skills for financial statement analysis using various techniques such as ratio analysis, cash flow statements, and trend analysis.
- To explore the principles of working capital management, capital structure, cost of capital, and leverage to enhance financial decision-making.
- To equip students with capital budgeting tools and techniques for evaluating investment opportunities and understanding the time value

COURSE OUTCOMES:

CO1. Explain the core concepts of financial management, including its objectives and modern approaches such as investment, financing, and dividend policy decisions.

CO2. Analyze and interpret financial statements using techniques like ratio analysis, trend analysis, and cash/funds flow statements for informed decision-making.

CO3. Evaluate working capital requirements, identify influencing factors, and recommend strategies for effective short-term financial management.

CO4. Assess capital structure decisions, compute the cost of capital, and analyze the impact of leverage on financial performance.

CO5. Apply traditional and modern capital budgeting tools, such as ARR, NPV, and IRR, to evaluate and make sound investment decisions.

COURSE DETAILS:

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
Unit 1	<ul style="list-style-type: none"> • Business Finance: • Introduction to Business Finance, Meaning and Definition of Financial Management. • Objectives of Financial Management-(Profit Maximization and Wealth Maximization). • Modern Approach to Financial Management-(Investment Decision, Financing Decision, Dividend Policy Decision). • Finance and its relation with other disciplines, Functions of Finance Manager 	8	8	0	6	9
Unit 2	<p>Techniques of Financial Statement Analysis:</p> <ul style="list-style-type: none"> • Introduction, Objectives of financial statement analysis. • Various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement 	8	8	0	6	9
Unit 3	Working Capital Management:	8	8	0	6	9

	<ul style="list-style-type: none"> • Meaning of Working Capital, its components & types. • Operating Cycle, factors affecting working capital. • Estimation of working capital requirement. (Total Cost Method & Cash Cost Method) 					
Unit 4	Capital Structure: <ul style="list-style-type: none"> • Meaning and Factors affecting Capital Structure. • Different sources of finance. • Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC), • Trading on Equity • Concept of Leverages and its types. 	8	8	0	6	9
Unit 5	Capital Budgeting: <ul style="list-style-type: none"> • Meaning, Definition of Capital Budgeting, Time value of money. • Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR 	8	8	0	6	9
Unit 6	Case Studies	5	5	0	10	15
Total		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Financial Management	Vechalekar N.M.	Nirali Prakashan
Financial Management	Reddy, G. Sudarsana	Himalaya Publishing House
Advanced Financial Management	N.M. Vechalekar	Nirali Prakashan
Advanced Financial Management	Narendra Singh	Himalaya Publishing House
Financial Management	Pandey I. M.	Vikas Publishing House Pvt. Ltd.

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071	
YEAR	IIIrd year	
SEMESTER	VI	
NAME OF COURSE	Compensation Management	
COURSE CODE	BBA22-615HRM	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing 40%
	Theory : Yes	Practical : Yes / No
TEACHING HOURS	Theory : 45	Practical: No

INTRODUCTION:

Compensation Management is a critical component of human resource management, concentrating on the tactics and policies employed to establish employee remuneration. This course examines diverse strategies for administering pay, incentives, perks, and awards to enhance employee motivation and maintain organisational competitiveness. Comprehending pay management is essential for managers to efficiently attract, retain, and motivate people while adhering to legal and ethical norms.

COURSE OBJECTIVE:

- To introduce students to the fundamentals of compensation management.
- To understand the relationship between compensation and employee motivation, performance, and retention.
- To study various compensation structures, including salary and non-salary components.
- To explore the impact of legal and ethical issues in designing compensation plans.
- To develop the ability to create and manage compensation programs that align with organizational goals.

COURSE OUTCOMES:

COURSE DETAILS:

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

CO1. Understand the principles and concepts of compensation management

CO2. Analyze and design compensation structures that are competitive and aligned with organizational strategies.

CO3. Evaluate various compensation models and practices used in organizations.

CO4. Apply legal and ethical considerations in compensation design that are bases for drafting compensation policies.

CO5. Develop compensation policies for different types of taking into account industry standards, legal constraints, and employee needs.

Unit No.	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end- sem)
Unit 1	Introduction to Compensation Management: <ul style="list-style-type: none"> • Definition, Importance, and Objectives of Compensation • Key Concepts: Direct vs. Indirect Compensation 	8	8	0	6	9
Unit 2	Compensation Structures: <ul style="list-style-type: none"> • Pay and Benefits Structures • Salary Surveys and Market Pricing • Internal Equity and External Competitiveness 	8	8	0	6	9
Unit 3	Incentive Systems and Employee Benefits: <ul style="list-style-type: none"> • Incentive Plans: Short-term and Long-term • Benefits: Health, Retirement, and Other Perks 	8	8	0	6	9
Unit 4	Legal and Ethical Issues in Compensation: <ul style="list-style-type: none"> • Labor Laws, Minimum Wage, Equal Pay for Equal 	8	8	0	6	9

	Work <ul style="list-style-type: none"> Ethical Considerations in Compensation 					
Unit 5	Compensation Strategy and Organizational Fit: <ul style="list-style-type: none"> Aligning Compensation with Organizational Goals Performance-linked Compensation and Motivation Job Evaluation and Pay-for-Performance 	8	8	0	6	9
Unit 6	Case Studies	5	5	0	10	15
Total		45	45	0	40	60

Recommended Books:

Title of Book	Author	Publisher
Compensation Management	K. Aswathappa	Tata McGraw-Hill Education
Labour cost and compensation management	Rao, A.P.	Everest Publishing House
Compensation	Milkovich, George T.	Tata McGraw Hill Education Private Limited.

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2022

Syllabus Code No.	071
YEAR	IIIrd year
SEMESTER	VI
NAME OF COURSE	Internship
COURSE CODE	BBA22-616
PAPER NO	5
MARKING SCHEME	End-Semester (EXT): 100
CREDITS – MARKS	Total: 100 Credits: 2 Passing 40%
	Theory : No Practical : No
TEACHING HOURS	Theory : No Practical : No

INTRODUCTION:

The Internship Program is designed to give an insight to students about professional environment to allow them to gain practical experience in the workplace before receiving their degree. This is a mandatory requirement for fulfillment of academic curriculum of the degree.

COURSE OBJECTIVES:

Each student will learn through “hands-on” experiences in an organization through employment for 8 weeks (precisely 60 days). Students will be engaged in activities and work designated by the employer. Students are required to acquire the skills and knowledge, necessary to become successfully employed in a similar occupational or professional environment.

Assessment:

The Internship programme will be assessed as follows:

40 Marks for Internal Assessment: Based on the report submitted after completion of the internship.

60 Marks for External Assessment: Viva Voce and Presentation.

