



## **Department of BUSINESS ADMINISTRATION**

CO – ORDINATOR : - DR. D.B. MORE

Phone: 0241-2359571 Extn. 253

2018-2019 (2013 Pattern)

### **Department of Business Administration**

#### 1. Departmental Profile

Ahmednagar College, the first and the oldest institution of Ahmednagar District. A premier institution of learning for traditional as well as new-age subjects, the name of the college is synonymous with Quality Education. Ahmednagar college opened the gates of Higher Education to the all types of the students irrespective of their caste, religion and race. The Department of Business Administration was established in the year 2005. Post Graduate Courses were started from 2009. The department of Business Administration has its course designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. B.B.A. programs expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Under the leadership of Principal Dr. R. J. Barnabas, the department gained its rigor acclaim. Currently Dr.D.B. More is working as a coordinator of the Department.

The department of Business Administration is actively engaged in various activities with the help of students and faculty members. The commerce association is regularly arranging lectures related with trade, commerce, industry, management, taxation & global scenario. Eminent personalities, consultant's resource persons were called for delivering the lecturers on related topics.

Business Administration course provides adequate basic understanding about Management Education among the students. It prepares students to exploit opportunities being newly created in the Management Profession. It helps train the students in communication skills effectively. It develops appropriate skills in the students so as to make them competent and provide them self-employment, and inculcates Entrepreneurial skills.



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### 2. Programmes offered

Sr. No.	Programme	Objectives	Programme Specific Objectives
1.	Bachelor of Business Administration (B.B.A.)	To provide adequate basic understanding about Management Education among the students.	<b>F.Y.B.B.A. (Sem – I)</b> <b>Business Organization and Systems</b> 1. To make the students aware about various activities of business, business practices and recent trends in business world. 2. To study the challenges before the businesses and setting up of a business enterprise. 3. To develop the spirit of entrepreneurship among the students.
		To prepare students to exploit opportunities being newly created in the Management Profession.	<b>Business Communication Skills</b> To improve various skills such as linguistic, non-linguistic and Paralinguistic skills. 2. To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively. 3. To create awareness among student about Methods and Media of communication.
		To train the students in communication skills effectively.	<b>Business Accounting</b> 1.To enable the students to acquire sound knowledge of basic concepts of accounting 2. To impart basic accounting knowledge 3. To impart the knowledge about recording of transactions and preparation of final accounts 4. To acquaint the students about accounting software packages
		To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.	<b>Business Economics (Micro)</b> 1. To expose students to basic micro economic concepts. 2. To apply economic analysis in the formulation of business policies. 3. To use economic reasoning to problems of business.
		To inculcate Entrepreneurial skills.	<b>Business Mathematics</b>



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			<ol style="list-style-type: none"> <li>1. To understand applications of matrices in business.</li> <li>2. To understand the concept and application of Permutations &amp; Combinations in business.</li> <li>3. To use L.P.P. and its applications in business.</li> <li>4. To understand the concept of Transportation problems &amp; its applications in business world.</li> <li>5. To understand the concept of shares &amp; share market.</li> </ol>
			<p><b>Business Demography and Environmental Studies</b></p> <ol style="list-style-type: none"> <li>1) To develop knowledge base for demographic and environmental factors affecting business.</li> <li>2) To make the students aware of environmental problems related to business and Commerce.</li> <li>3) To inculcate values of Environmental ethics amongst the students.</li> </ol>
			<p><b>F.Y.B.B.A. (Sem – II)</b></p> <p><b>Principles of Management</b></p> <ol style="list-style-type: none"> <li>a) To provide conceptual knowledge to the students regarding nature, complexity and various functions of management</li> <li>b) To give historical perspective of management</li> <li>c) Students will also gain some basic knowledge on recent trends and international aspects of management</li> </ol>
			<p><b>Principles of Marketing</b></p> <ol style="list-style-type: none"> <li>a. To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.</li> <li>b. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.</li> <li>c. To develop basic and essential skills related to marketing.</li> </ol>



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			d. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.
			<p><b>PRINCIPLES OF FINANCE</b></p> <p>1. To provide understanding of nature, importance, structure of finance related areas.</p> <p>2. To impart knowledge regarding sources of finance for a business.</p>
			<p><b>Basics of Cost Accounting</b></p> <p>1.To Impart the Knowledge of Basic cost concepts, element of cost &amp; preparation of Cost Sheet.</p> <p>2. To provide basic knowledge of important Methods of costing.</p>
			<p><b>Business Statistics</b></p> <p>1. To understand the basics of statistics - concept of population and sample &amp; to use frequency distribution to make decision.</p> <p>2. To understand and to calculate various types of averages and variation.</p> <p>3. To understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.</p> <p>4. To understand the concept - Time Series and its applications in business.</p> <p>5. To understand the concept - Index numbers and applications in business.</p> <p>6. To inculcate the research culture among students.</p>
			<p><b>Business Informatics</b></p> <p>1. To know the basics of Computer</p> <p>2. To understand the basics of networking</p> <p>3. To know the basics of internet</p> <p>4. To know the basics of databases</p>
			<p><b>S.Y.B.B.A. (Sem – III)</b></p> <p><b>Personality Development:</b></p> <p>To make the students aware about the dimensions and importance of effective personality.</p>



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			<p>2. To understand personality traits and formation and vital contribution in the world of business .</p> <p>3. To make the students aware about the various dynamics of personality development.</p>
			<p><b>Business Ethics</b></p> <p>1. To impart knowledge of Business Ethics to the students.</p> <p>2. To promote Ethical Practices in the Business.</p> <p>3. To develop Ethical and Value Based thought process among the future manager's entrepreneurs.</p>
			<p><b>Human Resource Management and Organizational Behavior</b></p> <p>1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.</p> <p>2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.</p>
			<p><b>Management Accounting</b></p> <p>1. To impart basic knowledge of Management Accounting.</p> <p>2. To know the implications of various financial ratios in decision making.</p> <p>3. To study the significance of working capital in business.</p> <p>4. To understand the concept of budgetary control and its application in business.</p> <p>5. To develop the calculating ability of various techniques of management accounting.</p>
			<p><b>Business Economics (Macro)</b></p> <p>1. To study the behavior of working of the economy as a whole.</p> <p>2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.</p>



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			3. To apply economic reasoning to problems of business and public policy.
			<p><b>IT in Management</b></p> <p>1. To understand the role of IT in Management.</p> <p>2. To understand the basics of operating systems.</p> <p>3. To know the current happenings.</p>
			<p><b>S.Y.B.B.A. (Sem – IV)</b></p> <p><b>Production &amp; Operations Management</b></p> <p>1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.</p> <p>2. To understand manufacturing technology and its role in developing business strategy.</p> <p>3. To identify the role of operation function.</p> <p>4. To understand the external and internal effects of five operation performance objective</p>
			<p><b>Industrial Relations and Labour Law</b></p> <p>To impart the students with the knowledge about complexities between labour and management relationships.</p> <p>2. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.</p> <p>3. To impart the students with the knowledge of laws &amp; how law affects the industry &amp; labour.</p>
			<p><b>Business Taxation</b></p> <p>To understand the basic concepts and definitions under the Income Tax Act, 1961.</p> <p>2. To update the students with latest development in the subject of taxation.</p> <p>3. To Acquire knowledge about Computation of Income under different heads of Income of Income</p>



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			<p>Tax Act, 1961.</p> <p>4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.</p> <p>5. To prepare students Competent enough to take up to employment in Tax planner.</p> <p>6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.</p>
			<p><b>International Business</b></p> <p>1. To acquaint the students with emerging issues in international business.</p> <p>2. To study the impact of international business environment on foreign market operations.</p> <p>3. To understand the importance of foreign trade for Indian economy.</p>
			<p><b>Management Information System</b></p> <p>1. To understand the concepts of Information System</p> <p>2. To study the concepts of system analysis and design</p> <p>3. To understand the issues in MIS</p>
			<p><b>Business Exposure</b></p> <p>1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure</p> <p>2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom</p>
			<p><b>T.Y.B.B.A. (Sem – V) (2013 Pattern)</b></p> <p><b>Supply Chain and Logistics Management</b></p>



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			<ol style="list-style-type: none"> <li>1. To introduce the fundamental concepts in Materials and Logistics Management.</li> <li>2. To familiarize with the issues in core functions in materials and logistics management</li> </ol>
			<p><b>Entrepreneurship Development</b></p> <ol style="list-style-type: none"> <li>1. To create entrepreneurial awareness among the students.</li> <li>2. To help students to up bring out their own business plan.</li> <li>3. To develop knowledge and understanding in creating and managing new venture.</li> </ol>
			<p><b>Business Law</b></p> <ol style="list-style-type: none"> <li>1. To understand basic legal terms and concepts used in law pertaining to business</li> <li>2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.</li> </ol>
			<p><b>Research Methodology</b></p> <ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of research process and tools for the same.</li> <li>2. To provide an understanding of the tools and techniques necessary for research and report writing.</li> </ol>
			<p><b>Finance Special Paper I</b> <b>Analysis of Financial Statements</b></p> <ol style="list-style-type: none"> <li>1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.</li> <li>2. To make the student well acquainted with current financial practices</li> <li>3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.</li> </ol>
			<p><b>Marketing Special Paper I</b></p>





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			<p><b>Sales Management</b></p> <ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.</li> <li>2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</li> <li>3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques</li> </ol>
			<p><b>Finance Special Paper II</b></p> <p><b>Long Term Finance</b></p> <ol style="list-style-type: none"> <li>1. To make the study of long-term financing</li> <li>2. To make the student well-acquainted regarding current financial structure</li> </ol>
			<p><b>Marketing Special Paper II</b></p> <p><b>Retail Management</b></p> <ol style="list-style-type: none"> <li>1. To provide insights into all functional areas of retailing.</li> <li>2. To give a perspective of the Indian retail scenario.</li> <li>3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.</li> </ol>
			<p><b>T.Y.B.B.A. (Sem – VI) (2013 Pattern)</b></p> <p><b>Business Planning and Project Management</b></p> <p>To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management</p>
			<p><b>Event Management</b></p> <p>To acquaint the students with concepts, issues and various aspects of event management.</p>
			<p><b>Management Control System</b></p>



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			To introduce to the students the function of management control, its nature, functional areas, and techniques.
			<p><b>E- Commerce</b></p> <p>1. To know the concept of electronic commerce 2. To know the concept of Cyber Law &amp; Cyber Jurisprudence 3. To know Internet marketing techniques</p>
			<p><b>Finance Special Paper III</b></p> <p><b>Financial Services</b></p> <p>1) To study in detail various financial services in India 2) To make the students well acquainted regarding financial markets</p>
			<p><b>Marketing Special Paper III</b></p> <p><b>Advertising and Sales Promotion</b></p> <p>1. To develop knowledge and understanding of importance and functions of advertising. 2. To understand Key features of Sales Promotion</p>
			<p><b>Finance Special Paper IV</b></p> <p><b>Cases in Finance/ Project</b></p> <p>The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.</p>
			<p><b>Marketing Special Paper IV</b></p> <p><b>Cases in Marketing / Project</b></p> <p>To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard</p>



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			binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.
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### 3. Courses offered

Sr. No.	Course	Course Outcomes
1.	<b>FYBBA (Sem – I) Business Organization and Systems</b>	<ol style="list-style-type: none"> <li>To make the students aware about various activities of business, business practices and recent trends in business world.</li> <li>To study the challenges before the businesses and setting up of a business enterprise.</li> <li>To develop the spirit of entrepreneurship among the students.</li> </ol>
	<b>Business Communication Skills</b>	<ol style="list-style-type: none"> <li>To improve various skills such as linguistic, non-linguistic and Paralinguistic skills.</li> <li>To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.</li> <li>To create awareness among student about Methods and Media of communication.</li> </ol>
	<b>Business Accounting</b>	<ol style="list-style-type: none"> <li>To enable the students to acquire sound knowledge of basic concepts of accounting</li> <li>To impart basic accounting knowledge</li> <li>To impart the knowledge about recording of transactions and preparation of final accounts</li> <li>To acquaint the students about accounting software packages</li> </ol>
	<b>Business Economics (Micro)</b>	<ol style="list-style-type: none"> <li>To expose students to basic micro economic concepts.</li> <li>To apply economic analysis in the formulation of business policies.</li> <li>To use economic reasoning to problems of business.</li> </ol>
	<b>Business Mathematics</b>	<ol style="list-style-type: none"> <li>To understand applications of matrices in business.</li> <li>To understand the concept and application of Permutations &amp; Combinations in business.</li> <li>To use L.P.P. and its applications in business.</li> <li>To understand the concept of Transportation problems &amp; its applications in business world.</li> <li>To understand the concept of shares &amp; share market.</li> </ol>
	<b>Business Demography and</b>	<ol style="list-style-type: none"> <li>To develop knowledge base for demographic and environmental factors affecting business.</li> </ol>



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	<b>Environmental Studies</b>	<p>2) To make the students aware of environmental problems related to business and Commerce.</p> <p>3) To inculcate values of Environmental ethics amongst the students.</p>
	<b>FYBBA (Sem – II) Principles of Management</b>	<p>a) To provide conceptual knowledge to the students regarding nature, complexity and various functions of management</p> <p>b) To give historical perspective of management</p> <p>c) Students will also gain some basic knowledge on recent trends and international aspects of management</p>
	<b>Principles of Marketing</b>	<p>a. To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.</p> <p>b. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development. c. To develop basic and essential skills related to marketing.</p> <p>d. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.</p>
	<b>PRINCIPLES OF FINANCE</b>	<p>1. To provide understanding of nature, importance, structure of finance related areas.</p> <p>2. To impart knowledge regarding sources of finance for a business.</p>
	<b>Basics of Cost Accounting</b>	<p>1.To Impart the Knowledge of Basic cost concepts, element of cost &amp; preparation of Cost Sheet.</p> <p>2. To provide basic knowledge of important Methods of costing.</p>
	<b>Business Statistics</b>	<p>1. To understand the basics of statistics - concept of population and sample &amp; to use frequency distribution to make decision.</p> <p>2. To understand and to calculate various types of averages and variation.</p> <p>3. To understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.</p> <p>4. To understand the concept - Time Series and its applications in business.</p> <p>5. To understand the concept - Index numbers and applications in business.</p> <p>6. To inculcate the research culture among students.</p>
	<b>Business Informatics</b>	<p>1. To know the basics of Computer</p> <p>2. To understand the basics of networking</p> <p>3. To know the basics of internet</p> <p>4. To know the basics of databases</p>
	<b>SYBBA (Sem – III) Personality Development:</b>	<p>To make the students aware about the dimensions and importance of effective personality.</p> <p>2. To understand personality traits and formation and vital contribution in the world of business .</p> <p>3. To make the students aware about the various dynamics of personality development.</p>
	<b>Business Ethics</b>	<p>1. To impart knowledge of Business Ethics to the students.</p>



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		<ol style="list-style-type: none"> <li>2. To promote Ethical Practices in the Business.</li> <li>3. To develop Ethical and Value Based thought process among the future manager's entrepreneurs.</li> </ol>
	<b>Human Resource Management and Organizational Behavior</b>	<ol style="list-style-type: none"> <li>1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.</li> <li>2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.</li> </ol>
	<b>Management Accounting</b>	<ol style="list-style-type: none"> <li>1. To impart basic knowledge of Management Accounting.</li> <li>2. To know the implications of various financial ratios in decision making.</li> <li>3. To study the significance of working capital in business.</li> <li>4. To understand the concept of budgetary control and its application in business.</li> <li>5. To develop the calculating ability of various techniques of management accounting.</li> </ol>
	<b>Business Economics (Macro)</b>	<ol style="list-style-type: none"> <li>1. To study the behavior of working of the economy as a whole.</li> <li>2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.</li> <li>3. To apply economic reasoning to problems of business and public policy.</li> </ol>
	<b>IT in Management</b>	<ol style="list-style-type: none"> <li>1. To understand the role of IT in Management.</li> <li>2. To understand the basics of operating systems.</li> <li>3. To know the current happenings.</li> </ol>
	<b>S.Y.B.B.A. (Sem – IV) Production &amp; Operations Management</b>	<ol style="list-style-type: none"> <li>1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.</li> <li>2. To understand manufacturing technology and its role in developing business strategy.</li> <li>3. To identify the role of operation function.</li> <li>4. To understand the external and internal effects of five operation performance objective</li> </ol>
	<b>Industrial Relations and Labour Law</b>	<ol style="list-style-type: none"> <li>To impart the students with the knowledge about complexities between labour and management relationships.</li> <li>2. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.</li> <li>3. To impart the students with the knowledge of laws &amp; how law affects the industry &amp; labour.</li> </ol>
	<b>Business Taxation</b>	<ol style="list-style-type: none"> <li>To understand the basic concepts and definitions under the Income Tax Act, 1961.</li> <li>2. To update the students with latest development in the subject of taxation.</li> <li>3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.</li> <li>4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection</li> </ol>



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		<p>Authorities. 5. To prepare students Competent enough to take up to employment in Tax planner.</p> <p>6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.</p>
	<b>International Business</b>	<p>1. To acquaint the students with emerging issues in international business.</p> <p>2. To study the impact of international business environment on foreign market operations.</p> <p>3. To understand the importance of foreign trade for Indian economy.</p>
	<b>Management Information System</b>	<p>1. To understand the concepts of Information System</p> <p>2. To study the concepts of system analysis and design</p> <p>3. To understand the issues in MIS</p>
	<b>Business Exposure</b>	<p>1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure</p> <p>2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom</p>
	<b>T.Y.B.B.A. (Sem – V) Supply Chain and Logistics Management</b>	<p>1. To introduce the fundamental concepts in Materials and Logistics Management.</p> <p>2. To familiarize with the issues in core functions in materials and logistics management</p>
	<b>Entrepreneurship Development</b>	<p>1. To create entrepreneurial awareness among the students.</p> <p>2. To help students to up bring out their own business plan.</p> <p>3. To develop knowledge and understanding in creating and managing new venture.</p>
	<b>Business Law</b>	<p>1. To understand basic legal terms and concepts used in law pertaining to business</p> <p>2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.</p>
	<b>Research Methodology</b>	<p>1. To provide the students with basic understanding of research process and tools for the same.</p> <p>2. To provide an understanding of the tools and techniques necessary for research and report writing.</p>
	<b>Finance Special Paper I Analysis of Financial Statements</b>	<p>1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.</p> <p>2. To make the student well acquainted with current financial practices</p> <p>3. This course is designed primarily for students who expect to be intensive users of</p>



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		financial statements as part of their professional responsibilities.
	<b>Marketing Special Paper I Sales Management</b>	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.</li> <li>2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</li> <li>3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques</li> </ol>
	<b>Finance Special Paper II Long Term Finance</b>	<ol style="list-style-type: none"> <li>1. To make the study of long-term financing</li> <li>2. To make the student well-acquainted regarding current financial structure</li> </ol>
	<b>Marketing Special Paper II Retail Management</b>	<ol style="list-style-type: none"> <li>1. To provide insights into all functional areas of retailing.</li> <li>2. To give a perspective of the Indian retail scenario.</li> <li>3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.</li> </ol>
	<b>T.Y.B.B.A. (Sem – VI) Business Planning and Project Management</b>	To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management
	<b>Event Management</b>	To acquaint the students with concepts, issues and various aspects of event management.
	<b>Management Control System</b>	To introduce to the students the function of management control, its nature, functional areas, and techniques.
	<b>E- Commerce</b>	<ol style="list-style-type: none"> <li>1. To know the concept of electronic commerce</li> <li>2. To know the concept of Cyber Law &amp; Cyber Jurisprudence</li> <li>3. To know Internet marketing techniques</li> </ol>
	<b>Finance Special Paper III Financial Services</b>	<ol style="list-style-type: none"> <li>1) To study in detail various financial services in India</li> <li>2) To make the students well acquainted regarding financial markets</li> </ol>
	<b>Marketing Special Paper III Advertising and Sales Promotion</b>	<ol style="list-style-type: none"> <li>1. To develop knowledge and understanding of importance and functions of advertising.</li> <li>2. To understand Key features of Sales Promotion</li> </ol>
	<b>Finance Special Paper IV Cases in Finance/ Project</b>	The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.

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	<p><b>Marketing Special Paper IV Cases in Marketing / Project</b></p>	<p>To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks).For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.</p>
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Sr. No.	Program	Program Outcome	Program Specific Outcome
4.	<b>M.Com -I (Business Administration)</b>		<b>SEM I</b>
		<p>a. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.</p> <p>b. To develop independent logical thinking and facilitate personality development.</p> <p>c. To equip the students for seeking suitable careers in management and entrepreneurship.</p> <p>d. To study by students methods of Data collection and their interpretations.</p> <p>e. To develop among students Communication, Study and Analytical skills.</p>	<p><b>Management Accounting (Course code 101)</b> The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.</p>
			<p><b>Strategic Management (Course code 102)</b> To introduce the students to the emerging changes in the modern business environment</p> <ul style="list-style-type: none"> <li>• To develop the analytical, technical and managerial skills of students in the various areas of Business Administration</li> <li>• To empower to students with necessary skill to</li> </ul>



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			<p>become effective future managers and leaders</p> <ul style="list-style-type: none"> <li>• To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business</li> </ul>
			<p><b>Production and Operation management (Course code 113)</b></p> <ul style="list-style-type: none"> <li>• To understand and develop deep insight of Production &amp; Operation Management.</li> <li>• To understand &amp; identity business problems involving operational function, planning and control, design development and quality management.</li> <li>• Demonstrate awareness and importance of application, operation and supply chain management.</li> <li>• To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.</li> <li>• To increase the knowledge and perspective to gain from emerging trends in production and operation management.</li> </ul>
			<p><b>Financial Management (Course code 114)</b></p> <ul style="list-style-type: none"> <li>• To acquaint the student with knowledge of various Financial Management terminologies - Investment, Credit Planning , Working Capital Management</li> <li>• To understand the concepts relating to Financing &amp; Financial Statement Analysis</li> <li>• To utilize the information gathered to reach an optimum</li> </ul>



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			<p>conclusion by a process of reasoning</p> <ul style="list-style-type: none"> <li>To enable the students to use their learning to evaluate , make decisions and provide recommendations</li> </ul>
			<b>SEM - II</b>
			<p><b>Financial Analysis &amp; Control (Course code 201)</b></p> <p>The objective of the course is to enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.</p>
			<p><b>Industrial Economics (Course code 202)</b></p> <ol style="list-style-type: none"> <li>To study the basic concepts of Industrial Economics.</li> <li>To study the significance and problems of Industrialization.</li> <li>To study the impact of Industrialization on Indian Economy.</li> </ol>
			<p><b>Business Ethics and Professional Values(Course code 213)</b></p> <ol style="list-style-type: none"> <li>To raise the student's general awareness on the ethical dilemmas at work place</li> <li>To understand the differing perceptions of interest in business related solutions</li> <li>To present the concept of Corporate Social Responsibility and explore its relevance to ethical obligations and ethical ideals present in the relationship between employers and employees</li> </ol>



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			<p>4. To investigate whether ethics set any boundaries on competition, marketing, sales and advertising</p> <p>5. To enable students to validate or correct, personal ideas about various ethical perspectives</p> <p>6. To enable students to develop their own considered judgment about issues in Business Ethics</p> <p>7. To foster more careful, disciplined thinking in trying to resolve issues in business ethics</p> <p>8. To prepare students to play a constructive role in improving the sustainable development with which they may become involved</p>
			<p><b>Elements of Knowledge Management (Course code 214)</b></p> <p>1 To develop Analytical and Research oriented skills among the students.</p> <p>2 To understand value application and relevance of Knowledge management in today's corporate world.</p> <p>3 To promote research and innovation ideas based on Knowledge Management.</p> <p>4 To enhance knowledge level and practice of linking theoretical background with applied Social Science.</p>



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5.	<b>M.Com -II (Business Administration)</b>	a. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes. b. To develop independent logical thinking and facilitate personality development. c. To equip the students for seeking suitable careers in management and entrepreneurship. d. To study by students methods of Data collection and their interpretations. e. To develop among students Communication, Study and Analytical skills.	<b>SEM III</b>
			<b>Business Finance (Course code 301)</b> To enable students to acquire sound knowledge of concepts, nature and structure of business finance.
			<b>Research Methodology for Business (Course code 302)</b> 1. To acquaint the students with the areas of Business Research Activities. 2. To enhance capabilities of students to conduct the research in the field of business and social sciences. 3. To enable students, in developing the most appropriate methodology for their research studies. 4. To make them familiar with the art of using different research methods and techniques.
			<b>Human Resource Management (Course code 313)</b>



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			<ol style="list-style-type: none"> <li>1. To acquaint the students with in-depth knowledge of HRM.</li> <li>2. To inculcate among students various practices followed by HR managers.</li> <li>3. To create understanding about recent trends in HRM</li> </ol>
			<p><b>Organizational Behavior (Course code 314)</b></p> <ol style="list-style-type: none"> <li>1. To make the students understand various concepts of organisation behaviour</li> <li>2. To provide in depth knowledge about process of formation of group behaviour in an organization set up</li> </ol>
			<p><b>SEM - IV</b></p>
			<p><b>Capital Market and Financial Services (Course code 401)</b></p> <p>To enable students to acquire sound knowledge, concept and structure of capital market and financial services.</p>
			<p><b>Industrial Economic Environment Course Code: 402</b></p> <ol style="list-style-type: none"> <li>1. To study the basic concepts of Industrial Finance.</li> <li>2. To study the effects of New Economic Policy.</li> <li>3. To study the impact of labour reforms on Industries.</li> </ol>
			<p><b>Recent Advances in Business Administration Course Code: 413</b></p> <ol style="list-style-type: none"> <li>1. To familiarise the students with the recent advancements in business administration</li> <li>2. To develop an understanding about tools and their application in the business.</li> </ol>

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			Project work / Case Studies Course Code: 414 -
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2019-2020 (2013 Pattern/ CBCS 2019 Pattern)

### **Department of Business Administration**

#### 1. Departmental Profile

Ahmednagar College, the first and the oldest institution of Ahmednagar District. A premier institution of learning for traditional as well as new-age subjects, the name of the college is synonymous with Quality Education. Ahmednagar college opened the gates of Higher Education to the all types of the students irrespective of their caste, religion and race. The Department of Business Administration was established in the year 2005. Post Graduate Courses were started from 2009. The department of Business Administration has its course designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. B.B.A. programs expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Under the leadership of Principal Dr. R. J. Barnabas, the department gained its rigor acclaim. Currently Dr.D.B. More is working as a coordinator of the Department.

The department of Business Administration is actively engaged in various activities with the help of students and faculty members. The commerce association is regularly arranging lectures related with trade, commerce, industry, management, taxation & global scenario. Eminent personalities, consultant's resource persons were called for delivering the lecturers on related topics.

Business Administration course provides adequate basic understanding about Management Education among the students. It prepares students to exploit opportunities being newly created in the Management Profession. It helps train the students in communication skills effectively. It develops appropriate skills in the students so as to make them competent and provide them self-employment, and inculcates Entrepreneurial skills.





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### 2. Programmes offered

Sr. No.	Programme	Objectives	Programme Specific Objectives
1.	Bachelor of Business Administration (B.B.A.)	To develop precise understanding about business environment and organizations.	<b>F.Y.B.B.A. (Sem – I) (CBCS 2019 Pattern)</b> <b>Principles of Management</b> <ul style="list-style-type: none"> <li>To understand basic concept regarding org. Business Administration</li> <li>To examining how various management principles</li> <li>To develop managerial skills among the students</li> </ul>
		To develop leadership aptitude among the students in order to work independently and in organized groups.	<b>Business communication skills:</b> <ol style="list-style-type: none"> <li>To understand what is the role of communication in personal and business world</li> <li>To understand system and communication and their utility</li> <li>To develop proficiency in how to write business letters and other communications required in business</li> </ol>
		To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.	<b>Business Accounting:</b> <ul style="list-style-type: none"> <li>To develop right understanding regarding role and importance of monetary and financial transactions in business</li> <li>To cultivate right approach towards classifications of different transactions and their implications</li> <li>TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&amp;L</li> </ul>
		To understand and gain knowledge of various financial institutions and agencies.	<b>Business Economics (MICRO).</b> <ol style="list-style-type: none"> <li>To understand role of economics as it influences society and business</li> <li>To study how different decisions are taken in relation to price demand and supply</li> <li>To develop right understanding regarding Monopoly, perfect competition, revenue Etc</li> </ol>
			<b>Business Mathematics</b> <ul style="list-style-type: none"> <li>To develop appropriate</li> </ul>



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			<p>understanding as how to use mathematic like computation interest, profit etc</p> <ul style="list-style-type: none"> <li>• To cultivate right understanding regarding numerical aptitude</li> <li>• To develop logical approach towards analytical approach data</li> </ul>
			<p><b>Business Demography</b></p> <ol style="list-style-type: none"> <li>1. To give proper understanding regarding concept of demography in modern economic setup</li> <li>2. To study how population and structure changes affecting quality of life and business</li> <li>3. To develop clarity of concept regarding social economic process and urbanization and its impact on society</li> </ol>
			<p><b>Skill Enhancement Course (Add on Courses). Communication Skills for Managers</b></p> <p>Students need to know how words take on new meanings according to context. With these course students will develop the capability to understand Information that is presented in any format. This course will help in developing communication skills to enable the students to put their thoughts in a fashion which is comprehensible by the reader.</p>
			<p><b>F.Y.B.B.A. (Sem – II) (CBCS 2019 Pattern)</b></p> <p><b>Business Organizations and Systems</b></p> <ol style="list-style-type: none"> <li>1) To understand role and functions of modern business</li> <li>2) To develop right understanding regarding business environment</li> <li>3) To study how a business institution functions in a given economic set up</li> </ol>
			<p><b>Principles of Marketing</b></p>



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			<ol style="list-style-type: none"> <li>1. To develop write understanding regarding marketing environment in the country</li> <li>2. To develop appropriate conceptual understanding as to develop basic marketing concept</li> <li>3. To develop new understanding regarding services , rural marketing and new trends in marketing</li> </ol>
			<p><b>Principles of Finance</b></p> <ol style="list-style-type: none"> <li>1. To cultivate right approach towards money, finance, and their role in business</li> <li>2. To develop right understanding regarding various sources of finance and their role and utility in business</li> <li>3. To develop basic skills as to concept of capital structure and concept of capital structure</li> </ol>
			<p><b>Basics of Cost Accounting</b></p> <ol style="list-style-type: none"> <li>1. To develop rational understanding regarding concept of cost expenditure in business</li> <li>2. To develop understanding how overheads influence the cost structure of cost</li> <li>3. To develop skills for computation of total cost for a particular product</li> </ol>
			<p><b>Business Statistics</b></p> <ol style="list-style-type: none"> <li>1. To understand role and importance of statistics in various business situations</li> <li>2. To develop skills related with basic statistical technique</li> <li>3. Develop right understanding regarding regression, correlation and data interpretation</li> </ol>
			<p><b>Fundamentals of Computers</b></p> <ol style="list-style-type: none"> <li>1. To develop concept of information and their role in modern businesses</li> <li>2. To develop rational approach as to how computers can be used in data process analysis in business</li> <li>3. To develop understanding regarding cautions to be taken</li> </ol>



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			security, safety and security while using net based service
			<p><b>Skill Enhancement Course (Add on Courses). Personality and Soft Skills Development</b></p> <p>1)The Course aims at enhancing the ability of a student to work in any situation with ease and grace. This will help to carry their personality in the corporate world with competency and consistent performance.</p> <p>2) Increase fluency in expression and speech and make students confident speakers.</p> <p>3) Application of Corporate Etiquettes in various corporate engagements</p>
			<p><b>S.Y.B.B.A. (Sem – III) (2013 Pattern) Personality Development:</b></p> <p>1. To make the students aware about the dimensions and importance of effective personality.</p> <p>2. To understand personality traits and formation and vital contribution in the world of business .</p> <p>3. To make the students aware about the various dynamics of personality development.</p>
			<p><b>Business Ethics:</b></p> <p>1. To impart knowledge of Business Ethics to the students.</p> <p>2. To promote Ethical Practices in the Business.</p> <p>3. To develop Ethical and Value Based thought process among the future manager's entrepreneurs.</p>
			<p><b>Human Resource Management and Organisational Behavior:</b></p> <p>1. To introduce to the students the functional department of human resource management and acquaint them</p>



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			<p>with planning, its different functions in an organization.</p> <p>2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.</p>
			<p><b>Management Accounting:</b></p> <p>1. To impart basic knowledge of Management Accounting.</p> <p>2. To know the implications of various financial ratios in decision making.</p> <p>3. To study the significance of working capital in business.</p> <p>4. To understand the concept of budgetary control and its application in business.</p> <p>5. To develop the calculating ability of various techniques of management accounting.</p>
			<p><b>Business Economics (MACRO):</b></p> <p>1. To study the behavior of working of the economy as a whole.</p> <p>2. To develop an analytical framework to understand the inter- linkages among the crucial macroeconomic variables.</p> <p>3. To apply economic reasoning to problems of business and public policy.</p>
			<p><b>IT in Management:</b></p> <p>1. To understand the role of IT in Management.</p> <p>2. To understand the basics of operating systems.</p> <p>3. To know the current happenings.</p>
			<p><b>S.Y.B.B.A. (Sem – IV) (2013 Pattern)</b></p> <p><b>Production &amp; Operations Management</b></p> <p>1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the</p>



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			<p>right quality.</p> <p>2. To understand manufacturing technology and its role in developing business strategy.</p> <p>3. To identify the role of operation function.</p> <p>4. To understand the external and internal effects of five operation performance objective</p>
			<p><b>Industrial Relations and Labour Law</b></p> <p>To impart the students with the knowledge about complexities between labour and management relationships.</p> <p>2. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.</p> <p>3. To impart the students with the knowledge of laws &amp; how law affects the industry &amp; labour.</p>
			<p><b>Business Taxation</b></p> <p>To understand the basic concepts and definitions under the Income Tax Act, 1961.</p> <p>2. To update the students with latest development in the subject of taxation.</p> <p>3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.</p> <p>4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.</p> <p>5. To prepare students Competent enough to take up to employment in Tax planner.</p> <p>6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.</p>
			<p><b>International Business</b></p> <p>1. To acquaint the students with emerging issues in international</p>



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			<p>business.</p> <ol style="list-style-type: none"> <li>To study the impact of international business environment on foreign market operations.</li> <li>To understand the importance of foreign trade for Indian economy.</li> </ol>
			<p><b>Management Information System</b></p> <ol style="list-style-type: none"> <li>To understand the concepts of Information System</li> <li>To study the concepts of system analysis and design</li> <li>To understand the issues in MIS</li> </ol>
			<p><b>Business Exposure</b></p> <ol style="list-style-type: none"> <li>To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure</li> <li>The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom</li> </ol>
			<p><b>T.Y.B.B.A. (Sem – V) (2013 Pattern)</b></p> <p><b>Supply Chain and Logistics Management</b></p> <ol style="list-style-type: none"> <li>To introduce the fundamental concepts in Materials and Logistics Management.</li> <li>To familiarize with the issues in core functions in materials and logistics management</li> </ol>
			<p><b>Entrepreneurship Development</b></p> <ol style="list-style-type: none"> <li>To create entrepreneurial awareness among the students.</li> <li>To help students to up bring out their own business plan.</li> <li>To develop knowledge and understanding in creating and managing new venture.</li> </ol>
			<p><b>Business Law</b></p>



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			<p>1. To understand basic legal terms and concepts used in law pertaining to business</p> <p>2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.</p>
			<p><b>Research Methodology</b></p> <p>1. To provide the students with basic understanding of research process and tools for the same.</p> <p>2. To provide an understanding of the tools and techniques necessary for research and report writing.</p>
			<p><b>Finance Special Paper I</b></p> <p><b>Analysis of Financial Statements</b></p> <p>1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.</p> <p>2. To make the student well acquainted with current financial practices</p> <p>3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.</p>
			<p><b>Marketing Special Paper I</b></p> <p><b>Sales Management</b></p> <p>1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.</p> <p>2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</p> <p>3. To provide students with advanced skills in the areas of</p>





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			interpersonal communications, Motivational techniques
			<b>Finance Special Paper II</b> <b>Long Term Finance</b> 1. To make the study of long-term financing 2. To make the student well-acquainted regarding current financial structure
			<b>Marketing Special Paper II</b> <b>Retail Management</b> 1. To provide insights into all functional areas of retailing. 2. To give a perspective of the Indian retail scenario. 3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
			<b>T.Y.B.B.A. (Sem – VI) (2013 Pattern)</b> <b>Business Planning and Project Management</b> To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management
			<b>Event Management</b> To acquaint the students with concepts, issues and various aspects of event management.
			<b>Management Control System</b> To introduce to the students the function of management control, its nature, functional areas, and techniques.
			<b>E- Commerce</b> 1. To know the concept of electronic commerce 2. To know the concept of Cyber Law & Cyber Jurisprudence 3. To know Internet marketing techniques
			<b>Finance Special Paper III</b> <b>Financial Services</b> 1) To study in detail various financial services in India



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			2) To make the students well acquainted regarding financial markets
			<p><b>Marketing Special Paper III</b> <b>Advertising and Sales Promotion</b></p> <p>1.To develop knowledge and understanding of importance and functions of advertising. 2. To understand Key features of Sales Promotion</p>
			<p><b>Finance Special Paper IV</b> <b>Cases in Finance/ Project</b></p> <p>The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks).For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.</p>
			<p><b>Marketing Special Paper IV</b> <b>Cases in Marketing / Project</b></p> <p>To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks).For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.</p>



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### 3. Courses offered

Sr. No.	Course	Course Outcomes
1.	<b>FYBBA (Sem – I)</b> <b>(CBCS 2019 Pattern)</b> Principles of Management	<ul style="list-style-type: none"> <li>To develop managerial effectiveness through managerial thinking Knowledge of effective</li> <li>Learning about the management philosophy over the period of time</li> <li>How to plan and organize an activity and motivate the group</li> <li>To Develop understanding regarding new systems of management</li> </ul>
	Business Communication Skills	<ul style="list-style-type: none"> <li>Ability to understand implication of effective communication</li> <li>To develop an appropriate understanding role and utility of written communication in life</li> <li>To develop proficiency for different purposes for different organizations</li> <li>To develop proficiency in effective uses of various media of communication</li> <li>To communicate interact effectively by using different forms of social media</li> </ul>
	Business Accounting	<ul style="list-style-type: none"> <li>To learn about importance of acc. In business</li> <li>Ability to distinguish between different transactions and its nature</li> <li>Ability to prepare and interpret bank reconciliation statement</li> <li>Applying software basic financial statement and converting raw financial data into well written financial data</li> </ul>
	Business Economics – Micro	<ul style="list-style-type: none"> <li>To understand different facets of economics and importance of prudent thinking</li> <li>To understand variation in demand and supply. How it affects the different economic situations and various factors of production</li> <li>1.To understand how the revenue is calculated for different situations and factors determined revenue.</li> <li>To know the system of determination and factors consider in cost determination</li> <li>To understand how pricing determination is affected by different market players and forces and its impact on market and society</li> </ul>
	Business Mathematics	<ul style="list-style-type: none"> <li>Impact of interest of profits and how loan helps business solvency</li> <li>To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for</li> </ul>



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		<p>analysis</p> <ul style="list-style-type: none"> <li>• Problems related with combination and permutation</li> <li>• Analyzing for different situations with multiple number of parameters</li> </ul>
	Business Demography	<ul style="list-style-type: none"> <li>• Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes</li> <li>• Ability to examine how demographic changes - influences different aspects of policy formulation and social development</li> <li>• To learn about implications of changes in population and structure of population on economy and society</li> <li>• Equal and unequal Distribution of resources and factors of production and its impact on society</li> </ul>
	<b>FYBBA (Sem – II)</b> <b>(CBCS 2019 Pattern)</b> Business Organization and System	<ul style="list-style-type: none"> <li>• Understand how a business functions, Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.</li> <li>• Knowledge of selection and appropriateness of a form of business organization, Learning functioning of different types of Sole proprietorship, How a partnership firm is formed, partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration</li> <li>• Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.</li> <li>• Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.</li> </ul>
	Principles of Marketing	<ul style="list-style-type: none"> <li>• Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects</li> <li>• To improve understanding regarding marketing environment and segmentation in Indian context.</li> <li>• To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer</li> <li>• Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.</li> </ul>



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	Principles of Finance	<ul style="list-style-type: none"> <li>To develop Competence to apply various concept in finance for decision making</li> <li>To develop rational understanding regarding role and utility of different sources of finance</li> <li>To understand importance of rational and sound financial structure To understand role of capital as a determinant business success</li> <li>To have right understanding how modern business is changing and what are the new trends in business finance</li> </ul>
	Basics of Cost Accounting	<ul style="list-style-type: none"> <li>How to use cost of concept?</li> <li>Development of basic ability to think about cost as an ingredient of price mechanism</li> <li>To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure</li> <li>Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.</li> </ul>
	Business Statistics	<ul style="list-style-type: none"> <li>Solved applications of matrices in business.</li> <li>Understood the concept and application of Permutations &amp; Combinations in business.</li> <li>Solved L.P.P. and its applications in business.</li> <li>Prepared the concept of Transportation problems &amp; its applications in business World.</li> <li>Expert the concept of shares &amp; share market.</li> </ul>
	Fundamentals of Computers	<ul style="list-style-type: none"> <li>Proficiency in applying computers in business activities like data processing Tabulation, data analysis And presentation of data</li> <li>Proficiency in set up of Different structure computer network in business environment.</li> <li>Proficiency in handling of different applications, preparation of power point Presentation.</li> <li>Proficiency in usages in processing and transmission of data through computers and internet.</li> </ul>
	<b>SYBBA (Sem – III)</b> <b>(2013 Pattern)</b> Personality Development	<ul style="list-style-type: none"> <li>Talented students are aware about the dimensions and importance of effective personality.</li> <li>Skilled personality traits and formation and vital contribution in the world of business.</li> <li>Acquainted the students aware about the various dynamics of personality development.</li> </ul>
	Business Ethics	<ul style="list-style-type: none"> <li>Imparted knowledge of Business Ethics to the students.</li> <li>Promoted Ethical Practices in the Business.</li> <li>Enhanced Ethical and Value Based thought process among the future manager's entrepreneurs</li> </ul>
	Human Resource	<ul style="list-style-type: none"> <li>Introduced to the students the functional department of</li> </ul>



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	Management and Organisational	<p>Human resource management and acquaint them with planning, its different functions in an organization.</p> <ul style="list-style-type: none"> <li>Exposed the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.</li> </ul>
	Management Accounting	<ul style="list-style-type: none"> <li>Imparted basic knowledge of Management Accounting.</li> <li>Knowledgeable the implications of various financial ratios in decision making.</li> <li>Analyzed the significance of working capital in business.</li> <li>Understood the concept of budgetary control and its application in business.</li> <li>Aware of the calculating ability of various techniques of management accounting.</li> </ul>
	Business Economics (MACRO)	<ul style="list-style-type: none"> <li>Aesthetic behavior of working of the economy as a whole.</li> <li>Sophisticated an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.</li> <li>Applied economic reasoning to problems of business and public policy.</li> </ul>
	IT in Management	<ul style="list-style-type: none"> <li>Wised role of IT in Management.</li> <li>Brilliant the basics of operating systems.</li> <li>Well Informed to know the current happenings</li> </ul>
	<b>S.Y.B.B.A. (Sem – IV) (2013 Pattern)</b> Production & Operations Management	<ol style="list-style-type: none"> <li>To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.</li> <li>To understand manufacturing technology and its role in developing business strategy.</li> <li>To identify the role of operation function.</li> <li>To understand the external and internal effects of five operation performance objective</li> </ol>
	Industrial Relations and Labour Law	<ol style="list-style-type: none"> <li>To impart the students with the knowledge about complexities between labour and management relationships.</li> <li>To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.</li> <li>To impart the students with the knowledge of laws &amp; how law affects the industry &amp; labour.</li> </ol>
	Business Taxation	<ol style="list-style-type: none"> <li>To understand the basic concepts and definitions under the Income Tax Act, 1961.</li> <li>To update the students with latest development in the subject of taxation.</li> <li>To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.</li> <li>To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.</li> <li>To prepare students Competent enough to take</li> </ol>



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		up to employment in Tax planner. 6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.
	International Business	1. To acquaint the students with emerging issues in international business. 2. To study the impact of international business environment on foreign market operations. 3. To understand the importance of foreign trade for Indian economy.
	Management Information System	1. To understand the concepts of Information System 2. To study the concepts of system analysis and design 3. To understand the issues in MIS
	Business Exposure	1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure 2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom
	<b>T.Y.B.B.A. (Sem – V) (2013 Pattern)</b> Supply Chain and Logistics Management	1. To introduce the fundamental concepts in Materials and Logistics Management. 2. To familiarize with the issues in core functions in materials and logistics management
	Entrepreneurship Development	1. To create entrepreneurial awareness among the students. 2. To help students to up bring out their own business plan. 3. To develop knowledge and understanding in creating and managing new venture.
	Business Law	1. To understand basic legal terms and concepts used in law pertaining to business 2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.
	Research Methodology	1. To provide the students with basic understanding of research process and tools for the same. 2. To provide an understanding of the tools and techniques necessary for research and report writing.
	Finance Special Paper I Analysis of Financial Statements	1. This course is designed to prepare students for interpretation and analysis of financial statements effectively. 2. To make the student well acquainted with current financial practices 3. This course is designed primarily for students who expect to be intensive users of





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		financial statements as part of their professional responsibilities.
	Marketing Special Paper I Sales Management	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.</li> <li>2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</li> <li>3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques</li> </ol>
	Finance Special Paper II Long Term Finance	<ol style="list-style-type: none"> <li>1. To make the study of long-term financing</li> <li>2. To make the student well-acquainted regarding current financial structure</li> </ol>
	Marketing Special Paper II Retail Management	<ol style="list-style-type: none"> <li>1. To provide insights into all functional areas of retailing.</li> <li>2. To give a perspective of the Indian retail scenario.</li> <li>3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.</li> </ol>
	<b>T.Y.B.B.A. (Sem – VI)</b> <b>(2013 Pattern)</b> Business Planning and Project Management	To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management
	Event Management	To acquaint the students with concepts, issues and various aspects of event management.
	Management Control System	To introduce to the students the function of management control, its nature, functional areas, and techniques.
	E- Commerce	<ol style="list-style-type: none"> <li>1. To know the concept of electronic commerce</li> <li>2. To know the concept of Cyber Law &amp; Cyber Jurisprudence</li> <li>3. To know Internet marketing techniques</li> </ol>
	Finance Special Paper III Financial Services	<ol style="list-style-type: none"> <li>1) To study in detail various financial services in India</li> <li>2) To make the students well acquainted regarding financial markets</li> </ol>
	Marketing Special Paper III Advertising and Sales Promotion	<ol style="list-style-type: none"> <li>1. To develop knowledge and understanding of importance and functions of advertising.</li> <li>2. To understand Key features of Sales Promotion</li> </ol>
	Finance Special Paper IV Cases in Finance/ Project	The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.



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	Marketing Special Paper IV Cases in Marketing / Project	To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks).For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.
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Sr. No.	Program	Program Outcome	Program Specific Outcome
4.	<b>M.Com -I (Business Administration)</b>		<b>SEM I</b>
		<p>a. To equip and train Post Graduate students to accept the challenges of business world by providing opportunities for study and analysis of advanced commercial and business methods and processes.</p> <p>b. To develop independent logical thinking and facilitate personality development.</p> <p>c. To equip the students to seek suitable careers in management and Entrepreneurship.</p> <p>d. To acquaint students with significance of research in business.</p> <p>e. To impart skills regarding methods of data collection and their interpretations.</p> <p>f. To develop communication and analytical skills among students.</p>	<p><b>Management Accounting (Course code 101)</b></p> <p>1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.</p> <p>2. To enhance the abilities of learners to analyze the financial statements.</p> <p>3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.</p> <p>4. To make the students develop competence with their usage in managerial decision making and control.</p>
			<p><b>Strategic Management (Course code 102)</b></p> <p>To introduce the students to the emerging changes in the modern business environment</p> <ul style="list-style-type: none"> <li>• To develop the analytical, technical and managerial skills of students in the various areas of</li> </ul>



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			<p>Business Administration</p> <ul style="list-style-type: none"> <li>• To empower to students with necessary skill to become effective future managers and leaders</li> <li>• To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business</li> </ul>
			<p><b>Production and Operation management (Course code 113)</b></p> <ul style="list-style-type: none"> <li>• To understand and develop deep insight of Production &amp; Operation Management.</li> <li>• To understand &amp; identity business problems involving operational function, planning and control, design development and quality management.</li> <li>• Demonstrate awareness and importance of application, operation and supply chain management.</li> <li>• To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.</li> <li>• To increase the knowledge and perspective to gain from emerging trends in production and operation management.</li> </ul>
			<p><b>Financial Management (Course code 114)</b></p> <ul style="list-style-type: none"> <li>• To acquaint the student with knowledge of various Financial Management terminologies - Investment, Credit Planning , Working Capital Management</li> <li>• To understand the concepts relating to Financing &amp; Financial Statement Analysis</li> <li>• To utilize the information gathered to reach an optimum conclusion by a process of reasoning</li> <li>• To enable the students to use</li> </ul>



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			their learning to evaluate , make decisions and provide recommendations
			<b>SEM - II</b>
			<p><b>Financial Analysis &amp; Control (Course code 201)</b></p> <p>a. To enable the students to acquire knowledge of financial analysis and control tools</p> <p>b. To Make appropriate application and uses of financial analysis and control</p>
			<p><b>Industrial Economics (Course code 202)</b></p> <p>1. To provide the knowledge to the students about the basic issues of industrial economics.</p> <p>2. To make aware the students about the industrial profile of India and the industrial policy of government of India.</p>
			<p><b>Business Ethics and Professional Values(Course code 213)</b></p> <p>1. To raise the student's general awareness on the ethical dilemmas at work place</p> <p>2. To understand the differing perceptions of interest in business related solutions</p> <p>3. To present the concept of Corporate Social Responsibility and explore its relevance to ethical obligations and ethical ideals present in the relationship between employers and employees</p> <p>4. To investigate whether ethics set any boundaries on competition, marketing, sales and advertising</p> <p>5. To enable students to validate or correct, personal ideas about various ethical perspectives</p> <p>6. To enable students to develop their own considered judgment about issues in Business Ethics</p> <p>7. To foster more careful,</p>



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			disciplined thinking in trying to resolve issues in business ethics 8. To prepare students to play a constructive role in improving the sustainable development with which they may become involved
			<p><b>Elements of Knowledge Management (Course code 214)</b></p> <p>1 To develop Analytical and Research oriented skills among the students. 2 To understand value application and relevance of Knowledge management in today's corporate world. 3 To promote research and innovation ideas based on Knowledge Management. 4 To enhance knowledge level and practice of linking theoretical background with applied Social Science.</p>
5.	<b>M.Com -II (Business Administration)</b>		<b>SEM III</b>
			<p><b>Business Finance (Course code 301)</b></p> <p>1. To acquaint the students with corporate finance required for Indian Industries. 2. To make the students aware about the latest developments in the field of corporate finance. 3. To enable the students to understand the traditional theories of capitalization and dividend distribution practices. 4. To give detail exposure of working capital management practice of finance to students Skills to be developed:</p>
			<p><b>Research Methodology for Business (Course code 302)</b></p> <p>a. To acquaint the students with the areas of Business Research Activities</p>



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			<p>b. To enhance capabilities of students to conduct the research in the field of business and social sciences</p> <p>c. To enable students in developing the most appropriate methodology for their research studies</p> <p>d. To make them familiar with the art of using different research methods and techniques</p>
			<p><b>Human Resource Management (Course code 313)</b></p> <p>1. To understand the basic concepts of Human Resource Management and changing role of HRM in business.</p> <p>2. To impart adequate knowledge and analytical skills in the field of HRM, HRP and development, Recruitment and Selection Process.</p> <p>3. To understand the concepts of Training and Development, Performance Appraisal and Merit Rating.</p> <p>4. To expose the students to the concept, significance and uses of the concepts like Retirement/ Retrenchment Strategies and Recent Trends in HRM</p> <p>5. To know the concept of Competency mapping</p> <p>6. To understand the E-HR and recent trends in Human Resource management.</p>
			<p><b>Organizational Behavior (Course code 314)</b></p> <p>1. To make the students understand various concepts of organization behaviour</p> <p>2. To provide in depth knowledge about process of formation of group behaviour in an organization set up</p> <p>3. To know the motivational</p>



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			<p>process and emotional intelligence.</p> <p>4. To understand the concept of stress and conflict and effects of work culture</p>
			<b>SEM - IV</b>
			<p><b>Capital Market and Financial Services (Course code 401)</b></p> <p>1. To acquaint the students with working of capital market.</p> <p>2. To make the students aware about the latest developments in the field of capital market in India.</p> <p>3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.</p> <p>4. To give exposure of financial services offered by various agencies and financial adviser to students.</p>
			<p><b>Industrial Economic Environment Course Code: 402</b></p> <p>1. To provide knowledge about basic issues in Industrial Economic Environment to students.</p> <p>2. To make students aware about Industrial pattern and growth in India and Industrial policies of India since independence.</p> <p>3. To study the progress and current problems of major industries in India.</p>
			<p><b>Recent Advances in Business Administration Course Code: 413</b></p> <p>1. To familiarize the students with the recent advancements in business administration</p> <p>2. To develop an understanding about tools and their application in the business.</p> <p>3. To understand the basic concepts of Change Management and their approaches.</p> <p>4. To impart adequate knowledge and analytical of cross cultural Management.</p> <p>5. To impart the basic concept and</p>

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			strategies of customer centric Management. 6. To expose the students to the concept, Innovation Management
			<b>Project work / Case Studies</b> <b>Course Code: 414</b> -





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2020-2021 (2013 Pattern/CBCS 2019 Pattern)

### **Department of Business Administration**

#### 1. Departmental Profile

Ahmednagar College, the first and the oldest institution of Ahmednagar District. A premier institution of learning for traditional as well as new-age subjects, the name of the college is synonymous with Quality Education. Ahmednagar college opened the gates of Higher Education to the all types of the students irrespective of their caste, religion and race. The Department of Business Administration was established in the year 2005. Post Graduate Courses were started from 2009. The department of Business Administration has its course designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. B.B.A. programs expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Under the leadership of Principal Dr. R. J. Barnabas, the department gained its rigor acclaim. Currently Dr.D.B. More is working as a coordinator of the Department.

The department of Business Administration is actively engaged in various activities with the help of students and faculty members. The commerce association is regularly arranging lectures related with trade, commerce, industry, management, taxation & global scenario. Eminent personalities, consultant's resource persons were called for delivering the lecturers on related topics.

Business Administration course provides adequate basic understanding about Management Education among the students. It prepares students to exploit opportunities being newly created in the Management Profession. It helps train the students in communication skills effectively. It develops appropriate skills in the students so as to make them competent and provide them self-employment, and inculcates Entrepreneurial skills.



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### 2. Programmes offered

Sr. No.	Programme	Objectives	Programme Specific Objectives
1.	Bachelor of Business Administration (B.B.A.)	To develop precise understanding about business environment and organizations.	<b>F.Y.B.B.A. (Sem – I) (CBCS 2019 Pattern)</b> <b>Principles of Management</b> <ul style="list-style-type: none"> <li>To understand basic concept regarding org. Business Administration</li> <li>To examining how various management principles</li> <li>To develop managerial skills among the students</li> </ul>
		To develop leadership aptitude among the students in order to work independently and in organized groups.	<b>Business communication skills:</b> <ol style="list-style-type: none"> <li>To understand what is the role of communication in personal and business world</li> <li>To understand system and communication and their utility</li> <li>To develop proficiency in how to write business letters and other communications required in business</li> </ol>
		To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.	<b>Business Accounting:</b> <ul style="list-style-type: none"> <li>To develop right understanding regarding role and importance of monetary and financial transactions in business</li> <li>To cultivate right approach towards classifications of different transactions and their implications</li> <li>TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&amp;L</li> </ul>
		To understand and gain knowledge of various financial institutions and agencies.	<b>Business Economics (MICRO).</b> <ol style="list-style-type: none"> <li>To understand role of economics as it influences society and business</li> <li>To study how different decisions are taken in relation to price demand and supply</li> <li>To develop right understanding regarding Monopoly, perfect competition, revenue Etc</li> </ol>
			<b>Business Mathematics</b> <ul style="list-style-type: none"> <li>To develop appropriate</li> </ul>



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			<p>understanding as how to use mathematic like computation interest, profit etc</p> <ul style="list-style-type: none"> <li>• To cultivate right understanding regarding numerical aptitude</li> <li>• To develop logical approach towards analytical approach data</li> </ul>
			<p><b>Business Demography</b></p> <ol style="list-style-type: none"> <li>1. To give proper understanding regarding concept of demography in modern economic setup</li> <li>2. To study how population and structure changes affecting quality of life and business</li> <li>3. To develop clarity of concept regarding social economic process and urbanization and its impact on society</li> </ol>
			<p><b>Skill Enhancement Course (Add on Courses). Communication Skills for Managers</b></p> <p>Students need to know how words take on new meanings according to context. With these course students will develop the capability to understand Information that is presented in any format. This course will help in developing communication skills to enable the students to put their thoughts in a fashion which is comprehensible by the reader.</p>
			<p><b>F.Y.B.B.A. (Sem – II) (CBCS 2019 Pattern)</b></p> <p><b>Business Organizations and Systems</b></p> <ol style="list-style-type: none"> <li>1) To understand role and functions of modern business</li> <li>2) To develop right understanding regarding business environment</li> <li>3) To study how a business institution functions in a given economic set up</li> </ol>
			<p><b>Principles of Marketing</b></p>



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			<ol style="list-style-type: none"> <li>1. To develop write understanding regarding marketing environment in the country</li> <li>2. To develop appropriate conceptual understanding as to develop basic marketing concept</li> <li>3. To develop new understanding regarding services , rural marketing and new trends in marketing</li> </ol>
			<p><b>Principles of Finance</b></p> <ol style="list-style-type: none"> <li>1. To cultivate right approach towards money, finance, and their role in business</li> <li>2. To develop right understanding regarding various sources of finance and their role and utility in business</li> <li>3. To develop basic skills as to concept of capital structure and concept of capital structure</li> </ol>
			<p><b>Basics of Cost Accounting</b></p> <ol style="list-style-type: none"> <li>1. To develop rational understanding regarding concept of cost expenditure in business</li> <li>2. To develop understanding how overheads influence the cost structure of cost</li> <li>3. To develop skills for computation of total cost for a particular product</li> </ol>
			<p><b>Business Statistics</b></p> <ol style="list-style-type: none"> <li>1. To understand role and importance of statistics in various business situations</li> <li>2. To develop skills related with basic statistical technique</li> <li>3. Develop right understanding regarding regression, correlation and data interpretation</li> </ol>
			<p><b>Fundamentals of Computers</b></p> <ol style="list-style-type: none"> <li>1. To develop concept of information and their role in modern businesses</li> <li>2. To develop rational approach as to how computers can be used in data process analysis in business</li> <li>3. To develop understanding regarding cautions to be taken</li> </ol>



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			security, safety and security while using net based service
			<p><b>Skill Enhancement Course (Add on Courses). Personality and Soft Skills Development</b></p> <p>1)The Course aims at enhancing the ability of a student to work in any situation with ease and grace. This will help to carry their personality in the corporate world with competency and consistent performance.</p> <p>2) Increase fluency in expression and speech and make students confident speakers.</p> <p>3) Application of Corporate Etiquettes in various corporate engagements</p>
			<p><b>S.Y.B.B.A. (Sem – III) (CBCS 2019 Pattern)</b></p> <p><b>Principles of Human Resource Management</b></p> <p>1.To introduce the basic concepts of Human Resource Management.</p> <p>2. To cultivate right approach towards Human Resource and their role in business.</p> <p>3. To create awareness about the various trends in HRM among the students.</p>
			<p><b>Supply Chain Management</b></p> <p>1. To enable the students to have a comprehensive understanding of Supply Chain Management.</p> <p>2. To understand key concepts and issues of Logistics and Inventory Management.</p> <p>3. To understand Warehousing and its role in Space Management.</p>
			<p><b>Global Competencies and Personality Development</b></p> <p>1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.</p> <p>2. To enhance global and cultural competencies of the students.</p>



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			3. To groom the students for appropriate behaviour in social and professional circles.
			<p><b>Fundamentals of Rural Development</b></p> <ol style="list-style-type: none"> <li>1. To understand the development issues related to rural society.</li> <li>2. To find the employment opportunities for rural youth.</li> <li>3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.</li> <li>4. To discourage seasonal and permanent migration to urban areas.</li> </ol>
			<p><b>Marketing Management Specialisation - I</b></p> <p><b>Consumer Behaviour &amp; Sales Management</b></p> <ol style="list-style-type: none"> <li>1. To develop significant understanding of Consumer behaviour in Marketing.</li> <li>2. To understand the relationship between consumer behaviour &amp; Sales Management.</li> <li>3. To develop conceptual based approach towards decision making aspects &amp; its implementation considering consumer behaviour in Sales Management.</li> </ol>
			<p><b>Financial Management Specialisation - I</b></p> <p><b>Management Accounting</b></p> <ol style="list-style-type: none"> <li>1. To impart basic knowledge of management accounting.</li> <li>2. To understand the implications of various financial ratios in decision making.</li> <li>3. Application and use of various tools of management accounting in the business.</li> </ol>
			<p><b>Human Resource Management Specialisation – I</b></p> <p><b>Organisational Behaviour</b></p>



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			<ol style="list-style-type: none"> <li>1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.</li> <li>2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.</li> <li>3. To give knowledge about approaches to line-up individual, groups &amp; managerial behaviour in order to achieve organisational goals.</li> </ol>
			<p><b>Marketing Management Specialisation - II</b> <b>Retail Management</b></p> <ol style="list-style-type: none"> <li>1. To provide basic understanding of forces that shape retail industry</li> <li>2. To provide understanding of retail operations and strategy</li> <li>3. To provide understanding of opportunities and challenges in retail industry</li> </ol>
			<p><b>Financial Management Specialisation - II</b> <b>Banking &amp; Finance</b></p> <ol style="list-style-type: none"> <li>1. Study of banking function and its operations.</li> <li>2. To study the functioning of Regulatory Authorities in India.</li> <li>3. To study recent technology in banking industry.</li> </ol>
			<p><b>Human Resource Management Specialisation – II</b> <b>Legal Aspects in Human Resources</b></p> <ol style="list-style-type: none"> <li>1. To study and explain rights of employees at work place.</li> <li>2. To understand the Applications of different Legal Aspects in HR.</li> </ol>
			<p><b>Skill Enhancement Course (Add on Courses). Basic Course in Environmental Awareness</b></p> <p>To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment.</p>



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			To develop conscious towards a cleaner and better managed environment
			<p><b>S.Y.B.B.A. (Sem – IV) (CBCS 2019 Pattern)</b></p> <p><b>Entrepreneurship and Small Business Management</b></p> <ol style="list-style-type: none"> <li>1. To understand the concept and process of Entrepreneurship.</li> <li>2. To Acquire Entrepreneurial spirit and resourcefulness.</li> <li>3. To get acquainted with the concept of Small Business Management.</li> <li>4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.</li> </ol>
			<p><b>Production and Operation Management</b></p> <ol style="list-style-type: none"> <li>1.To understand the key concepts of Production and Operation Management.</li> <li>2. To understand the various manufacturing methods and role in managing business.</li> <li>3. To create awareness about the various safety measures and ergonomics in industries.</li> </ol>
			<p><b>Decision Making and Risk Management</b></p> <ol style="list-style-type: none"> <li>1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.</li> <li>2. Find the best alternative in a decision with multiple objectives and uncertainty.</li> <li>3. Describe the process of making a decision.</li> <li>4. Analyze an organization's decision making system.</li> <li>5. Develop a risk management process.</li> </ol>





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			<p><b>International Business Management</b></p> <ol style="list-style-type: none"> <li>1. To acquaint the students with emerging trends and issues in International Business.</li> <li>2. To study the impact of International Business Environment on foreign market operations.</li> <li>3. To analyze International trade models.</li> <li>4. To analyze the International Investment and its risks associated.</li> <li>5. To understand financial aspects in world economies, their need and functionality</li> </ol>
			<p><b>Marketing Management Specialisation - I Advertising and Promotion Management</b></p> <ol style="list-style-type: none"> <li>1. To develop knowledge and understanding of importance of advertising.</li> <li>2. To understand different sales promotion techniques.</li> <li>3. To know about promotion management.</li> <li>4. To understand the process of online advertising.</li> </ol>
			<p><b>Financial Management Specialisation - I Business Taxation</b></p> <ol style="list-style-type: none"> <li>1. To understand different concepts &amp; definitions under Income Tax Act 1961.</li> <li>2. To understand the importance of Taxation to the students.</li> <li>3. To update the students with the latest development in the subject of Taxation.</li> <li>4. To acquire knowledge about the submission of Income tax returns.</li> <li>5. To prepare students competent enough to take up to employment in tax planner.</li> <li>6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.</li> </ol>



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			<p><b>Human Resource Management Specialisation – I</b> <b>Human Resource Management Functions &amp; Practices</b></p> <ol style="list-style-type: none"> <li>1. To acquire comprehensive Knowledge of Human Resource Management Functions &amp; Practices.</li> <li>2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.</li> <li>3. To acquire knowledge about various HR practices adopted by the organization.</li> </ol>
			<p><b>Marketing Management Specialisation - II</b> <b>Digital Marketing</b></p> <ol style="list-style-type: none"> <li>1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.</li> <li>2. To help students become In demand professional by being acquainted through various Digital channels &amp; their ways of Integration.</li> <li>3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing &amp; getting Insights of Future trends that will affect the future development of the digital marketing.</li> </ol>
			<p><b>Financial Management Specialisation - II</b> <b>Financial Services</b></p> <ol style="list-style-type: none"> <li>1. To Study in detail financial services in India.</li> <li>2. To study &amp; Understand working of Indian financial system.</li> <li>3. To make the students well acquainted regarding financial markets.</li> </ol>
			<p><b>Human Resource Management Specialisation – II</b> <b>Employee Recruitment &amp; Record Management</b></p>



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			<ol style="list-style-type: none"> <li>1. To study and explain employee acquisition and its importance in industry.</li> <li>2. To cultivate right approach towards employee recruitment and record management.</li> </ol>
			<p><b>Skill Enhancement Course (Add on Courses). Yoga and Meditation</b> Boost immunity levels and improve the general state of wellbeing. • Believing we are all full of intrinsic happiness and aiming to help students soften their heart and experience grace through their physical practice. • Combines physical improvement with spiritual up-liftment, and aims to even out imbalances within the body and mind. • Helps to lower stress levels and increases the body's relaxation levels. It eliminates negativity from the mind and increases self-awareness.</p>
			<p><b>T.Y.B.B.A. (Sem – V) (2013 Pattern) Supply Chain and Logistics Management</b>  <ol style="list-style-type: none"> <li>1. To introduce the fundamental concepts in Materials and Logistics Management.</li> <li>2. To familiarize with the issues in core functions in materials and logistics management</li> </ol> </p>
			<p><b>Entrepreneurship Development</b>  <ol style="list-style-type: none"> <li>1. To create entrepreneurial awareness among the students.</li> <li>2. To help students to up bring out their own business plan.</li> <li>3. To develop knowledge and understanding in creating and managing new venture.</li> </ol> </p>
			<p><b>Business Law</b>  <ol style="list-style-type: none"> <li>1. To understand basic legal terms and concepts used in law pertaining to business</li> </ol> </p>



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			2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.
			<p><b>Research Methodology</b></p> <p>1. To provide the students with basic understanding of research process and tools for the same.</p> <p>2. To provide an understanding of the tools and techniques necessary for research and report writing.</p>
			<p><b>Finance Special Paper I</b></p> <p><b>Analysis of Financial Statements</b></p> <p>1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.</p> <p>2. To make the student well acquainted with current financial practices</p> <p>3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.</p>
			<p><b>Marketing Special Paper I</b></p> <p><b>Sales Management</b></p> <p>1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.</p> <p>2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</p> <p>3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques</p>
			<p><b>Finance Special Paper II</b></p> <p><b>Long Term Finance</b></p>



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			<ol style="list-style-type: none"> <li>1. To make the study of long-term financing</li> <li>2. To make the student well-acquainted regarding current financial structure</li> </ol>
			<p><b>Marketing Special Paper II</b> <b>Retail Management</b></p> <ol style="list-style-type: none"> <li>1. To provide insights into all functional areas of retailing.</li> <li>2. To give a perspective of the Indian retail scenario.</li> <li>3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.</li> </ol>
			<p><b>T.Y.B.B.A. (Sem – VI) (2013 Pattern)</b> <b>Business Planning and Project Management</b></p> <p>To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management</p>
			<p><b>Event Management</b></p> <p>To acquaint the students with concepts, issues and various aspects of event management.</p>
			<p><b>Management Control System</b></p> <p>To introduce to the students the function of management control, its nature, functional areas, and techniques.</p>
			<p><b>E- Commerce</b></p> <ol style="list-style-type: none"> <li>1. To know the concept of electronic commerce</li> <li>2. To know the concept of Cyber Law &amp; Cyber Jurisprudence</li> <li>3. To know Internet marketing techniques</li> </ol>
			<p><b>Finance Special Paper III</b> <b>Financial Services</b></p> <ol style="list-style-type: none"> <li>1) To study in detail various financial services in India</li> <li>2) To make the students well acquainted regarding financial markets</li> </ol>
			<p><b>Marketing Special Paper III</b> <b>Advertising and Sales Promotion</b></p>



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			<p>1.To develop knowledge and understanding of importance and functions of advertising.</p> <p>2. To understand Key features of Sales Promotion</p>
			<p><b>Finance Special Paper IV</b> <b>Cases in Finance/ Project</b></p> <p>The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks).For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.</p>
			<p><b>Marketing Special Paper IV</b> <b>Cases in Marketing / Project</b></p> <p>To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks).For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.</p>

### 3. Courses offered

Sr. No.	Course	Course Outcomes
1.	<b>FYBBA (Sem – I)</b> <b>(CBCS 2019 Pattern)</b>	<ul style="list-style-type: none"> <li>To develop managerial effectiveness through managerial thinking Knowledge of effective</li> <li>Learning about the management philosophy over the</li> </ul>



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	Principles of Management	<p>period of time</p> <ul style="list-style-type: none"> <li>• How to plan and organize an activity and motivate the group</li> <li>• To Develop understanding regarding new systems of management</li> </ul>
	Business Communication Skills	<ul style="list-style-type: none"> <li>• Ability to understand implication of effective communication</li> <li>• To develop an appropriate understanding role and utility of written communication in life</li> <li>• To develop proficiency for different purposes for different organizations</li> <li>• To develop proficiency in effective uses of various media of communication</li> <li>• To communicate interact effectively by using different forms of social media</li> </ul>
	Business Accounting	<ul style="list-style-type: none"> <li>• To learn about importance of acc. In business</li> <li>• Ability to distinguish between different transactions and its nature</li> <li>• Ability to prepare and interpret bank reconciliation statement</li> <li>• Applying software basic financial statement and converting raw financial data into well written financial data</li> </ul>
	Business Economics – Micro	<ul style="list-style-type: none"> <li>• To understand different facets of economics and importance of prudent thinking</li> <li>• To understand variation in demand and supply. How it affects the different economic situations and various factors of production</li> <li>• 1.To understand how the revenue is calculated for different situations and factors determined revenue.</li> <li>• To know the system of determination and factors consider in cost determination</li> <li>• To understand how pricing determination is affected by different market players and forces and its impact on market and society</li> </ul>
	Business Mathematics	<ul style="list-style-type: none"> <li>• Impact of interest of profits and how loan helps business solvency</li> <li>• To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis</li> <li>• Problems related with combination and permutation</li> <li>• Analyzing for different situations with multiple number of parameters</li> </ul>
	Business Demography	<ul style="list-style-type: none"> <li>• Ability to understand the components of demography. Factors governing of a particular economics and</li> </ul>



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		<p>government. Socio economic changes as a outcome of demographic changes</p> <ul style="list-style-type: none"> <li>• Ability to examine how demographic changes - influences different aspects of policy formulation and social development</li> <li>• To learn about implications of changes in population and structure of population on economy and society</li> <li>• Equal and unequal Distribution of resources and factors of production and its impact on society</li> </ul>
	<p><b>FYBBA (Sem – II)</b> <b>(CBCS 2019 Pattern)</b> Business Organization and System</p>	<ul style="list-style-type: none"> <li>• Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.</li> <li>• Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed, partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration</li> <li>• Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.</li> <li>• Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.</li> </ul>
	Principles of Marketing	<ul style="list-style-type: none"> <li>• Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects</li> <li>• To improve understanding regarding marketing environment and segmentation in Indian context.</li> <li>• To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer</li> <li>• Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.</li> </ul>
	Principles of Finance	<ul style="list-style-type: none"> <li>• To develop Competence to apply various concept in finance for decision making</li> <li>• To develop rational understanding regarding role and utility of different sources of finance</li> <li>• To understand importance of rational and sound</li> </ul>





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		<p>financial structure To understand role of capital as a determinant business success</p> <ul style="list-style-type: none"> <li>To have right understanding how modern business is changing and what are the new trends in business finance</li> </ul>
	Basics of Cost Accounting	<ul style="list-style-type: none"> <li>How to use cost of concept?</li> <li>Development of basic ability to think about cost as an ingredient of price mechanism</li> <li>To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure</li> <li>Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.</li> </ul>
	Business Statistics	<ul style="list-style-type: none"> <li>Solved applications of matrices in business.</li> <li>Understood the concept and application of Permutations &amp; Combinations in business.</li> <li>Solved L.P.P. and its applications in business.</li> <li>Prepared the concept of Transportation problems &amp; its applications in business World.</li> <li>Expert the concept of shares &amp; share market.</li> </ul>
	Fundamentals of Computers	<ul style="list-style-type: none"> <li>Proficiency in applying computers in business activities like data processing Tabulation, data analysis And presentation of data</li> <li>Proficiency in set up of Different structure computer network in business environment.</li> <li>Proficiency in handling of different applications, preparation of power point Presentation.</li> <li>Proficiency in usages in processing and transmission of data through computers and internet.</li> </ul>
	<b>SYBBA (Sem – III)</b> <b>(CBCS 2019 Pattern)</b> Principles of Human Resource Management	<ul style="list-style-type: none"> <li>Describe the basic concept of HRM. Develop knowledge about the functions and different roles of HR Manager. Understand the challenges before HRM</li> <li>Understanding the importance of Job Analysis &amp; Human Resource Planning in the Organisation. Develop the Problem- solving and decision making skills.</li> <li>Development of basic ability to think about Employee Morale and Job Satisfaction. Development of problem-solving and decision-making skills.</li> <li>Understand the Changing Environment of HRM and its effects. The students must learn the recentHRM trends with the help of Lab Activities.</li> </ul>
	Supply Chain Management	<ul style="list-style-type: none"> <li>The students must understand the functions of Supply Chain Management. The students must gain practical knowledge of Bull-Whip Effect</li> <li>The students must understand the importance of Space</li> </ul>



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		<p>Management. The students must understand different types of Plant layout and their SCM</p> <ul style="list-style-type: none"> <li>To understand the various Operation Aspects in Supply Chain To understand the linkage between HRM and SCM</li> </ul>
	Global Competencies & Personality Development	<ul style="list-style-type: none"> <li>To learn various theories of personality development.</li> <li>To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.</li> <li>To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. To develop social empathy and explain social responsibilities of an individual.</li> <li>The students should groom themselves and effective use of body language. To develop the skills of managing the time. To develop ability of effective public speaking. To train the students for writing e-mails.</li> </ul>
	Fundamentals of Rural Development	<ul style="list-style-type: none"> <li>Describes the importance of rural development. Better understanding of need for rural development.</li> <li>Describes determinants of Rural Development Planning. Develop the knowledge &amp; ability of the students about the concepts of NGO's and Rural Development. Development of understanding of Functions of DRDA</li> <li>Describes determinants of agropreneuership. Understanding of problems associated with rural entrepreneurship. Understanding the implementation of marketing initiatives</li> <li>Understanding role of internet in rural development. Develop the knowledge &amp; ability of the students about the concepts ICT and e-development in villages. Understanding challenges of rural development. Candidates willing to for further research work, also suitable for the project</li> </ul>
	Marketing Management (MM) - I Consumer Behaviour & Sales Management	<ul style="list-style-type: none"> <li>To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges.</li> <li>To help students develop an understanding towards Strategy building &amp; its effectiveness.</li> <li>To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.</li> <li>Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.</li> </ul>
	Financial Management (FM)-I	<ul style="list-style-type: none"> <li>To understand the concept and meaning of management accounting. To understand difference between financial</li> </ul>



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	Management Accounting	<p>accounting, cost accounting and management accounting.</p> <ul style="list-style-type: none"> <li>To understand different methods of analysis and classification of various ratios and its application.</li> <li>To calculate contribution and breakeven point to reach profitability level of any business.</li> <li>To learn how to make various types of budgets as per need and requirement of business.</li> </ul>
	Human Resources Management (HRM) –I Organisational Behaviour	<ul style="list-style-type: none"> <li>Describes importance of Organisational Behaviour. Better understanding of Models of Organisational Behaviour.</li> <li>Describes determinants of Organisational Behaviour at Individual Level. Develop the knowledge &amp; ability of the students about the concepts of Personality, Motivation, Value &amp; Attitude. Development of Problem-solving and decision making skills of students.</li> <li>Describes determinants of Organisational Behaviour at Group Level. Develop the knowledge &amp; ability of the students with respect to the concepts of Group Dynamics, Conflict Management &amp; Leadership. Development of Problem solving and decision making skills</li> <li>Describes determinants of Organisational Behaviour at Organisational Level. Develop the knowledge &amp; ability of the students about the concepts of Organisational Culture &amp; Change. Development of Problem solving and decision making skills.</li> <li>Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.</li> </ul>
	Marketing Management (MM) - II Retail Management + Business Exposure	<ul style="list-style-type: none"> <li>To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.</li> <li>To help students understand the planning process behind a retail business.</li> <li>Giving insights to the challenges while implementing a plan, in context of retail management.</li> <li>Developing critical thinking ability to explore various angles while facing challenges in the retail sector.</li> </ul>
	Financial Management (FM)-II Banking & Finance +Business Exposure	<ul style="list-style-type: none"> <li>Students will understand structure of banking system in India.</li> <li>Students will understand functions and operations of banks.</li> <li>Students will get basic knowledge of function of various regulatory Authorities in India.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Knowledge of how to use new technology in banking operations along with its cyber security.</li> </ul>
	Human Resources Management (HRM) –II Legal Aspects in Human Resources	<ul style="list-style-type: none"> <li>• Better understanding of the rights of employees at workplace. Describes understanding of the legal issues related to HR in organization.</li> <li>• Develop the knowledge &amp; ability of the students about the concepts Wage &amp; Salary Administration. Better understanding of Workmen's Compensation Act,1923.</li> <li>• Better understanding of The Payment of Gratuity Act,1972 2. Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013</li> </ul>
	<b>SYBBA (Sem – IV)</b> <b>(CBCS 2019 Pattern)</b> Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> <li>• It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up</li> <li>• Development of interest and positive approach towards entrepreneurship and new start ups.</li> <li>• Ability to collect relevant data and its analysis and interpretation.</li> <li>• Understanding key aspects of success and failure of businesses.</li> </ul>
	Production and Operation Management	<ul style="list-style-type: none"> <li>• Describe the basic concept of production and operation management.</li> <li>• Understanding the manufacturing methods and various plant layouts used in industries.</li> <li>• Understanding the importance of product design, production planning and Control. Develop the Problem-solving and decision making skills.</li> <li>• To understand the people's efficiency in their working condition.</li> <li>• Understand the Changing Environment, maintenance methods of production and operation .</li> </ul>
	Decision Making and Risk Management	<ul style="list-style-type: none"> <li>• To understand the role and scope of Decision making and Risk management in organisations.</li> <li>• To understand the importance of Decision making tools and models in business.</li> <li>• To understand the role of leadership and its allied aspects while making decisions.</li> <li>• To understand the role and importance of organizational values in Decision making and Risk Management</li> </ul>
	International Business Management	<ul style="list-style-type: none"> <li>• To understand the basics of International Business concept and its role.</li> <li>• To understand the various International trade theories', use and experiments on the world trade.</li> <li>• To understand the International trade concepts and</li> </ul>



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		<p>various key concepts affecting the terms of trade. To understand how a country can gain through International trade practices.</p> <ul style="list-style-type: none"> <li>• Understand the concept of currency exchange rate in the International market. To understand the role and contribution of International trade organizations. Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role. Understand the Regional Integration and Regional groups' concept in International trade.</li> </ul>
	Marketing Management (MM) –III Advertising and Promotion Management	<ul style="list-style-type: none"> <li>• To learn the effectiveness of advertising on performance and profit.</li> <li>• Understanding the copy creations, medias planning and media selection.</li> <li>• To understand the effectiveness of promotion.</li> <li>• To understand the advantages of online advertising.</li> </ul>
	Financial Management (FM)-III Business Taxation	<ul style="list-style-type: none"> <li>• Learning will be more practical based on theory, thereby aid students in better understanding.</li> <li>• Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961.</li> <li>• Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961. (as per the union budget of every financial year by Government of India).</li> <li>• Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.</li> </ul>
	Human Resources Management (HRM) –III Human Resource Management Functions & Practices	<ul style="list-style-type: none"> <li>• Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.</li> <li>• Development of Problem-solving and decision making skills of students.</li> <li>• Better understanding of Fringe Benefits and its application in Organization. Development of Problem-solving and decision making skills of students</li> <li>• Better Understanding of importance of WPM. Development of Problem-solving and decision making skills of students.</li> <li>• Creation of awareness about Organizational Power and politics. Understanding of Application of OD Interventions. Development of Problem-solving and decision making skills of students.</li> </ul>



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	Marketing Management (MM) –IV Digital Marketing	<ul style="list-style-type: none"> <li>To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges.</li> <li>To help students develop an understanding towards Digital Strategy building &amp; its effectiveness.</li> <li>To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.</li> <li>To use the digital tools effectively for marketing</li> </ul>
	Financial Management (FM)- IV Financial Services	<ul style="list-style-type: none"> <li>Understanding of Financial system of India.</li> <li>Understanding of the functioning of Financial markets of India.</li> <li>Actual functioning of financial institution of India. Understanding new trends of financial market. Making students aware about derivatives &amp; commodity market.</li> <li>This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.</li> </ul>
	Human Resources Management (HRM) –IV Employee Recruitment & Record Management	<ul style="list-style-type: none"> <li>Better understanding of the Process of Manpower Planning. Describes the understanding of Techniques of Manpower Forecasting.</li> <li>Develop the knowledge &amp; ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment. Better understanding of Process of Selection.</li> <li>Better understanding of New Trends in Employee Record Management.</li> <li>This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.</li> </ul>
	<b>T.Y.B.B.A. (Sem – V) (2013 Pattern)</b> Supply Chain and Logistics Management	<ol style="list-style-type: none"> <li>To introduce the fundamental concepts in Materials and Logistics Management.</li> <li>To familiarize with the issues in core functions in materials and logistics management</li> </ol>
	Entrepreneurship Development	<ol style="list-style-type: none"> <li>To create entrepreneurial awareness among the students.</li> <li>To help students to up bring out their own business plan.</li> </ol>



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		3. To develop knowledge and understanding in creating and managing new venture.
	Business Law	1. To understand basic legal terms and concepts used in law pertaining to business 2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.
	Research Methodology	1. To provide the students with basic understanding of research process and tools for the same. 2. To provide an understanding of the tools and techniques necessary for research and report writing.
	Finance Special Paper I Analysis of Financial Statements	1. This course is designed to prepare students for interpretation and analysis of financial statements effectively. 2. To make the student well acquainted with current financial practices 3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.
	Marketing Special Paper I Sales Management	1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management. 2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual. 3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques
	Finance Special Paper II Long Term Finance	1. To make the study of long-term financing 2. To make the student well-acquainted regarding current financial structure
	Marketing Special Paper II Retail Management	1. To provide insights into all functional areas of retailing. 2. To give a perspective of the Indian retail scenario. 3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
	<b>T.Y.B.B.A. (Sem – VI)</b> <b>(2013 Pattern)</b> Business Planning and Project Management	To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management
	Event Management	To acquaint the students with concepts, issues and various aspects of event management.





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	Management Control System	To introduce to the students the function of management control, its nature, functional areas, and techniques.
	E- Commerce	1. To know the concept of electronic commerce 2. To know the concept of Cyber Law & Cyber Jurisprudence 3. To know Internet marketing techniques
	Finance Special Paper III Financial Services	1) To study in detail various financial services in India 2) To make the students well acquainted regarding financial markets
	Marketing Special Paper III Advertising and Sales Promotion	1. To develop knowledge and understanding of importance and functions of advertising. 2. To understand Key features of Sales Promotion
	Finance Special Paper IV Cases in Finance/ Project	The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.
	Marketing Special Paper IV Cases in Marketing / Project	To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.





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Sr.No.	Program	Program Objective	Program Specific Object
4.	M.Com -I (Business Administration)		SEM I
		<p>a. To equip and train Post Graduate students to accept the challenges of business world by providing opportunities for study and analysis of advanced commercial and business methods and processes.</p> <p>b. To develop independent logical thinking and facilitate personality development.</p> <p>c. To equip the students to seek suitable careers in management and Entrepreneurship.</p> <p>d. To acquaint students with significance of research in business.</p> <p>e. To impart skills regarding methods of data collection and their interpretations.</p> <p>f. To develop communication and analytical skills among students.</p>	<p><b>Management      Accounting</b> <b>(Course code 101)</b></p> <p>1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.</p> <p>2. To enhance the abilities of learners to analyze the financial statements.</p> <p>3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.</p> <p>4. To make the students develop competence with their usage in managerial decision making and control.</p>
			<p><b>Strategic Management</b> <b>(Course code 102)</b></p> <p>To introduce the students to the emerging changes in the modern business environment</p> <ul style="list-style-type: none"> <li>• To develop the analytical, technical and managerial skills of students in the various areas of</li> </ul>



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			<p>Business Administration</p> <ul style="list-style-type: none"> <li>• To empower to students with necessary skill to become effective future managers and leaders</li> <li>• To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business</li> </ul>
			<p><b>Production and Operation management (Course code 113)</b></p> <ul style="list-style-type: none"> <li>• To understand and develop deep insight of Production &amp; Operation Management.</li> <li>• To understand &amp; identity business problems involving operational function, planning and control, design development and quality management.</li> <li>• Demonstrate awareness and importance of application, operation and supply chain management.</li> <li>• To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.</li> <li>• To increase the knowledge and perspective to gain from emerging trends in production and operation management.</li> </ul>
			<p><b>Financial Management (Course code 114)</b></p> <ul style="list-style-type: none"> <li>• To acquaint the student with knowledge of various Financial Management terminologies - Investment, Credit Planning , Working Capital Management</li> <li>• To understand the concepts relating to Financing &amp; Financial Statement Analysis</li> <li>• To utilize the information gathered to reach an optimum</li> </ul>



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			<p>conclusion by a process of reasoning</p> <ul style="list-style-type: none"> <li>• To enable the students to use their learning to evaluate , make decisions and provide recommendations</li> </ul>
			<b>SEM - II</b>
			<p><b>Financial Analysis &amp; Control (Course code 201)</b></p> <p>a. To enable the students to acquire knowledge of financial analysis and control tools</p> <p>b. To Make appropriate application and uses of financial analysis and control</p>
			<p><b>Industrial Economics (Course code 202)</b></p> <p>1. To provide the knowledge to the students about the basic issues of industrial economics.</p> <p>2. To make aware the students about the industrial profile of India and the industrial policy of government of India.</p>
			<p><b>Business Ethics and Professional Values(Course code 213)</b></p> <p>1. To raise the student's general awareness on the ethical dilemmas at work place</p> <p>2. To understand the differing perceptions of interest in business related solutions</p> <p>3. To present the concept of Corporate Social Responsibility and explore its relevance to ethical obligations and ethical ideals present in the relationship between employers and employees</p> <p>4. To investigate whether ethics set any boundaries on competition, marketing, sales and advertising</p> <p>5. To enable students to validate or correct, personal ideas about various ethical perspectives</p>



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			<p>6. To enable students to develop their own considered judgment about issues in Business Ethics</p> <p>7. To foster more careful, disciplined thinking in trying to resolve issues in business ethics</p> <p>8. To prepare students to play a constructive role in improving the sustainable development with which they may become involved</p>
			<p><b>Elements of Knowledge Management (Course code 214)</b></p> <p>1 To develop Analytical and Research oriented skills among the students.</p> <p>2 To understand value application and relevance of Knowledge management in today's corporate world. 3 To promote research and innovation ideas based on Knowledge Management.</p> <p>4 To enhance knowledge level and practice of linking theoretical background with applied Social Science.</p>
5.	<b>M.Com -II (Business Administration)</b>		<b>SEM III</b>
			<p><b>Business Finance (Course code 301)</b></p> <p>1. To acquaint the students with corporate finance required for Indian Industries.</p> <p>2. To make the students aware about the latest developments in the field of corporate finance.</p> <p>3. To enable the students to understand the traditional theories of capitalization and dividend distribution practices.</p> <p>4. To give detail exposure of working capital management</p>



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			practice of finance to students Skills to be developed:
			<p><b>Research Methodology for Business (Course code 302)</b></p> <p>a. To acquaint the students with the areas of Business Research Activities</p> <p>b. To enhance capabilities of students to conduct the research in the field of business and social sciences</p> <p>c. To enable students in developing the most appropriate methodology for their research studies</p> <p>d. To make them familiar with the art of using different research methods and techniques</p>
			<p><b>Human Resource Management (Course code 313)</b></p> <p>1. To understand the basic concepts of Human Resource Management and changing role of HRM in business.</p> <p>2. To impart adequate knowledge and analytical skills in the field of HRM, HRP and development, Recruitment and Selection Process.</p> <p>3. To understand the concepts of Training and Development, Performance Appraisal and Merit Rating.</p> <p>4. To expose the students to the concept, significance and uses of the concepts like Retirement/ Retrenchment Strategies and Recent Trends in HRM</p> <p>5. To know the concept of Competency mapping</p> <p>6. To understand the E-HR and recent trends in Human Resource management.</p>
			<p><b>Organizational Behavior (Course code 314)</b></p>



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			<ol style="list-style-type: none"> <li>1. To make the students understand various concepts of organization behaviour</li> <li>2. To provide in depth knowledge about process of formation of group behaviour in an organization set up</li> <li>3. To know the motivational process and emotional intelligence.</li> <li>4. To understand the concept of stress and conflict and effects of work culture</li> </ol>
			<b>SEM - IV</b>
			<p><b>Capital Market and Financial Services (Course code 401)</b></p> <ol style="list-style-type: none"> <li>1. To acquaint the students with working of capital market.</li> <li>2. To make the students aware about the latest developments in the field of capital market in India.</li> <li>3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.</li> <li>4. To give exposure of financial services offered by various agencies and financial adviser to students.</li> </ol>
			<p><b>Industrial Economic Environment Course Code: 402</b></p> <ol style="list-style-type: none"> <li>1. To provide knowledge about basic issues in Industrial Economic Environment to students.</li> <li>2. To make students aware about Industrial pattern and growth in India and Industrial policies of India since independence.</li> <li>3. To study the progress and current problems of major industries in India.</li> </ol>
			<p><b>Recent Advances in Business Administration Course Code: 413</b></p> <ol style="list-style-type: none"> <li>1. To familiarize the students with the recent advancements in</li> </ol>

B.P.H.E. Society's



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			<p>business administration</p> <ol style="list-style-type: none"><li>2. To develop an understanding about tools and their application in the business.</li><li>3. To understand the basic concepts of Change Management and their approaches.</li><li>4. To impart adequate knowledge and analytical of cross cultural Management.</li><li>5. To impart the basic concept and strategies of customer centric Management.</li><li>6. To expose the students to the concept, Innovation Management</li></ol>
			<p><b>Project work / Case Studies</b> <b>Course Code: 414</b> -</p>



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2021-2022 (CBCS 2019 Pattern)

### **Department of Business Administration**

#### 1. Departmental Profile

Ahmednagar College, the first and the oldest institution of Ahmednagar District. A premier institution of learning for traditional as well as new-age subjects, the name of the college is synonymous with Quality Education. Ahmednagar college opened the gates of Higher Education to the all types of the students irrespective of their caste, religion and race. The Department of Business Administration was established in the year 2005. Post Graduate Courses were started from 2009. The department of Business Administration has its course designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. B.B.A. programs expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Under the leadership of Principal Dr. R. J. Barnabas, the department gained its rigor acclaim. Currently Dr.D.B. More is working as a coordinator of the Department.

The department of Business Administration is actively engaged in various activities with the help of students and faculty members. The commerce association is regularly arranging lectures related with trade, commerce, industry, management, taxation & global scenario. Eminent personalities, consultant's resource persons were called for delivering the lecturers on related topics.

Business Administration course provides adequate basic understanding about Management Education among the students. It prepares students to exploit opportunities being newly created in the Management Profession. It helps train the students in communication skills effectively. It develops appropriate skills in the students so as to make them competent and provide them self-employment, and inculcates Entrepreneurial skills.





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### 2. Programmes offered

Sr. No.	Programme	Objectives	Programme Specific Objectives
1.	Bachelor of Business Administration (B.B.A.)	To develop precise understanding about business environment and organizations.	<b>F.Y.B.B.A. (Sem – I)</b> <b>Principles of Management</b> <ul style="list-style-type: none"> <li>To understand basic concept regarding org. Business Administration</li> <li>To examining how various management principles</li> <li>To develop managerial skills among the students</li> </ul>
		To develop leadership aptitude among the students in order to work independently and in organized groups.	<b>Business communication skills:</b> <ol style="list-style-type: none"> <li>To understand what is the role of communication in personal and business world</li> <li>To understand system and communication and their utility</li> <li>To develop proficiency in how to write business letters and other communications required in business</li> </ol>
		To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.	<b>Business Accounting:</b> <ul style="list-style-type: none"> <li>To develop right understanding regarding role and importance of monetary and financial transactions in business</li> <li>To cultivate right approach towards classifications of different transactions and their implications</li> <li>TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&amp;L</li> </ul>
		To understand and gain knowledge of various financial institutions and agencies.	<b>Business Economics (MICRO).</b> <ol style="list-style-type: none"> <li>To understand role of economics as it influences society and business</li> <li>To study how different decisions are taken in relation to price demand and supply</li> <li>To develop right understanding regarding Monopoly, perfect competition, revenue Etc</li> </ol>
			<b>Business Mathematics</b> <ul style="list-style-type: none"> <li>To develop appropriate understanding as how to use</li> </ul>



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			<p>mathematic like computation interest, profit etc</p> <ul style="list-style-type: none"> <li>• To cultivate right understanding regarding numerical aptitude</li> <li>• To develop logical approach towards analytical approach data</li> </ul>
			<p><b>Business Demography</b></p> <ol style="list-style-type: none"> <li>1. To give proper understanding regarding concept of demography in modern economic setup</li> <li>2. To study how population and structure changes affecting quality of life and business</li> <li>3. To develop clarity of concept regarding social economic process and urbanization and its impact on society</li> </ol>
			<p><b>Skill Enhancement Course (Add on Courses). Communication Skills for Managers</b></p> <p>Students need to know how words take on new meanings according to context. With these course students will develop the capability to understand Information that is presented in any format. This course will help in developing communication skills to enable the students to put their thoughts in a fashion which is comprehensible by the reader.</p>
			<p><b>F.Y.B.B.A. (Sem – II)</b></p> <p><b>Business Organizations and Systems</b></p> <ol style="list-style-type: none"> <li>1) To understand role and functions of modern business</li> <li>2) To develop right understanding regarding business environment</li> <li>3) To study how a business institution functions in a given economic set up</li> </ol>
			<p><b>Principles of Marketing</b></p> <ol style="list-style-type: none"> <li>1. To develop write understanding regarding marketing environment in the country</li> </ol>



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			<p>2. To develop appropriate conceptual understanding as to develop basic marketing concept</p> <p>3. To develop new understanding regarding services , rural marketing and new trends in marketing</p>
			<p><b>Principles of Finance</b></p> <p>1. To cultivate right approach towards money, finance, and their role in business</p> <p>2. To develop right understanding regarding various sources of finance and their role and utility in business</p> <p>3. To develop basic skills as to concept of capital structure and concept of capital structure</p>
			<p><b>Basics of Cost Accounting</b></p> <p>1. To develop rational understanding regarding concept of cost expenditure in business</p> <p>2. To develop understanding how overheads influence the cost structure of cost</p> <p>3. To develop skills for computation of total cost for a particular product</p>
			<p><b>Business Statistics</b></p> <p>1. To understand role and importance of statistics in various business situations</p> <p>2. To develop skills related with basic statistical technique</p> <p>3. Develop right understanding regarding regression, correlation and data interpretation</p>
			<p><b>Fundamentals of Computers</b></p> <p>1. To develop concept of information and their role in modern businesses</p> <p>2. To develop rational approach as to how computers can be used in data process analysis in business</p> <p>3. To develop understanding regarding cautions to be taken security, safety and security while using net based service</p>



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			<p><b>Skill Enhancement Course (Add on Courses). Personality and Soft Skills Development</b></p> <p>1)The Course aims at enhancing the ability of a student to work in any situation with ease and grace. This will help to carry their personality in the corporate world with competency and consistent performance.</p> <p>2) Increase fluency in expression and speech and make students confident speakers.</p> <p>3) Application of Corporate Etiquettes in various corporate engagements</p>
			<p><b>S.Y.B.B.A. (Sem – III)</b></p> <p><b>Principles of Human Resource Management</b></p> <p>1.To introduce the basic concepts of Human Resource Management.</p> <p>2. To cultivate right approach towards Human Resource and their role in business.</p> <p>3. To create awareness about the various trends in HRM among the students.</p>
			<p><b>Supply Chain Management</b></p> <p>1. To enable the students to have a comprehensive understanding of Supply Chain Management.</p> <p>2. To understand key concepts and issues of Logistics and Inventory Management.</p> <p>3. To understand Warehousing and its role in Space Management.</p>
			<p><b>Global Competencies and Personality Development</b></p> <p>1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.</p> <p>2. To enhance global and cultural competencies of the students.</p> <p>3. To groom the students for appropriate behaviour in social and professional circles.</p>



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			<p><b>Fundamentals of Rural Development</b></p> <ol style="list-style-type: none"> <li>1. To understand the development issues related to rural society.</li> <li>2. To find the employment opportunities for rural youth.</li> <li>3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.</li> <li>4. To discourage seasonal and permanent migration to urban areas.</li> </ol>
			<p><b>Marketing Management Specialisation - I</b></p> <p><b>Consumer Behaviour &amp; Sales Management</b></p> <ol style="list-style-type: none"> <li>1. To develop significant understanding of Consumer behaviour in Marketing.</li> <li>2. To understand the relationship between consumer behaviour &amp; Sales Management.</li> <li>3. To develop conceptual based approach towards decision making aspects &amp; its implementation considering consumer behaviour in Sales Management.</li> </ol>
			<p><b>Financial Management Specialisation - I</b></p> <p><b>Management Accounting</b></p> <ol style="list-style-type: none"> <li>1. To impart basic knowledge of management accounting.</li> <li>2. To understand the implications of various financial ratios in decision making.</li> <li>3. Application and use of various tools of management accounting in the business.</li> </ol>
			<p><b>Human Resource Management Specialisation – I</b></p> <p><b>Organisational Behaviour</b></p> <ol style="list-style-type: none"> <li>1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.</li> </ol>



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			<p>2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.</p> <p>3. To give knowledge about approaches to line-up individual, groups &amp; managerial behaviour in order to achieve organisational goals.</p>
			<p><b>Marketing Management Specialisation - II</b></p> <p><b>Retail Management</b></p> <p>1.To provide basic understanding of forces that shape retail industry</p> <p>2. To provide understanding of retail operations and strategy</p> <p>3. To provide understanding of opportunities and challenges in retail industry</p>
			<p><b>Financial Management Specialisation - II</b></p> <p><b>Banking &amp; Finance</b></p> <p>1. Study of banking function and its operations.</p> <p>2. To study the functioning of Regulatory Authorities in India.</p> <p>3. To study recent technology in banking industry.</p>
			<p><b>Human Resource Management Specialisation – II</b></p> <p><b>Legal Aspects in Human Resources</b></p> <p>1. To study and explain rights of employees at work place.</p> <p>2. To understand the Applications of different Legal Aspects in HR.</p>
			<p><b>Skill Enhancement Course (Add on Courses). Basic Course in Environmental Awareness</b></p> <p>To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment.</p> <p>To develop conscious towards a cleaner and better managed environment</p>



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CO – ORDINATOR : - DR. D.B. MORE

			<p><b>S.Y.B.B.A. (Sem – IV)</b></p> <p><b>Entrepreneurship and Small Business Management</b></p> <ol style="list-style-type: none"> <li>1. To understand the concept and process of Entrepreneurship.</li> <li>2. To Acquire Entrepreneurial spirit and resourcefulness.</li> <li>3. To get acquainted with the concept of Small Business Management.</li> <li>4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.</li> </ol>
			<p><b>Production and Operation Management</b></p> <ol style="list-style-type: none"> <li>1.To understand the key concepts of Production and Operation Management.</li> <li>2. To understand the various manufacturing methods and role in managing business.</li> <li>3. To create awareness about the various safety measures and ergonomics in industries.</li> </ol>
			<p><b>Decision Making and Risk Management</b></p> <ol style="list-style-type: none"> <li>1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.</li> <li>2. Find the best alternative in a decision with multiple objectives and uncertainty.</li> <li>3. Describe the process of making a decision.</li> <li>4. Analyze an organization's decision making system.</li> <li>5. Develop a risk management process.</li> </ol>
			<p><b>International Business Management</b></p>



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CO – ORDINATOR : - DR. D.B. MORE

			<ol style="list-style-type: none"> <li>1. To acquaint the students with emerging trends and issues in International Business.</li> <li>2. To study the impact of International Business Environment on foreign market operations.</li> <li>3. To analyze International trade models.</li> <li>4. To analyze the International Investment and its risks associated.</li> <li>5. To understand financial aspects in world economies, their need and functionality</li> </ol>
			<p><b>Marketing Management Specialisation - I</b> <b>Advertising and Promotion Management</b></p> <ol style="list-style-type: none"> <li>1. To develop knowledge and understanding of importance of advertising.</li> <li>2. To understand different sales promotion techniques.</li> <li>3. To know about promotion management.</li> <li>4. To understand the process of online advertising.</li> </ol>
			<p><b>Financial Management Specialisation - I</b> <b>Business Taxation</b></p> <ol style="list-style-type: none"> <li>1. To understand different concepts &amp; definitions under Income Tax Act 1961.</li> <li>2. To understand the importance of Taxation to the students.</li> <li>3. To update the students with the latest development in the subject of Taxation.</li> <li>4. To acquire knowledge about the submission of Income tax returns.</li> <li>5. To prepare students competent enough to take up to employment in tax planner.</li> <li>6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.</li> </ol>
			<p><b>Human Resource Management Specialisation – I</b></p>





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CO – ORDINATOR : - DR. D.B. MORE

			<p><b>Human Resource Management Functions &amp; Practices</b></p> <ol style="list-style-type: none"> <li>1. To acquire comprehensive Knowledge of Human Resource Management Functions &amp; Practices.</li> <li>2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.</li> <li>3. To acquire knowledge about various HR practices adopted by the organization.</li> </ol>
			<p><b>Marketing Management Specialisation - II</b></p> <p><b>Digital Marketing</b></p> <ol style="list-style-type: none"> <li>1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.</li> <li>2. To help students become In demand professional by being acquainted through various Digital channels &amp; their ways of Integration.</li> <li>3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing &amp; getting Insights of Future trends that will affect the future development of the digital marketing.</li> </ol>
			<p><b>Financial Management Specialisation - II</b></p> <p><b>Financial Services</b></p> <ol style="list-style-type: none"> <li>1. To Study in detail financial services in India.</li> <li>2. To study &amp; Understand working of Indian financial system.</li> <li>3. To make the students well acquainted regarding financial markets.</li> </ol>
			<p><b>Human Resource Management Specialisation – II</b></p> <p><b>Employee Recruitment &amp; Record Management</b></p>



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			<p>1. To study and explain employee acquisition and its importance in industry.</p> <p>2. To cultivate right approach towards employee recruitment and record management.</p>
			<p><b>Skill Enhancement Course (Add on Courses). Yoga and Meditation</b></p> <p>Boost immunity levels and improve the general state of wellbeing. • Believing we are all full of intrinsic happiness and aiming to help students soften their heart and experience grace through their physical practice. • Combines physical improvement with spiritual up-liftment, and aims to even out imbalances within the body and mind. • Helps to lower stress levels and increases the body's relaxation levels. It eliminates negativity from the mind and increases self-awareness.</p>
			<p><b>T.Y.B.B.A. (Sem – V)</b></p> <p><b>Research Methodology</b></p> <p>To develop an understanding of the right approach of Research Methodology and its role in Business.</p> <p>2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.</p> <p>3. To develop an understanding of various Designs, Tools and Techniques of Research Study.</p> <p>4. To enable the students in conducting Research work and write Research Paper and Research Project Report.</p>
			<p><b>Database Administration and Data Mining</b></p> <p>To understand the Database Management System</p> <p>2. To understand the Data Mining Concepts</p>



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			3. To understand the current trends in Data Management
			<p><b>Business Ethics</b> To provide a comprehensive understanding of the concepts of Business Ethics</p> <p>2. To develop theoretical tools to understand current ethical issues and their impacts on business.</p> <p>3. To analyze the role of Ethics in business, Government and Society.</p> <p>4. To analyze the Ethical scenario concerning to Environment and consumer protection</p>
			<p><b>Management of Corporate Social Responsibility</b> To understand the concept and process of CSR</p> <p>2. To Understand the industrial contribution for CSR Policy</p> <p>3. To Understand the context of CSR of present-day Management</p> <p>4. To Understand the contribution of CSR for the development of Society</p>
			<p><b>Marketing Management Specialisation - III</b> <b>Marketing Environment Analysis and Strategies</b></p> <p>1.To develop students' understanding of the factors shaping Marketing Environment</p> <p>2.To develop students' ability to analyze the Business Environment</p> <p>3.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment</p>
			<p><b>Financial Management Specialisation - III</b> <b>Analysis of Financial Statements</b></p> <p>1.To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.</p>



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			<p>2. To enable to use of various types of ratios for financial and investment decisions.</p> <p>3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.</p>
			<p><b>Human Resource Management Specialisation – III</b> <b>Cultural HR &amp; Industrial Relations</b> To make students understand Cultural Variables in Multinational Enterprises.</p> <p>2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe</p> <p>3. To make students understand the relationship between Cross-Culture Management and Human Resource Management.</p> <p>4. To explain how employees can be prepared for international assignments.</p> <p>5. To provide students with the fundamental knowledge of Industrial Relations.</p> <p>6. To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017</p>
			<p><b>Marketing Management Specialisation - IV</b> <b>Legal Aspects in Marketing Management</b> To understand the application of different legal aspects in Marketing Management</p>
			<p><b>Financial Management Specialisation – IV</b> <b>Legal Aspects of Finance &amp; Security Laws</b> 1.To understand the Legal Aspects of Finance &amp; Security Laws.</p>



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			<p>2. To know the legal provisions to obtain finance from various source of finance.</p> <p>3. To explore various finance &amp; securities-related laws in India.</p>
			<p><b>Human Resource Management Specialisation – IV</b></p> <p><b>Cases in Human Resource Management + Project Viva</b></p> <p>To understand the application of theory into practice.</p> <p>2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.</p> <p>3. Develop critical thinking for solving Case Studies of Human Resource.</p> <p>4. To analyze the broad fundamental components of HRM</p>
			<p><b>T.Y.B.B.A. (Sem – VI)</b></p> <p><b>Essentials of E-Commerce</b></p> <p>1.To understand the importance, role, and activities of E-Commerce.</p> <p>2. To understand various E-Money and E-Payment systems used in E-Commerce.</p> <p>3. To understand the concept of E-Marketing and its tools in E-Commerce.</p> <p>4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce.</p>
			<p><b>Management Information System</b></p> <p>1.To describe the basic concept of Information Technology and Management Information System.</p> <p>2. To describe the role of information technology and information systems in business.</p> <p>3. To contrast and compare how MIS support business processes.</p> <p>4. To introduce the fundamental knowledge of Structured System Analysis and Design.</p>
			<p><b>Business Project Management</b></p>



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			<ol style="list-style-type: none"> <li>1. To develop a significant understanding of Project Management.</li> <li>2. To develop a concept based approach towards Management of Business Projects.</li> <li>3. To develop the relationship between the significance of Businesses Projects &amp; their Management</li> </ol>
			<p><b>Management of Innovations and Sustainability</b></p> <ol style="list-style-type: none"> <li>1.To understand the concepts of Innovation and Sustainability in a practical sense.</li> <li>2. To better know the significance of organisational sustainable development and the economic implications of sustainable development.</li> <li>3. To learn about the most common errors made when handling sustainable growth.</li> <li>4. To understand the concept of Sustainability Innovation.</li> </ol> <p>Understand socio-political aspects of sustainable development – social responsibility aspect.</p>
			<p><b>Marketing Management Specialisation - V</b></p> <p><b>International Brand Management</b></p> <p>To develop students' understanding of the concept of developing brands</p> <ol style="list-style-type: none"> <li>2. To develop students' understanding of the concept of brand equity</li> <li>3. To develop students' understanding of the strategies in managing brand portfolios</li> </ol>
			<p><b>Financial Management Specialisation – V</b></p> <p><b>Financial Management</b></p> <ol style="list-style-type: none"> <li>1.To know various sources of finance of business</li> <li>2. To study and understand the capital structure of the company and its cost of capital</li> </ol>



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			3. To study optimum capital mix & concept of over capitalisation & undercapitalization.
			<p><b>Human Resource Management Specialisation – V</b> <b>Global Human Resource Management</b></p> <p>To understand the concepts, theoretical framework, and issues of HRM in Global Perspective</p> <p>2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.</p> <p>3. To learn how to conduct strategic human resource management in an international setting.</p> <p>4. To learn how companies manage their expatriates.</p> <p>5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.</p> <p>6. To study understanding of international approaches to dealing with people in organizations</p>
			<p><b>Marketing Management Specialisation - VI</b> <b>Cases in Marketing Management + Project</b></p> <p>The case study examination paper will be for 2 credits and the Internship and project report along with viva voce will be for 4 credits.</p>
			<p><b>Financial Management Specialisation – VI</b> <b>Cases in Finance +Project</b></p> <p>1.To Study &amp; understand the core areas of finance.</p> <p>2. To study the practical applications of finance.</p> <p>3. To prepare project reports based on the internship &amp; understanding of core areas of finance.</p>
			<p><b>Human Resource Management Specialisation – VI</b></p>



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			<p><b>Recent Trends &amp; HR Accounting + Project</b></p> <p>To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.</p> <p>2.To describe various Employee Engagement Strategies to enhance Employee Engagement.</p> <p>3.To discuss the uses of Human Resource Information Systems in organizations.</p> <p>4. To explain the different methods used to calculate the value of human Resources.</p> <p>5. To define Human Resource Audit and outline its scope.</p> <p>6. To study the methods of Human Resource Valuation.</p>
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### 3. Courses offered

Sr. No.	Course	Course Outcomes
1.	<b>FYBBA (Sem – I)</b> Principles of Management	<ul style="list-style-type: none"> <li>To develop managerial effectiveness through managerial thinking Knowledge of effective</li> <li>Learning about the management philosophy over the period of time</li> <li>How to plan and organize an activity and motivate the group</li> <li>To Develop understanding regarding new systems of management</li> </ul>
	Business Communication Skills	<ul style="list-style-type: none"> <li>Ability to understand implication of effective communication</li> <li>To develop an appropriate understanding role and utility of written communication in life</li> <li>To develop proficiency for different purposes for different organizations</li> <li>To develop proficiency in effective uses of various media of communication</li> <li>To communicate interact effectively by using different forms of social media</li> </ul>
	Business Accounting	<ul style="list-style-type: none"> <li>To learn about importance of acc. In business</li> <li>Ability to distinguish between different transactions and its nature</li> <li>Ability to prepare and interpret bank reconciliation statement</li> </ul>





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		<ul style="list-style-type: none"> <li>• Applying software basic financial statement and converting raw financial data into well written financial data</li> </ul>
	Business Economics – Micro	<ul style="list-style-type: none"> <li>• To understand different facets of economics and importance of prudent thinking</li> <li>• To understand variation in demand and supply. How it affects the different economic situations and various factors of production</li> <li>• 1.To understand how the revenue is calculated for different situations and factors determined revenue.</li> <li>• To know the system of determination and factors consider in cost determination</li> <li>• To understand how pricing determination is affected by different market players and forces and its impact on market and society</li> </ul>
	Business Mathematics	<ul style="list-style-type: none"> <li>• Impact of interest of profits and how loan helps business solvency</li> <li>• To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis</li> <li>• Problems related with combination and permutation</li> <li>• Analyzing for different situations with multiple number of parameters</li> </ul>
	Business Demography	<ul style="list-style-type: none"> <li>• Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes</li> <li>• Ability to examine how demographic changes - influences different aspects of policy formulation and social development</li> <li>• To learn about implications of changes in population and structure of population on economy and society</li> <li>• Equal and unequal Distribution of resources and factors of production and its impact on society</li> </ul>
	<b>FYBBA (Sem – II)</b> Business Organization and System	<ul style="list-style-type: none"> <li>• Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.</li> <li>• Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed, partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and</li> </ul>



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		<p>process of registration</p> <ul style="list-style-type: none"> <li>• Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.</li> <li>• Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.</li> </ul>
	Principles of Marketing	<ul style="list-style-type: none"> <li>• Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects</li> <li>• To improve understanding regarding marketing environment and segmentation in Indian context.</li> <li>• To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer</li> <li>• Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.</li> </ul>
	Principles of Finance	<ul style="list-style-type: none"> <li>• To develop Competence to apply various concept in finance for decision making</li> <li>• To develop rational understanding regarding role and utility of different sources of finance</li> <li>• To understand importance of rational and sound financial structure To understand role of capital as a determinant business success</li> <li>• To have right understanding how modern business is changing and what are the new trends in business finance</li> </ul>
	Basics of Cost Accounting	<ul style="list-style-type: none"> <li>• How to use cost of concept?</li> <li>• Development of basic ability to think about cost as an ingredient of price mechanism</li> <li>• To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure</li> <li>• Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.</li> </ul>
	Business Statistics	<ul style="list-style-type: none"> <li>• Solved applications of matrices in business.</li> <li>• Understood the concept and application of Permutations &amp; Combinations in business.</li> <li>• Solved L.P.P. and its applications in business.</li> <li>• Prepared the concept of Transportation problems &amp; its applications in business World.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Expert the concept of shares &amp; share market.</li> </ul>
	Fundamentals of Computers	<ul style="list-style-type: none"> <li>• Proficiency in applying computers in business activities like data processing Tabulation, data analysis And presentation of data</li> <li>• Proficiency in set up of Different structure computer network in business environment.</li> <li>• Proficiency in handling of different applications, preparation of power point Presentation.</li> <li>• Proficiency in usages in processing and transmission of data through computers and internet.</li> </ul>
	<b>SYBBA (Sem – III)</b> Principles of Human Resource Management	<ul style="list-style-type: none"> <li>• Describe the basic concept of HRM. Develop knowledge about the functions and different roles of HR Manager. Understand the challenges before HRM</li> <li>• Understanding the importance of Job Analysis &amp; Human Resource Planning in the Organisation. Develop the Problem- solving and decision making skills.</li> <li>• Development of basic ability to think about Employee Morale and Job Satisfaction. Development of problem-solving and decision-making skills.</li> <li>• Understand the Changing Environment of HRM and its effects. The students must learn the recentHRM trends with the help of Lab Activities.</li> </ul>
	Supply Chain Management	<ul style="list-style-type: none"> <li>• The students must understand the functions of Supply Chain Management. The students must gain practical knowledge of Bull-Whip Effect</li> <li>• The students must understand the importance of Space Management. The students must understand different types of Plant layout and their SCM</li> <li>• To understand the various Operation Aspects in Supply Chain To understand the linkage between HRM and SCM</li> </ul>
	Global Competencies & Personality Development	<ul style="list-style-type: none"> <li>• To learn various theories of personality development.</li> <li>• To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.</li> <li>• To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. To develop social empathy and explain social responsibilities of an individual.</li> <li>• The students should groom themselves and effective use of body language. To develop the skills of managing the time. To develop ability of effective public speaking. To train the students for writing e-mails.</li> </ul>
	Fundamentals of Rural Development	<ul style="list-style-type: none"> <li>• Describes the importance of rural development. Better understanding of need for rural development.</li> <li>• Describes determinants of Rural Development Planning.</li> </ul>



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		<p>Develop the knowledge &amp; ability of the students about the concepts of NGO's and Rural Development.</p> <p>Development of understanding of Functions of DRDA</p> <ul style="list-style-type: none"> <li>• Describes determinants of agroprenuership.</li> </ul> <p>Understanding of problems associated with rural entrepreneurship. Understanding the implementation of marketing initiatives</p> <ul style="list-style-type: none"> <li>• Understanding role of internet in rural development.</li> </ul> <p>Develop the knowledge &amp; ability of the students about the concepts ICT and e-development in villages.</p> <p>Understanding challenges of rural development.</p> <p>Candidates willing to for further research work, also suitable for the project</p>
	Marketing Management (MM) - I Consumer Behaviour & Sales Management	<ul style="list-style-type: none"> <li>• To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges.</li> <li>• To help students develop an understanding towards Strategy building &amp; its effectiveness.</li> <li>• To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.</li> <li>• Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.</li> </ul>
	Financial Management (FM)-I Management Accounting	<ul style="list-style-type: none"> <li>• To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting.</li> <li>• To understand different methods of analysis and classification of various ratios and its application.</li> <li>• To calculate contribution and breakeven point to reach profitability level of any business.</li> <li>• To learn how to make various types of budgets as per need and requirement of business.</li> </ul>
	Human Resources Management (HRM) –I Organisational Behaviour	<ul style="list-style-type: none"> <li>• Describes importance of Organisational Behaviour. Better understanding of Models of Organisational Behaviour.</li> <li>• Describes determinants of Organisational Behaviour at Individual Level. Develop the knowledge &amp; ability of the students about the concepts of Personality, Motivation, Value &amp; Attitude. Development of Problem-solving and decision making skills of students.</li> <li>• Describes determinants of Organisational Behaviour at Group Level. Develop the knowledge &amp; ability of the students with respect to the concepts of Group Dynamics, Conflict Management &amp; Leadership.</li> </ul>



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		<p>Development of Problem solving and decision making skills</p> <ul style="list-style-type: none"> <li>• Describes determinants of Organisational Behaviour at Organisational Level. Develop the knowledge &amp; ability of the students about the concepts of Organisational Culture &amp; Change. Development of Problem solving and decision making skills.</li> <li>• Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.</li> </ul>
	<p>Marketing Management (MM) - II Retail Management + Business Exposure</p>	<ul style="list-style-type: none"> <li>• To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.</li> <li>• To help students understand the planning process behind a retail business.</li> <li>• Giving insights to the challenges while implementing a plan, in context of retail management.</li> <li>• Developing critical thinking ability to explore various angles while facing challenges in the retail sector.</li> </ul>
	<p>Financial Management (FM)-II Banking &amp; Finance +Business Exposure</p>	<ul style="list-style-type: none"> <li>• Students will understand structure of banking system in India.</li> <li>• Students will understand functions and operations of banks.</li> <li>• Students will get basic knowledge of function of various regulatory Authorities in India.</li> <li>• Knowledge of how to use new technology in banking operations along with its cyber security.</li> </ul>
	<p>Human Resources Management (HRM) –II Legal Aspects in Human Resources</p>	<ul style="list-style-type: none"> <li>• Better understanding of the rights of employees at workplace. Describes understanding of the legal issues related to HR in organization.</li> <li>• Develop the knowledge &amp; ability of the students about the concepts Wage &amp; Salary Administration. Better understanding of Workmen's Compensation Act,1923.</li> <li>• Better understanding of The Payment of Gratuity Act,1972 2. Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013</li> </ul>
	<p><b>SYBBA (Sem – IV)</b> Entrepreneurship and Small Business Management</p>	<ul style="list-style-type: none"> <li>• It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up</li> <li>• Development of interest and positive approach towards entrepreneurship and new start ups.</li> <li>• Ability to collect relevant data and its analysis and interpretation.</li> </ul>



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		<ul style="list-style-type: none"> <li>Understanding key aspects of success and failure of businesses.</li> </ul>
	Production and Operation Management	<ul style="list-style-type: none"> <li>Describe the basic concept of production and operation management.</li> <li>Understanding the manufacturing methods and various plant layouts used in industries.</li> <li>Understanding the importance of product design, production planning and Control. Develop the Problem-solving and decision making skills.</li> <li>To understand the people's efficiency in their working condition.</li> <li>Understand the Changing Environment, maintenance methods of production and operation .</li> </ul>
	Decision Making and Risk Management	<ul style="list-style-type: none"> <li>To understand the role and scope of Decision making and Risk management in organizations.</li> <li>To understand the importance of Decision making tools and models in business.</li> <li>To understand the role of leadership and its allied aspects while making decisions.</li> <li>To understand the role and importance of organizational values in Decision making and Risk Management</li> </ul>
	International Business Management	<ul style="list-style-type: none"> <li>To understand the basics of International Business concept and its role.</li> <li>To understand the various International trade theories', use and experiments on the world trade.</li> <li>To understand the International trade concepts and various key concepts affecting the terms of trade. To understand how a country can gain through International trade practices.</li> <li>Understand the concept of currency exchange rate in the International market. To understand the role and contribution of International trade organizations. Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role. Understand the Regional Integration and Regional groups' concept in International trade.</li> </ul>
	Marketing Management (MM) –III Advertising and Promotion Management	<ul style="list-style-type: none"> <li>To learn the effectiveness of advertising on performance and profit.</li> <li>Understanding the copy creations, medias planning and media selection.</li> <li>To understand the effectiveness of promotion.</li> <li>To understand the advantages of online advertising.</li> </ul>
	Financial Management (FM)-III Business Taxation	<ul style="list-style-type: none"> <li>Learning will be more practical based on theory, thereby aid students in better understanding.</li> <li>Development of interest in Indian tax regime. Make</li> </ul>



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		<p>students aware about different heads of income to understand Income tax act 1961.</p> <ul style="list-style-type: none"> <li>• Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961. (as per the union budget of every financial year by Government of India).</li> <li>• Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.</li> </ul>
	Human Resources Management (HRM) –III Human Resource Management Functions & Practices	<ul style="list-style-type: none"> <li>• Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.</li> <li>• Development of Problem-solving and decision making skills of students.</li> <li>• Better understanding of Fringe Benefits and its application in Organization. Development of Problem-solving and decision making skills of students</li> <li>• Better Understanding of importance of WPM. Development of Problem-solving and decision making skills of students.</li> <li>• Creation of awareness about Organizational Power and politics. Understanding of Application of OD Interventions. Development of Problem-solving and decision making skills of students.</li> </ul>
	Marketing Management (MM) –IV Digital Marketing	<ul style="list-style-type: none"> <li>• To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges.</li> <li>• To help students develop an understanding towards Digital Strategy building &amp; its effectiveness.</li> <li>• To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.</li> <li>• To use the digital tools effectively for marketing</li> </ul>
	Financial Management (FM)- IV Financial Services	<ul style="list-style-type: none"> <li>• Understanding of Financial system of India.</li> <li>• Understanding of the functioning of Financial markets of India.</li> <li>• Actual functioning of financial institution of India. Understanding new trends of financial market. Making students aware about derivatives &amp; commodity market.</li> <li>• This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled</li> </ul>





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		data.
	Human Resources Management (HRM) –IV Employee Recruitment & Record Management	<ul style="list-style-type: none"> <li>• Better understanding of the Process of Manpower Planning. Describes the understanding of Techniques of Manpower Forecasting.</li> <li>• Develop the knowledge &amp; ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment. Better understanding of Process of Selection.</li> <li>• Better understanding of New Trends in Employee Record Management.</li> <li>• This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.</li> </ul>
	<b>TYBBA (Sem – V)</b> Research Methodology	<ul style="list-style-type: none"> <li>• Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research. Formulate and evaluate research questions</li> <li>• The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Knowledge acquisition about Research Design and Sampling Design.</li> <li>• Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.</li> <li>• Understanding about Changing Environment of HRM and its effects. A better understanding of Report and Research Paper writing</li> </ul>
	Database Administration and Data Mining	<ul style="list-style-type: none"> <li>• Understanding of the DBMS concepts</li> <li>• Understanding of the working of the transaction management in the DBMS</li> <li>• Understanding Data Warehousing and its scope and limitations</li> <li>• Understanding Data Analytics and Mining and its scope and limitations.</li> </ul>
	Business Ethics	<ul style="list-style-type: none"> <li>• To understand the basics of Business Ethics and its role. To understand the Government and societal concepts of ethical behaviour.</li> <li>• To understand the various corporate and stakeholder ethics policies and their use. To understand workplace ethics and its importance. To understand the importance</li> </ul>





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		<p>of Legal acts framed by the government.</p> <ul style="list-style-type: none"> <li>To understand various CSR activities adopted and implementation and their role. Understand the CSR and Corporate Citizenship concept. To understand the role and contribution of Media in business and society. Understand the concept of Ethical advertising.</li> <li>To understand the role of government in framing the environmental protection policies. To understand the importance of the consumer protection act and its role</li> </ul>
	Management of Corporate Social Responsibility	<ul style="list-style-type: none"> <li>Understanding the concept of CSR and its history</li> <li>Need and application of CSR with help of various models</li> <li>It will enable the students to understand the legal point of view involved in CSR</li> <li>It will help students to understand how corporate is responsible for contributing to the society</li> </ul>
	Marketing Management Specialisation - III Marketing Environment Analysis and Strategies	<ul style="list-style-type: none"> <li>Understanding of basic Marketing Environment Concepts</li> <li>Understanding the parameters of Business Analysis</li> <li>Understanding the concept of Marketing Research</li> <li>Understanding the real-time scenario of marketing strategies</li> </ul>
	Financial Management Specialisation - III Analysis of Financial Statements	<ul style="list-style-type: none"> <li>To understand different tools of analysis &amp; interpretation of financial statements.</li> <li>To enable to use of various types of ratios for financial &amp; investment decisions.</li> <li>To manage the cash flow arrangement of any business corporation</li> <li>To make available &amp; manage various sources and application of funds for day-to-day business operations</li> </ul>
	Human Resource Management Specialisation – III Cultural HR & Industrial Relations	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall understanding of the basic concept of Culture and Cross-Culture Management. A better understanding of Dress Etiquette, Dining Etiquette etc through business Etiquette workshop</li> <li>Strengthen key competencies in individual and group participation, oral communication and persuasion, critical thinking, problem-solving through individual presentation and role-plays. Inculcating key competencies of different concepts of Cross-Culture and Human Resource Management through Caselets solutions.</li> <li>Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis. Develop thinking skills, listening abilities and how they are communicating their</li> </ul>



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		<p>thoughts on Ethical Codes &amp; Industrial Relations through Group Discussion.</p> <ul style="list-style-type: none"> <li>• A better understanding of the Authorities under Act/s. Provide real-world scenarios to help students learn skills used in realworld situations through role-Play activity on Strike &amp; lockout and Layoff. Gain of deep knowledge of different provisions under The Factories Act 1948. Develop the power of deploying rational, reasoned arguments on The Maternity Benefit Act 2017 through debate activities.</li> </ul>
	Marketing Management Specialisation - IV Legal Aspects in Marketing Management	<ul style="list-style-type: none"> <li>• To understand the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales To Understand the gist of the case study and way of attempt or solution</li> <li>• To understand rules and laws related to broadcasting ads via different forms and claims for misled adv campaign. To study price-related laws and consumer rights for surcharge payment</li> <li>• To understand issues and laws related to online marketing and Ts &amp; Cs in CRM</li> </ul>
	Financial Management Specialisation – IV Legal Aspects of Finance & Security Laws	<ul style="list-style-type: none"> <li>• To understand the Various Legal Provisions &amp; Norms in the field of Finance.</li> <li>• To understand the objectives of Securities market regulators &amp; also understand different Legal Provisions of the same.</li> <li>• To understand the significance of the Companies Act 2013 in the field of finance &amp; also study its legal norms.</li> <li>• To Study &amp; understand the significance of Goods &amp; Service Tax &amp; also understand its implications.</li> </ul>
	Human Resource Management Specialisation – IV Cases in Human Resource Management + Project Viva	<ul style="list-style-type: none"> <li>• To make student know the gist of the Case Study and the way of attempt or solution. Explain steps in solving case studies Department</li> <li>• Analyze the broad fundamental components of HRM. Develop critical thinking for solving Case Studies of Human Resource. To develop the ability about getting acquainted with the theory and its application in real-life scenario of the HR Department.</li> <li>• To make students know about recent happening in important concepts of Human Resource. Design critical thinking by making judgments related to problems in case studies of Human Resource. To understand the challenges faced/confronted in recent times.</li> </ul>
	<b>TYBBA (Sem – VI)</b> Essentials of E-Commerce	<ul style="list-style-type: none"> <li>• Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models.</li> <li>• Understanding of the working of the ECommerce transactions in E-Commerce and its Utility.</li> </ul>



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		<ul style="list-style-type: none"> <li>Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector</li> <li>Understanding the scope of cybersecurity and technology. Understanding the need for cybersecurity and its implementation.</li> </ul>
	Management Information System	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS.</li> <li>Students active participation in an understanding of Information Technology and Management Information Technology.</li> <li>The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction</li> <li>Practical Knowledge Acquisition about System Analysis and Design</li> <li>A better understanding of different applications in an enterprise through lab practice and Expert's Guest Lecture.</li> </ul>
	Business Project Management	<ul style="list-style-type: none"> <li>To have an adequate understanding of the subject their various perspectives.</li> <li>To help students develop a cognizance towards Project-specific strategy building &amp; its effectiveness.</li> <li>To develop the hands-on training mind-set amongst the students</li> <li>To develop the solution-based approach amongst the management students towards problem-solving.</li> </ul>
	Management of Innovations and Sustainability	<ul style="list-style-type: none"> <li>It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up</li> <li>Development of interest and positive approach towards entrepreneurship and new start-ups.</li> <li>Ability to collect relevant data and its analysis and interpretation.</li> <li>Understanding key aspects of success and failure of businesses</li> </ul>
	Marketing Management Specialisation - V International Brand Management	<ul style="list-style-type: none"> <li>Understanding of basic Brand Concepts</li> <li>Understanding the process of Brand Development</li> <li>Understanding the concept and process of Brand Evaluation</li> <li>Understanding Brand Management</li> </ul>



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	Financial Management Specialisation – V Financial Management	<ul style="list-style-type: none"> <li>To understand various sources of finance for raising capital /funds required for the business</li> <li>To understand the proportion of borrowed capital &amp; owned capital, considering their cost of capital</li> <li>To understand the process of undercapitalization &amp; overcapitalization</li> <li>To understand the process of undercapitalization &amp; overcapitalization</li> </ul>
	Human Resource Management Specialisation – V Global Human Resource Management	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in understanding the concept of Global HRM. Students' active participation in understanding Global HRM</li> <li>The shift towards studentcenteredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Practical Knowledge Acquisition about Global Recruitment and Selection.</li> <li>Practical Knowledge Acquisition about Global Training &amp;Development, Global Compensation and Global Performance Management</li> <li>A better understanding of Global HRM Trends and Future Challenges through students activities</li> </ul>
	Marketing Management Specialisation - VI Cases in Marketing Management + Project	<ul style="list-style-type: none"> <li>Students shall understand the challenges faced by the people and organisations in the day to day work life. They shall understand the techniques and solutions to overcome those challenges.</li> </ul>
	Financial Management Specialisation – VI Cases in Finance +Project	<ul style="list-style-type: none"> <li>To understand the fundamentals of fundraising</li> <li>To understand the practical applications of capital budgeting.</li> <li>To understand the practical applications of Cost of Capital.</li> <li>To understand the research-based outcomes of core areas of finance based on internship.</li> </ul>
	Human Resource Management Specialisation – VI Recent Trends & HR Accounting + Project	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of Employee Engagement. Students active participation in an understanding strategy of Employee Engagement.</li> <li>The shift towards student-centeredness significantly enhanced students' learning through computer lab to understand the use of computer in HRIS. Interactive small group activities and a high level of discussion and interaction. Exposure of hidden skills and talent of students</li> </ul>

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		<ul style="list-style-type: none"><li>• Practical Knowledge Acquisition about HR Accounting and HR Audit. A better understanding of different methods of HR valuation through computer lab practice and Expert's Guest Lecture.</li></ul>
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Sr. No.	Program	Program Objective	Program Specific Object
4.	<b>M.Com -I (Business Administration)</b>		<b>SEM I</b>
		<p>a. To equip and train Post Graduate students to accept the challenges of business world by providing opportunities for study and analysis of advanced commercial and business methods and processes.</p> <p>b. To develop independent logical thinking and facilitate personality development.</p> <p>c. To equip the students to seek suitable careers in management and Entrepreneurship.</p> <p>d. To acquaint students with significance of research in business.</p> <p>e. To impart skills regarding methods of data collection and their interpretations.</p> <p>f. To develop communication and analytical skills among students.</p>	<p><b>Management Accounting (Course code 101)</b></p> <p>1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.</p> <p>2. To enhance the abilities of learners to analyze the financial statements.</p> <p>3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.</p> <p>4. To make the students develop competence with their usage in managerial decision making and control.</p>
			<p><b>Strategic Management (Course code 102)</b></p> <p>To introduce the students to the emerging changes in the modern business environment</p> <ul style="list-style-type: none"> <li>• To develop the analytical, technical and managerial skills of students in the various areas of</li> </ul>



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			<p>Business Administration</p> <ul style="list-style-type: none"> <li>• To empower to students with necessary skill to become effective future managers and leaders</li> <li>• To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business</li> </ul>
			<p><b>Production and Operation management (Course code 113)</b></p> <ul style="list-style-type: none"> <li>• To understand and develop deep insight of Production &amp; Operation Management.</li> <li>• To understand &amp; identity business problems involving operational function, planning and control, design development and quality management.</li> <li>• Demonstrate awareness and importance of application, operation and supply chain management.</li> <li>• To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.</li> <li>• To increase the knowledge and perspective to gain from emerging trends in production and operation management.</li> </ul>
			<p><b>Financial Management (Course code 114)</b></p> <ul style="list-style-type: none"> <li>• To acquaint the student with knowledge of various Financial Management terminologies - Investment, Credit Planning , Working Capital Management</li> <li>• To understand the concepts relating to Financing &amp; Financial Statement Analysis</li> <li>• To utilize the information gathered to reach an optimum conclusion by a process of reasoning</li> <li>• To enable the students to use</li> </ul>



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			their learning to evaluate , make decisions and provide recommendations
			<b>SEM - II</b>
			<p><b>Financial Analysis &amp; Control (Course code 201)</b></p> <p>a. To enable the students to acquire knowledge of financial analysis and control tools</p> <p>b. To Make appropriate application and uses of financial analysis and control</p>
			<p><b>Industrial Economics (Course code 202)</b></p> <p>1. To provide the knowledge to the students about the basic issues of industrial economics.</p> <p>2. To make aware the students about the industrial profile of India and the industrial policy of government of India.</p>
			<p><b>Business Ethics and Professional Values(Course code 213)</b></p> <p>1. To raise the student's general awareness on the ethical dilemmas at work place</p> <p>2. To understand the differing perceptions of interest in business related solutions</p> <p>3. To present the concept of Corporate Social Responsibility and explore its relevance to ethical obligations and ethical ideals present in the relationship between employers and employees</p> <p>4. To investigate whether ethics set any boundaries on competition, marketing, sales and advertising</p> <p>5. To enable students to validate or correct, personal ideas about various ethical perspectives</p> <p>6. To enable students to develop their own considered judgment about issues in Business Ethics</p> <p>7. To foster more careful,</p>





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			disciplined thinking in trying to resolve issues in business ethics 8. To prepare students to play a constructive role in improving the sustainable development with which they may become involved
			<p><b>Elements of Knowledge Management (Course code 214)</b></p> <p>1 To develop Analytical and Research oriented skills among the students. 2 To understand value application and relevance of Knowledge management in today's corporate world. 3 To promote research and innovation ideas based on Knowledge Management. 4 To enhance knowledge level and practice of linking theoretical background with applied Social Science.</p>
5.	<b>M.Com -II (Business Administration)</b>		<b>SEM III</b>
			<p><b>Business Finance (Course code 301)</b></p> <p>1. To acquaint the students with corporate finance required for Indian Industries. 2. To make the students aware about the latest developments in the field of corporate finance. 3. To enable the students to understand the traditional theories of capitalization and dividend distribution practices. 4. To give detail exposure of working capital management practice of finance to students Skills to be developed:</p>
			<p><b>Research Methodology for Business (Course code 302)</b></p> <p>a. To acquaint the students with the areas of Business Research Activities</p>



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			<p>b. To enhance capabilities of students to conduct the research in the field of business and social sciences</p> <p>c. To enable students in developing the most appropriate methodology for their research studies</p> <p>d. To make them familiar with the art of using different research methods and techniques</p>
			<p><b>Human Resource Management (Course code 313)</b></p> <p>1. To understand the basic concepts of Human Resource Management and changing role of HRM in business.</p> <p>2. To impart adequate knowledge and analytical skills in the field of HRM, HRP and development, Recruitment and Selection Process.</p> <p>3. To understand the concepts of Training and Development, Performance Appraisal and Merit Rating.</p> <p>4. To expose the students to the concept, significance and uses of the concepts like Retirement/ Retrenchment Strategies and Recent Trends in HRM</p> <p>5. To know the concept of Competency mapping</p> <p>6. To understand the E-HR and recent trends in Human Resource management.</p>
			<p><b>Organizational Behavior (Course code 314)</b></p> <p>1. To make the students understand various concepts of organization behaviour</p> <p>2. To provide in depth knowledge about process of formation of group behaviour in an organization set up</p> <p>3. To know the motivational</p>



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			<p>process and emotional intelligence.</p> <p>4. To understand the concept of stress and conflict and effects of work culture</p>
			<b>SEM - IV</b>
			<p><b>Capital Market and Financial Services (Course code 401)</b></p> <p>1. To acquaint the students with working of capital market.</p> <p>2. To make the students aware about the latest developments in the field of capital market in India.</p> <p>3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.</p> <p>4. To give exposure of financial services offered by various agencies and financial adviser to students.</p>
			<p><b>Industrial Economic Environment Course Code: 402</b></p> <p>1. To provide knowledge about basic issues in Industrial Economic Environment to students.</p> <p>2. To make students aware about Industrial pattern and growth in India and Industrial policies of India since independence.</p> <p>3. To study the progress and current problems of major industries in India.</p>
			<p><b>Recent Advances in Business Administration Course Code: 413</b></p> <p>1. To familiarize the students with the recent advancements in business administration</p> <p>2. To develop an understanding about tools and their application in the business.</p> <p>3. To understand the basic concepts of Change Management and their approaches.</p> <p>4. To impart adequate knowledge and analytical of cross cultural Management.</p> <p>5. To impart the basic concept and</p>

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			strategies of customer centric Management. 6. To expose the students to the concept, Innovation Management
			<b>Project work / Case Studies</b> <b>Course Code: 414</b> -



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2022-2023 (CBCS 2019 Pattern)

### **Department of Business Administration**

#### 1. Departmental Profile

Ahmednagar College, the first and the oldest institution of Ahmednagar District. A premier institution of learning for traditional as well as new-age subjects, the name of the college is synonymous with Quality Education. Ahmednagar college opened the gates of Higher Education to the all types of the students irrespective of their caste, religion and race. The Department of Business Administration was established in the year 2005. Post Graduate Courses were started from 2009. The department of Business Administration has its course designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. B.B.A. programs expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Under the leadership of Principal Dr. R. J. Barnabas, the department gained its rigor acclaim. Currently Dr. Tusita Raja Iyer is working as a coordinator of the Department.

The department of Business Administration is actively engaged in various activities with the help of students and faculty members. The commerce association is regularly arranging lectures related with trade, commerce, industry, management, taxation & global scenario. Eminent personalities, consultant's resource persons were called for delivering the lecturers on related topics.

Business Administration course provides adequate basic understanding about Management Education among the students. It prepares students to exploit opportunities being newly created in the Management Profession. It helps train the students in communication skills effectively. It develops appropriate skills in the students so as to make them competent and provide them self-employment, and inculcates Entrepreneurial skills.



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### 2. Programmes offered

Sr. No.	Programme	Objectives	Programme Specific Objectives
1.	Bachelor of Business Administration (B.B.A.)	To develop precise understanding about business environment and organizations.	<b>F.Y.B.B.A. (Sem – I)</b> <b>Principles of Management</b> <ul style="list-style-type: none"> <li>To understand basic concept regarding org. Business Administration</li> <li>To examining how various management principles</li> <li>To develop managerial skills among the students</li> </ul>
		To develop leadership aptitude among the students in order to work independently and in organized groups.	<b>Business communication skills:</b> <ol style="list-style-type: none"> <li>To understand what is the role of communication in personal and business world</li> <li>To understand system and communication and their utility</li> <li>To develop proficiency in how to write business letters and other communications required in business</li> </ol>
		To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.	<b>Business Accounting:</b> <ul style="list-style-type: none"> <li>To develop right understanding regarding role and importance of monetary and financial transactions in business</li> <li>To cultivate right approach towards classifications of different transactions and their implications</li> <li>TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&amp;L</li> </ul>
		To understand and gain knowledge of various financial institutions and agencies.	<b>Business Economics (MICRO).</b> <ol style="list-style-type: none"> <li>To understand role of economics as it influences society and business</li> <li>To study how different decisions are taken in relation to price demand and supply</li> <li>To develop right understanding regarding Monopoly, perfect competition, revenue Etc</li> </ol>
			<b>Business Mathematics</b> <ul style="list-style-type: none"> <li>To develop appropriate understanding as how to use</li> </ul>



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			<p>mathematic like computation interest, profit etc</p> <ul style="list-style-type: none"> <li>• To cultivate right understanding regarding numerical aptitude</li> <li>• To develop logical approach towards analytical approach data</li> </ul>
			<p><b>Business Demography</b></p> <ol style="list-style-type: none"> <li>1. To give proper understanding regarding concept of demography in modern economic setup</li> <li>2. To study how population and structure changes affecting quality of life and business</li> <li>3. To develop clarity of concept regarding social economic process and urbanization and its impact on society</li> </ol>
			<p><b>Skill Enhancement Course (Add on Courses). Communication Skills for Managers</b></p> <p>Students need to know how words take on new meanings according to context. With these course students will develop the capability to understand Information that is presented in any format. This course will help in developing communication skills to enable the students to put their thoughts in a fashion which is comprehensible by the reader.</p>
			<p><b>F.Y.B.B.A. (Sem – II)</b></p> <p><b>Business Organizations and Systems</b></p> <ol style="list-style-type: none"> <li>1) To understand role and functions of modern business</li> <li>2) To develop right understanding regarding business environment</li> <li>3) To study how a business institution functions in a given economic set up</li> </ol>
			<p><b>Principles of Marketing</b></p> <ol style="list-style-type: none"> <li>1. To develop write understanding regarding marketing environment in the country</li> </ol>



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			<p>2. To develop appropriate conceptual understanding as to develop basic marketing concept</p> <p>3. To develop new understanding regarding services , rural marketing and new trends in marketing</p>
			<p><b>Principles of Finance</b></p> <p>1. To cultivate right approach towards money, finance, and their role in business</p> <p>2. To develop right understanding regarding various sources of finance and their role and utility in business</p> <p>3. To develop basic skills as to concept of capital structure and concept of capital structure</p>
			<p><b>Basics of Cost Accounting</b></p> <p>1. To develop rational understanding regarding concept of cost expenditure in business</p> <p>2. To develop understanding how overheads influence the cost structure of cost</p> <p>3. To develop skills for computation of total cost for a particular product</p>
			<p><b>Business Statistics</b></p> <p>1. To understand role and importance of statistics in various business situations</p> <p>2. To develop skills related with basic statistical technique</p> <p>3. Develop right understanding regarding regression, correlation and data interpretation</p>
			<p><b>Fundamentals of Computers</b></p> <p>1. To develop concept of information and their role in modern businesses</p> <p>2. To develop rational approach as to how computers can be used in data process analysis in business</p> <p>3. To develop understanding regarding cautions to be taken security, safety and security while using net based service</p>





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			<p><b>Skill Enhancement Course (Add on Courses). Personality and Soft Skills Development</b></p> <p>1)The Course aims at enhancing the ability of a student to work in any situation with ease and grace. This will help to carry their personality in the corporate world with competency and consistent performance.</p> <p>2) Increase fluency in expression and speech and make students confident speakers.</p> <p>3) Application of Corporate Etiquettes in various corporate engagements</p>
			<p><b>S.Y.B.B.A. (Sem – III)</b></p> <p><b>Principles of Human Resource Management</b></p> <p>1.To introduce the basic concepts of Human Resource Management.</p> <p>2. To cultivate right approach towards Human Resource and their role in business.</p> <p>3. To create awareness about the various trends in HRM among the students.</p>
			<p><b>Supply Chain Management</b></p> <p>1. To enable the students to have a comprehensive understanding of Supply Chain Management.</p> <p>2. To understand key concepts and issues of Logistics and Inventory Management.</p> <p>3. To understand Warehousing and its role in Space Management.</p>
			<p><b>Global Competencies and Personality Development</b></p> <p>1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.</p> <p>2. To enhance global and cultural competencies of the students.</p> <p>3. To groom the students for appropriate behaviour in social and professional circles.</p>



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			<p><b>Fundamentals of Rural Development</b></p> <ol style="list-style-type: none"> <li>1. To understand the development issues related to rural society.</li> <li>2. To find the employment opportunities for rural youth.</li> <li>3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.</li> <li>4. To discourage seasonal and permanent migration to urban areas.</li> </ol>
			<p><b>Marketing Management Specialisation - I</b></p> <p><b>Consumer Behaviour &amp; Sales Management</b></p> <ol style="list-style-type: none"> <li>1. To develop significant understanding of Consumer behaviour in Marketing.</li> <li>2. To understand the relationship between consumer behaviour &amp; Sales Management.</li> <li>3. To develop conceptual based approach towards decision making aspects &amp; its implementation considering consumer behaviour in Sales Management.</li> </ol>
			<p><b>Financial Management Specialisation - I</b></p> <p><b>Management Accounting</b></p> <ol style="list-style-type: none"> <li>1. To impart basic knowledge of management accounting.</li> <li>2. To understand the implications of various financial ratios in decision making.</li> <li>3. Application and use of various tools of management accounting in the business.</li> </ol>
			<p><b>Human Resource Management Specialisation – I</b></p> <p><b>Organisational Behaviour</b></p> <ol style="list-style-type: none"> <li>1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.</li> </ol>



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			<p>2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.</p> <p>3. To give knowledge about approaches to line-up individual, groups &amp; managerial behaviour in order to achieve organisational goals.</p>
			<p><b>Marketing Management Specialisation - II</b></p> <p><b>Retail Management</b></p> <p>1.To provide basic understanding of forces that shape retail industry</p> <p>2. To provide understanding of retail operations and strategy</p> <p>3. To provide understanding of opportunities and challenges in retail industry</p>
			<p><b>Financial Management Specialisation - II</b></p> <p><b>Banking &amp; Finance</b></p> <p>1. Study of banking function and its operations.</p> <p>2. To study the functioning of Regulatory Authorities in India.</p> <p>3. To study recent technology in banking industry.</p>
			<p><b>Human Resource Management Specialisation – II</b></p> <p><b>Legal Aspects in Human Resources</b></p> <p>1. To study and explain rights of employees at work place.</p> <p>2. To understand the Applications of different Legal Aspects in HR.</p>
			<p><b>Skill Enhancement Course (Add on Courses). Basic Course in Environmental Awareness</b></p> <p>To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment.</p> <p>To develop conscious towards a cleaner and better managed environment</p>



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			<p><b>S.Y.B.B.A. (Sem – IV)</b></p> <p><b>Entrepreneurship and Small Business Management</b></p> <ol style="list-style-type: none"> <li>1. To understand the concept and process of Entrepreneurship.</li> <li>2. To Acquire Entrepreneurial spirit and resourcefulness.</li> <li>3. To get acquainted with the concept of Small Business Management.</li> <li>4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.</li> </ol>
			<p><b>Production and Operation Management</b></p> <ol style="list-style-type: none"> <li>1.To understand the key concepts of Production and Operation Management.</li> <li>2. To understand the various manufacturing methods and role in managing business.</li> <li>3. To create awareness about the various safety measures and ergonomics in industries.</li> </ol>
			<p><b>Decision Making and Risk Management</b></p> <ol style="list-style-type: none"> <li>1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.</li> <li>2. Find the best alternative in a decision with multiple objectives and uncertainty.</li> <li>3. Describe the process of making a decision.</li> <li>4. Analyze an organization's decision making system.</li> <li>5. Develop a risk management process.</li> </ol>
			<p><b>International Business Management</b></p>



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			<ol style="list-style-type: none"> <li>1. To acquaint the students with emerging trends and issues in International Business.</li> <li>2. To study the impact of International Business Environment on foreign market operations.</li> <li>3. To analyze International trade models.</li> <li>4. To analyze the International Investment and its risks associated.</li> <li>5. To understand financial aspects in world economies, their need and functionality</li> </ol>
			<p><b>Marketing Management Specialisation - I</b> <b>Advertising and Promotion Management</b></p> <ol style="list-style-type: none"> <li>1. To develop knowledge and understanding of importance of advertising.</li> <li>2. To understand different sales promotion techniques.</li> <li>3. To know about promotion management.</li> <li>4. To understand the process of online advertising.</li> </ol>
			<p><b>Financial Management Specialisation - I</b> <b>Business Taxation</b></p> <ol style="list-style-type: none"> <li>1. To understand different concepts &amp; definitions under Income Tax Act 1961.</li> <li>2. To understand the importance of Taxation to the students.</li> <li>3. To update the students with the latest development in the subject of Taxation.</li> <li>4. To acquire knowledge about the submission of Income tax returns.</li> <li>5. To prepare students competent enough to take up to employment in tax planner.</li> <li>6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.</li> </ol>
			<p><b>Human Resource Management Specialisation – I</b></p>



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			<p><b>Human Resource Management Functions &amp; Practices</b></p> <ol style="list-style-type: none"> <li>1. To acquire comprehensive Knowledge of Human Resource Management Functions &amp; Practices.</li> <li>2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.</li> <li>3. To acquire knowledge about various HR practices adopted by the organization.</li> </ol>
			<p><b>Marketing Management Specialisation - II Digital Marketing</b></p> <ol style="list-style-type: none"> <li>1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.</li> <li>2. To help students become In demand professional by being acquainted through various Digital channels &amp; their ways of Integration.</li> <li>3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing &amp; getting Insights of Future trends that will affect the future development of the digital marketing.</li> </ol>
			<p><b>Financial Management Specialisation - II Financial Services</b></p> <ol style="list-style-type: none"> <li>1. To Study in detail financial services in India.</li> <li>2. To study &amp; Understand working of Indian financial system.</li> <li>3. To make the students well acquainted regarding financial markets.</li> </ol>
			<p><b>Human Resource Management Specialisation – II Employee Recruitment &amp; Record Management</b></p>



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			<p>1. To study and explain employee acquisition and its importance in industry.</p> <p>2. To cultivate right approach towards employee recruitment and record management.</p>
			<p><b>Skill Enhancement Course (Add on Courses). Yoga and Meditation</b></p> <p>Boost immunity levels and improve the general state of wellbeing. • Believing we are all full of intrinsic happiness and aiming to help students soften their heart and experience grace through their physical practice. • Combines physical improvement with spiritual up-liftment, and aims to even out imbalances within the body and mind. • Helps to lower stress levels and increases the body's relaxation levels. It eliminates negativity from the mind and increases self-awareness.</p>
			<p><b>T.Y.B.B.A. (Sem – V)</b></p> <p><b>Research Methodology</b></p> <p>To develop an understanding of the right approach of Research Methodology and its role in Business.</p> <p>2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.</p> <p>3. To develop an understanding of various Designs, Tools and Techniques of Research Study.</p> <p>4. To enable the students in conducting Research work and write Research Paper and Research Project Report.</p>
			<p><b>Database Administration and Data Mining</b></p> <p>To understand the Database Management System</p> <p>2. To understand the Data Mining Concepts</p>



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			3. To understand the current trends in Data Management
			<p><b>Business Ethics</b> To provide a comprehensive understanding of the concepts of Business Ethics</p> <p>2. To develop theoretical tools to understand current ethical issues and their impacts on business.</p> <p>3. To analyze the role of Ethics in business, Government and Society.</p> <p>4. To analyze the Ethical scenario concerning to Environment and consumer protection</p>
			<p><b>Management of Corporate Social Responsibility</b> To understand the concept and process of CSR</p> <p>2. To Understand the industrial contribution for CSR Policy</p> <p>3. To Understand the context of CSR of present-day Management</p> <p>4. To Understand the contribution of CSR for the development of Society</p>
			<p><b>Marketing Management Specialisation - III</b> <b>Marketing Environment Analysis and Strategies</b></p> <p>1.To develop students' understanding of the factors shaping Marketing Environment</p> <p>2.To develop students' ability to analyze the Business Environment</p> <p>3.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment</p>
			<p><b>Financial Management Specialisation - III</b> <b>Analysis of Financial Statements</b></p> <p>1.To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.</p>





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			<p>2. To enable to use of various types of ratios for financial and investment decisions.</p> <p>3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.</p>
			<p><b>Human Resource Management Specialisation – III</b></p> <p><b>Cultural HR &amp; Industrial Relations</b></p> <p>To make students understand Cultural Variables in Multinational Enterprises.</p> <p>2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe</p> <p>3. To make students understand the relationship between Cross-Culture Management and Human Resource Management.</p> <p>4. To explain how employees can be prepared for international assignments.</p> <p>5. To provide students with the fundamental knowledge of Industrial Relations.</p> <p>6. To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017</p>
			<p><b>Marketing Management Specialisation - IV</b></p> <p><b>Legal Aspects in Marketing Management</b></p> <p>To understand the application of different legal aspects in Marketing Management</p>
			<p><b>Financial Management Specialisation – IV</b></p> <p><b>Legal Aspects of Finance &amp; Security Laws</b></p> <p>1.To understand the Legal Aspects of Finance &amp; Security Laws.</p>



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			<p>2. To know the legal provisions to obtain finance from various source of finance.</p> <p>3. To explore various finance &amp; securities-related laws in India.</p>
			<p><b>Human Resource Management Specialisation – IV</b></p> <p><b>Cases in Human Resource Management + Project Viva</b></p> <p>To understand the application of theory into practice.</p> <p>2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.</p> <p>3. Develop critical thinking for solving Case Studies of Human Resource.</p> <p>4. To analyze the broad fundamental components of HRM</p>
			<p><b>T.Y.B.B.A. (Sem – VI)</b></p> <p><b>Essentials of E-Commerce</b></p> <p>1.To understand the importance, role, and activities of E-Commerce.</p> <p>2. To understand various E-Money and E-Payment systems used in E-Commerce.</p> <p>3. To understand the concept of E-Marketing and its tools in E-Commerce.</p> <p>4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce.</p>
			<p><b>Management Information System</b></p> <p>1.To describe the basic concept of Information Technology and Management Information System.</p> <p>2. To describe the role of information technology and information systems in business.</p> <p>3. To contrast and compare how MIS support business processes.</p> <p>4. To introduce the fundamental knowledge of Structured System Analysis and Design.</p>
			<b>Business Project Management</b>



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			<p>1. To develop a significant understanding of Project Management.</p> <p>2. To develop a concept based approach towards Management of Business Projects.</p> <p>3. To develop the relationship between the significance of Businesses Projects &amp; their Management</p>
			<p><b>Management of Innovations and Sustainability</b></p> <p>1.To understand the concepts of Innovation and Sustainability in a practical sense.</p> <p>2. To better know the significance of organisational sustainable development and the economic implications of sustainable development.</p> <p>3. To learn about the most common errors made when handling sustainable growth.</p> <p>4. To understand the concept of Sustainability Innovation.</p> <p>Understand socio-political aspects of sustainable development – social responsibility aspect.</p>
			<p><b>Marketing Management Specialisation - V</b></p> <p><b>International Brand Management</b></p> <p>To develop students' understanding of the concept of developing brands</p> <p>2. To develop students' understanding of the concept of brand equity</p> <p>3. To develop students' understanding of the strategies in managing brand portfolios</p>
			<p><b>Financial Management Specialisation – V</b></p> <p><b>Financial Management</b></p> <p>1.To know various sources of finance of business</p> <p>2. To study and understand the capital structure of the company and its cost of capital</p>



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			3. To study optimum capital mix & concept of over capitalisation & undercapitalization.
			<p><b>Human Resource Management Specialisation – V</b> <b>Global Human Resource Management</b></p> <p>To understand the concepts, theoretical framework, and issues of HRM in Global Perspective</p> <p>2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.</p> <p>3. To learn how to conduct strategic human resource management in an international setting.</p> <p>4. To learn how companies manage their expatriates.</p> <p>5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.</p> <p>6. To study understanding of international approaches to dealing with people in organizations</p>
			<p><b>Marketing Management Specialisation - VI</b> <b>Cases in Marketing Management + Project</b></p> <p>The case study examination paper will be for 2 credits and the Internship and project report along with viva voce will be for 4 credits.</p>
			<p><b>Financial Management Specialisation – VI</b> <b>Cases in Finance +Project</b></p> <p>1.To Study &amp; understand the core areas of finance.</p> <p>2. To study the practical applications of finance.</p> <p>3. To prepare project reports based on the internship &amp; understanding of core areas of finance.</p>
			<p><b>Human Resource Management Specialisation – VI</b></p>



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			<p><b>Recent Trends &amp; HR Accounting + Project</b></p> <p>To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.</p> <p>2.To describe various Employee Engagement Strategies to enhance Employee Engagement.</p> <p>3.To discuss the uses of Human Resource Information Systems in organizations.</p> <p>4. To explain the different methods used to calculate the value of human Resources.</p> <p>5. To define Human Resource Audit and outline its scope.</p> <p>6. To study the methods of Human Resource Valuation.</p>
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### 3. Courses offered

Sr. No.	Course	Course Outcomes
1.	<b>FYBBA (Sem – I)</b> Principles of Management	<ul style="list-style-type: none"> <li>To develop managerial effectiveness through managerial thinking Knowledge of effective</li> <li>Learning about the management philosophy over the period of time</li> <li>How to plan and organize an activity and motivate the group</li> <li>To Develop understanding regarding new systems of management</li> </ul>
	Business Communication Skills	<ul style="list-style-type: none"> <li>Ability to understand implication of effective communication</li> <li>To develop an appropriate understanding role and utility of written communication in life</li> <li>To develop proficiency for different purposes for different organizations</li> <li>To develop proficiency in effective uses of various media of communication</li> <li>To communicate interact effectively by using different forms of social media</li> </ul>
	Business Accounting	<ul style="list-style-type: none"> <li>To learn about importance of acc. In business</li> <li>Ability to distinguish between different transactions and its nature</li> <li>Ability to prepare and interpret bank reconciliation statement</li> </ul>



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		<ul style="list-style-type: none"> <li>• Applying software basic financial statement and converting row financial data into well written financial data</li> </ul>
	Business Economics – Micro	<ul style="list-style-type: none"> <li>• To understand different facets of economics and importance of prudent thinking</li> <li>• To understand variation in demand and supply. How it affects the different economic situations and various factors of production</li> <li>• 1.To understand how the revenue is calculated for different situations and factors determined revenue.</li> <li>• To know the system of determination and factors consider in cost determination</li> <li>• To understand how pricing determination is affected by different market players and forces and its impact on market and society</li> </ul>
	Business Mathematics	<ul style="list-style-type: none"> <li>• Impact of interest of profits and how loan helps business solvency</li> <li>• To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis</li> <li>• Problems related with combination and permutation</li> <li>• Analyzing for different situations with multiple number of parameters</li> </ul>
	Business Demography	<ul style="list-style-type: none"> <li>• Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes</li> <li>• Ability to examine how demographic changes - influences different aspects of policy formulation and social development</li> <li>• To learn about implications of changes in population and structure of population on economy and society</li> <li>• Equal and unequal Distribution of resources and factors of production and its impact on society</li> </ul>
	<b>FYBBA (Sem – II)</b> Business Organization and System	<ul style="list-style-type: none"> <li>• Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.</li> <li>• Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed, partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and</li> </ul>



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		<p>process of registration</p> <ul style="list-style-type: none"> <li>• Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.</li> <li>• Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.</li> </ul>
	Principles of Marketing	<ul style="list-style-type: none"> <li>• Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects</li> <li>• To improve understanding regarding marketing environment and segmentation in Indian context.</li> <li>• To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer</li> <li>• Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.</li> </ul>
	Principles of Finance	<ul style="list-style-type: none"> <li>• To develop Competence to apply various concept in finance for decision making</li> <li>• To develop rational understanding regarding role and utility of different sources of finance</li> <li>• To understand importance of rational and sound financial structure To understand role of capital as a determinant business success</li> <li>• To have right understanding how modern business is changing and what are the new trends in business finance</li> </ul>
	Basics of Cost Accounting	<ul style="list-style-type: none"> <li>• How to use cost of concept?</li> <li>• Development of basic ability to think about cost as an ingredient of price mechanism</li> <li>• To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure</li> <li>• Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.</li> </ul>
	Business Statistics	<ul style="list-style-type: none"> <li>• Solved applications of matrices in business.</li> <li>• Understood the concept and application of Permutations &amp; Combinations in business.</li> <li>• Solved L.P.P. and its applications in business.</li> <li>• Prepared the concept of Transportation problems &amp; its applications in business World.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Expert the concept of shares &amp; share market.</li> </ul>
	Fundamentals of Computers	<ul style="list-style-type: none"> <li>• Proficiency in applying computers in business activities like data processing Tabulation, data analysis And presentation of data</li> <li>• Proficiency in set up of Different structure computer network in business environment.</li> <li>• Proficiency in handling of different applications, preparation of power point Presentation.</li> <li>• Proficiency in usages in processing and transmission of data through computers and internet.</li> </ul>
	<b>SYBBA (Sem – III)</b> Principles of Human Resource Management	<ul style="list-style-type: none"> <li>• Describe the basic concept of HRM. Develop knowledge about the functions and different roles of HR Manager. Understand the challenges before HRM</li> <li>• Understanding the importance of Job Analysis &amp; Human Resource Planning in the Organisation. Develop the Problem- solving and decision making skills.</li> <li>• Development of basic ability to think about Employee Morale and Job Satisfaction. Development of problem-solving and decision-making skills.</li> <li>• Understand the Changing Environment of HRM and its effects. The students must learn the recentHRM trends with the help of Lab Activities.</li> </ul>
	Supply Chain Management	<ul style="list-style-type: none"> <li>• The students must understand the functions of Supply Chain Management. The students must gain practical knowledge of Bull-Whip Effect</li> <li>• The students must understand the importance of Space Management. The students must understand different types of Plant layout and their SCM</li> <li>• To understand the various Operation Aspects in Supply Chain To understand the linkage between HRM and SCM</li> </ul>
	Global Competencies & Personality Development	<ul style="list-style-type: none"> <li>• To learn various theories of personality development.</li> <li>• To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.</li> <li>• To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. To develop social empathy and explain social responsibilities of an individual.</li> <li>• The students should groom themselves and effective use of body language. To develop the skills of managing the time. To develop ability of effective public speaking. To train the students for writing e-mails.</li> </ul>
	Fundamentals of Rural Development	<ul style="list-style-type: none"> <li>• Describes the importance of rural development. Better understanding of need for rural development.</li> <li>• Describes determinants of Rural Development Planning.</li> </ul>





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		<p>Develop the knowledge &amp; ability of the students about the concepts of NGO's and Rural Development.</p> <p>Development of understanding of Functions of DRDA</p> <ul style="list-style-type: none"> <li>• Describes determinants of agroprenuership.</li> </ul> <p>Understanding of problems associated with rural entrepreneurship. Understanding the implementation of marketing initiatives</p> <ul style="list-style-type: none"> <li>• Understanding role of internet in rural development.</li> </ul> <p>Develop the knowledge &amp; ability of the students about the concepts ICT and e-development in villages.</p> <p>Understanding challenges of rural development.</p> <p>Candidates willing to for further research work, also suitable for the project</p>
	Marketing Management (MM) - I Consumer Behaviour & Sales Management	<ul style="list-style-type: none"> <li>• To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges.</li> <li>• To help students develop an understanding towards Strategy building &amp; its effectiveness.</li> <li>• To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.</li> <li>• Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.</li> </ul>
	Financial Management (FM)-I Management Accounting	<ul style="list-style-type: none"> <li>• To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting.</li> <li>• To understand different methods of analysis and classification of various ratios and its application.</li> <li>• To calculate contribution and breakeven point to reach profitability level of any business.</li> <li>• To learn how to make various types of budgets as per need and requirement of business.</li> </ul>
	Human Resources Management (HRM) –I Organisational Behaviour	<ul style="list-style-type: none"> <li>• Describes importance of Organisational Behaviour. Better understanding of Models of Organisational Behaviour.</li> <li>• Describes determinants of Organisational Behaviour at Individual Level. Develop the knowledge &amp; ability of the students about the concepts of Personality, Motivation, Value &amp; Attitude. Development of Problem-solving and decision making skills of students.</li> <li>• Describes determinants of Organisational Behaviour at Group Level. Develop the knowledge &amp; ability of the students with respect to the concepts of Group Dynamics, Conflict Management &amp; Leadership.</li> </ul>



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		<p>Development of Problem solving and decision making skills</p> <ul style="list-style-type: none"> <li>• Describes determinants of Organisational Behaviour at Organisational Level. Develop the knowledge &amp; ability of the students about the concepts of Organisational Culture &amp; Change. Development of Problem solving and decision making skills.</li> <li>• Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.</li> </ul>
	Marketing Management (MM) - II Retail Management + Business Exposure	<ul style="list-style-type: none"> <li>• To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.</li> <li>• To help students understand the planning process behind a retail business.</li> <li>• Giving insights to the challenges while implementing a plan, in context of retail management.</li> <li>• Developing critical thinking ability to explore various angles while facing challenges in the retail sector.</li> </ul>
	Financial Management (FM)-II Banking & Finance +Business Exposure	<ul style="list-style-type: none"> <li>• Students will understand structure of banking system in India.</li> <li>• Students will understand functions and operations of banks.</li> <li>• Students will get basic knowledge of function of various regulatory Authorities in India.</li> <li>• Knowledge of how to use new technology in banking operations along with its cyber security.</li> </ul>
	Human Resources Management (HRM) –II Legal Aspects in Human Resources	<ul style="list-style-type: none"> <li>• Better understanding of the rights of employees at workplace. Describes understanding of the legal issues related to HR in organization.</li> <li>• Develop the knowledge &amp; ability of the students about the concepts Wage &amp; Salary Administration. Better understanding of Workmen's Compensation Act,1923.</li> <li>• Better understanding of The Payment of Gratuity Act,1972 2. Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013</li> </ul>
	<b>SYBBA (Sem – IV)</b> Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> <li>• It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up</li> <li>• Development of interest and positive approach towards entrepreneurship and new start ups.</li> <li>• Ability to collect relevant data and its analysis and interpretation.</li> </ul>



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		<ul style="list-style-type: none"> <li>Understanding key aspects of success and failure of businesses.</li> </ul>
	Production and Operation Management	<ul style="list-style-type: none"> <li>Describe the basic concept of production and operation management.</li> <li>Understanding the manufacturing methods and various plant layouts used in industries.</li> <li>Understanding the importance of product design, production planning and Control. Develop the Problem-solving and decision making skills.</li> <li>To understand the people's efficiency in their working condition.</li> <li>Understand the Changing Environment, maintenance methods of production and operation .</li> </ul>
	Decision Making and Risk Management	<ul style="list-style-type: none"> <li>To understand the role and scope of Decision making and Risk management in organizations.</li> <li>To understand the importance of Decision making tools and models in business.</li> <li>To understand the role of leadership and its allied aspects while making decisions.</li> <li>To understand the role and importance of organizational values in Decision making and Risk Management</li> </ul>
	International Business Management	<ul style="list-style-type: none"> <li>To understand the basics of International Business concept and its role.</li> <li>To understand the various International trade theories', use and experiments on the world trade.</li> <li>To understand the International trade concepts and various key concepts affecting the terms of trade. To understand how a country can gain through International trade practices.</li> <li>Understand the concept of currency exchange rate in the International market. To understand the role and contribution of International trade organizations. Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role. Understand the Regional Integration and Regional groups' concept in International trade.</li> </ul>
	Marketing Management (MM) –III Advertising and Promotion Management	<ul style="list-style-type: none"> <li>To learn the effectiveness of advertising on performance and profit.</li> <li>Understanding the copy creations, medias planning and media selection.</li> <li>To understand the effectiveness of promotion.</li> <li>To understand the advantages of online advertising.</li> </ul>
	Financial Management (FM)-III Business Taxation	<ul style="list-style-type: none"> <li>Learning will be more practical based on theory, thereby aid students in better understanding.</li> <li>Development of interest in Indian tax regime. Make</li> </ul>



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		<p>students aware about different heads of income to understand Income tax act 1961.</p> <ul style="list-style-type: none"> <li>• Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961. (as per the union budget of every financial year by Government of India).</li> <li>• Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.</li> </ul>
	Human Resources Management (HRM) –III Human Resource Management Functions & Practices	<ul style="list-style-type: none"> <li>• Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.</li> <li>• Development of Problem-solving and decision making skills of students.</li> <li>• Better understanding of Fringe Benefits and its application in Organization. Development of Problem-solving and decision making skills of students</li> <li>• Better Understanding of importance of WPM. Development of Problem-solving and decision making skills of students.</li> <li>• Creation of awareness about Organizational Power and politics. Understanding of Application of OD Interventions. Development of Problem-solving and decision making skills of students.</li> </ul>
	Marketing Management (MM) –IV Digital Marketing	<ul style="list-style-type: none"> <li>• To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges.</li> <li>• To help students develop an understanding towards Digital Strategy building &amp; its effectiveness.</li> <li>• To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.</li> <li>• To use the digital tools effectively for marketing</li> </ul>
	Financial Management (FM)- IV Financial Services	<ul style="list-style-type: none"> <li>• Understanding of Financial system of India.</li> <li>• Understanding of the functioning of Financial markets of India.</li> <li>• Actual functioning of financial institution of India. Understanding new trends of financial market. Making students aware about derivatives &amp; commodity market.</li> <li>• This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled</li> </ul>



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		data.
	Human Resources Management (HRM) –IV Employee Recruitment & Record Management	<ul style="list-style-type: none"> <li>• Better understanding of the Process of Manpower Planning. Describes the understanding of Techniques of Manpower Forecasting.</li> <li>• Develop the knowledge &amp; ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment. Better understanding of Process of Selection.</li> <li>• Better understanding of New Trends in Employee Record Management.</li> <li>• This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.</li> </ul>
	<b>TYBBA (Sem – V)</b> Research Methodology	<ul style="list-style-type: none"> <li>• Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research. Formulate and evaluate research questions</li> <li>• The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Knowledge acquisition about Research Design and Sampling Design.</li> <li>• Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.</li> <li>• Understanding about Changing Environment of HRM and its effects. A better understanding of Report and Research Paper writing</li> </ul>
	Database Administration and Data Mining	<ul style="list-style-type: none"> <li>• Understanding of the DBMS concepts</li> <li>• Understanding of the working of the transaction management in the DBMS</li> <li>• Understanding Data Warehousing and its scope and limitations</li> <li>• Understanding Data Analytics and Mining and its scope and limitations.</li> </ul>
	Business Ethics	<ul style="list-style-type: none"> <li>• To understand the basics of Business Ethics and its role. To understand the Government and societal concepts of ethical behaviour.</li> <li>• To understand the various corporate and stakeholder ethics policies and their use. To understand workplace ethics and its importance. To understand the importance</li> </ul>



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		<p>of Legal acts framed by the government.</p> <ul style="list-style-type: none"> <li>To understand various CSR activities adopted and implementation and their role. Understand the CSR and Corporate Citizenship concept. To understand the role and contribution of Media in business and society. Understand the concept of Ethical advertising.</li> <li>To understand the role of government in framing the environmental protection policies. To understand the importance of the consumer protection act and its role</li> </ul>
	Management of Corporate Social Responsibility	<ul style="list-style-type: none"> <li>Understanding the concept of CSR and its history</li> <li>Need and application of CSR with help of various models</li> <li>It will enable the students to understand the legal point of view involved in CSR</li> <li>It will help students to understand how corporate is responsible for contributing to the society</li> </ul>
	Marketing Management Specialisation - III Marketing Environment Analysis and Strategies	<ul style="list-style-type: none"> <li>Understanding of basic Marketing Environment Concepts</li> <li>Understanding the parameters of Business Analysis</li> <li>Understanding the concept of Marketing Research</li> <li>Understanding the real-time scenario of marketing strategies</li> </ul>
	Financial Management Specialisation - III Analysis of Financial Statements	<ul style="list-style-type: none"> <li>To understand different tools of analysis &amp; interpretation of financial statements.</li> <li>To enable to use of various types of ratios for financial &amp; investment decisions.</li> <li>To manage the cash flow arrangement of any business corporation</li> <li>To make available &amp; manage various sources and application of funds for day-to-day business operations</li> </ul>
	Human Resource Management Specialisation – III Cultural HR & Industrial Relations	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall understanding of the basic concept of Culture and Cross-Culture Management. A better understanding of Dress Etiquette, Dining Etiquette etc through business Etiquette workshop</li> <li>Strengthen key competencies in individual and group participation, oral communication and persuasion, critical thinking, problem-solving through individual presentation and role-plays. Inculcating key competencies of different concepts of Cross-Culture and Human Resource Management through Caselets solutions.</li> <li>Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis. Develop thinking skills, listening abilities and how they are communicating their</li> </ul>



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		<p>thoughts on Ethical Codes &amp; Industrial Relations through Group Discussion.</p> <ul style="list-style-type: none"> <li>• A better understanding of the Authorities under Act/s. Provide real-world scenarios to help students learn skills used in realworld situations through role-Play activity on Strike &amp; lockout and Layoff. Gain of deep knowledge of different provisions under The Factories Act 1948. Develop the power of deploying rational, reasoned arguments on The Maternity Benefit Act 2017 through debate activities.</li> </ul>
	Marketing Management Specialisation - IV Legal Aspects in Marketing Management	<ul style="list-style-type: none"> <li>• To understand the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales To Understand the gist of the case study and way of attempt or solution</li> <li>• To understand rules and laws related to broadcasting ads via different forms and claims for misled adv campaign. To study price-related laws and consumer rights for surcharge payment</li> <li>• To understand issues and laws related to online marketing and Ts &amp; Cs in CRM</li> </ul>
	Financial Management Specialisation – IV Legal Aspects of Finance & Security Laws	<ul style="list-style-type: none"> <li>• To understand the Various Legal Provisions &amp; Norms in the field of Finance.</li> <li>• To understand the objectives of Securities market regulators &amp; also understand different Legal Provisions of the same.</li> <li>• To understand the significance of the Companies Act 2013 in the field of finance &amp; also study its legal norms.</li> <li>• To Study &amp; understand the significance of Goods &amp; Service Tax &amp; also understand its implications.</li> </ul>
	Human Resource Management Specialisation – IV Cases in Human Resource Management + Project Viva	<ul style="list-style-type: none"> <li>• To make student know the gist of the Case Study and the way of attempt or solution. Explain steps in solving case studies Department</li> <li>• Analyze the broad fundamental components of HRM. Develop critical thinking for solving Case Studies of Human Resource. To develop the ability about getting acquainted with the theory and its application in real-life scenario of the HR Department.</li> <li>• To make students know about recent happening in important concepts of Human Resource. Design critical thinking by making judgments related to problems in case studies of Human Resource. To understand the challenges faced/confronted in recent times.</li> </ul>
	<b>TYBBA (Sem – VI)</b> Essentials of E-Commerce	<ul style="list-style-type: none"> <li>• Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models.</li> <li>• Understanding of the working of the ECommerce transactions in E-Commerce and its Utility.</li> </ul>





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		<ul style="list-style-type: none"> <li>Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector</li> <li>Understanding the scope of cybersecurity and technology. Understanding the need for cybersecurity and its implementation.</li> </ul>
	Management Information System	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS.</li> <li>Students active participation in an understanding of Information Technology and Management Information Technology.</li> <li>The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction</li> <li>Practical Knowledge Acquisition about System Analysis and Design</li> <li>A better understanding of different applications in an enterprise through lab practice and Expert's Guest Lecture.</li> </ul>
	Business Project Management	<ul style="list-style-type: none"> <li>To have an adequate understanding of the subject their various perspectives.</li> <li>To help students develop a cognizance towards Project-specific strategy building &amp; its effectiveness.</li> <li>To develop the hands-on training mind-set amongst the students</li> <li>To develop the solution-based approach amongst the management students towards problem-solving.</li> </ul>
	Management of Innovations and Sustainability	<ul style="list-style-type: none"> <li>It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up</li> <li>Development of interest and positive approach towards entrepreneurship and new start-ups.</li> <li>Ability to collect relevant data and its analysis and interpretation.</li> <li>Understanding key aspects of success and failure of businesses</li> </ul>
	Marketing Management Specialisation - V International Brand Management	<ul style="list-style-type: none"> <li>Understanding of basic Brand Concepts</li> <li>Understanding the process of Brand Development</li> <li>Understanding the concept and process of Brand Evaluation</li> <li>Understanding Brand Management</li> </ul>





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	Financial Management Specialisation – V Financial Management	<ul style="list-style-type: none"> <li>To understand various sources of finance for raising capital /funds required for the business</li> <li>To understand the proportion of borrowed capital &amp; owned capital, considering their cost of capital</li> <li>To understand the process of undercapitalization &amp; overcapitalization</li> <li>To understand the process of undercapitalization &amp; overcapitalization</li> </ul>
	Human Resource Management Specialisation – V Global Human Resource Management	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in understanding the concept of Global HRM. Students' active participation in understanding Global HRM</li> <li>The shift towards studentcenteredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Practical Knowledge Acquisition about Global Recruitment and Selection.</li> <li>Practical Knowledge Acquisition about Global Training &amp;Development, Global Compensation and Global Performance Management</li> <li>A better understanding of Global HRM Trends and Future Challenges through students activities</li> </ul>
	Marketing Management Specialisation - VI Cases in Marketing Management + Project	<ul style="list-style-type: none"> <li>Students shall understand the challenges faced by the people and organisations in the day to day work life. They shall understand the techniques and solutions to overcome those challenges.</li> </ul>
	Financial Management Specialisation – VI Cases in Finance +Project	<ul style="list-style-type: none"> <li>To understand the fundamentals of fundraising</li> <li>To understand the practical applications of capital budgeting.</li> <li>To understand the practical applications of Cost of Capital.</li> <li>To understand the research-based outcomes of core areas of finance based on internship.</li> </ul>
	Human Resource Management Specialisation – VI Recent Trends & HR Accounting + Project	<ul style="list-style-type: none"> <li>Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of Employee Engagement. Students active participation in an understanding strategy of Employee Engagement.</li> <li>The shift towards student-centeredness significantly enhanced students' learning through computer lab to understand the use of computer in HRIS. Interactive small group activities and a high level of discussion and interaction. Exposure of hidden skills and talent of students</li> </ul>

B.P.H.E. Society's



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		<ul style="list-style-type: none"><li>• Practical Knowledge Acquisition about HR Accounting and HR Audit. A better understanding of different methods of HR valuation through computer lab practice and Expert's Guest Lecture.</li></ul>
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Sr. No.	Program	Program Objective	Program Specific Object
4.	<b>M.Com -I (Business Administration)</b>		<b>SEM I</b>
		<p>a. To equip and train Post Graduate students to accept the challenges of business world by providing opportunities for study and analysis of advanced commercial and business methods and processes.</p> <p>b. To develop independent logical thinking and facilitate personality development.</p> <p>c. To equip the students to seek suitable careers in management and Entrepreneurship.</p> <p>d. To acquaint students with significance of research in business.</p> <p>e. To impart skills regarding methods of data collection and their interpretations.</p> <p>f. To develop communication and analytical skills among students.</p>	<p><b>Management Accounting (Course code 101)</b></p> <p>1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.</p> <p>2. To enhance the abilities of learners to analyze the financial statements.</p> <p>3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.</p> <p>4. To make the students develop competence with their usage in managerial decision making and control.</p>
			<p><b>Strategic Management (Course code 102)</b></p> <p>To introduce the students to the emerging changes in the modern business environment</p> <ul style="list-style-type: none"> <li>• To develop the analytical, technical and managerial skills of students in the various areas of</li> </ul>



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			<p>Business Administration</p> <ul style="list-style-type: none"> <li>• To empower to students with necessary skill to become effective future managers and leaders</li> <li>• To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business</li> </ul>
			<p><b>Production and Operation management (Course code 113)</b></p> <ul style="list-style-type: none"> <li>• To understand and develop deep insight of Production &amp; Operation Management.</li> <li>• To understand &amp; identity business problems involving operational function, planning and control, design development and quality management.</li> <li>• Demonstrate awareness and importance of application, operation and supply chain management.</li> <li>• To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.</li> <li>• To increase the knowledge and perspective to gain from emerging trends in production and operation management.</li> </ul>
			<p><b>Financial Management (Course code 114)</b></p> <ul style="list-style-type: none"> <li>• To acquaint the student with knowledge of various Financial Management terminologies - Investment, Credit Planning , Working Capital Management</li> <li>• To understand the concepts relating to Financing &amp; Financial Statement Analysis</li> <li>• To utilize the information gathered to reach an optimum conclusion by a process of reasoning</li> <li>• To enable the students to use</li> </ul>



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			their learning to evaluate , make decisions and provide recommendations
			<b>SEM - II</b>
			<p><b>Financial Analysis &amp; Control (Course code 201)</b></p> <p>a. To enable the students to acquire knowledge of financial analysis and control tools</p> <p>b. To Make appropriate application and uses of financial analysis and control</p>
			<p><b>Industrial Economics (Course code 202)</b></p> <p>1. To provide the knowledge to the students about the basic issues of industrial economics.</p> <p>2. To make aware the students about the industrial profile of India and the industrial policy of government of India.</p>
			<p><b>Business Ethics and Professional Values(Course code 213)</b></p> <p>1. To raise the student's general awareness on the ethical dilemmas at work place</p> <p>2. To understand the differing perceptions of interest in business related solutions</p> <p>3. To present the concept of Corporate Social Responsibility and explore its relevance to ethical obligations and ethical ideals present in the relationship between employers and employees</p> <p>4. To investigate whether ethics set any boundaries on competition, marketing, sales and advertising</p> <p>5. To enable students to validate or correct, personal ideas about various ethical perspectives</p> <p>6. To enable students to develop their own considered judgment about issues in Business Ethics</p> <p>7. To foster more careful,</p>



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			disciplined thinking in trying to resolve issues in business ethics 8. To prepare students to play a constructive role in improving the sustainable development with which they may become involved
			<p><b>Elements of Knowledge Management (Course code 214)</b></p> <p>1 To develop Analytical and Research oriented skills among the students. 2 To understand value application and relevance of Knowledge management in today's corporate world. 3 To promote research and innovation ideas based on Knowledge Management. 4 To enhance knowledge level and practice of linking theoretical background with applied Social Science.</p>
5.	<b>M.Com -II (Business Administration)</b>		<b>SEM III</b>
			<p><b>Business Finance (Course code 301)</b></p> <p>1. To acquaint the students with corporate finance required for Indian Industries. 2. To make the students aware about the latest developments in the field of corporate finance. 3. To enable the students to understand the traditional theories of capitalization and dividend distribution practices. 4. To give detail exposure of working capital management practice of finance to students Skills to be developed:</p>
			<p><b>Research Methodology for Business (Course code 302)</b></p> <p>a. To acquaint the students with the areas of Business Research Activities</p>



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			<p>b. To enhance capabilities of students to conduct the research in the field of business and social sciences</p> <p>c. To enable students in developing the most appropriate methodology for their research studies</p> <p>d. To make them familiar with the art of using different research methods and techniques</p>
			<p><b>Human Resource Management (Course code 313)</b></p> <p>1. To understand the basic concepts of Human Resource Management and changing role of HRM in business.</p> <p>2. To impart adequate knowledge and analytical skills in the field of HRM, HRP and development, Recruitment and Selection Process.</p> <p>3. To understand the concepts of Training and Development, Performance Appraisal and Merit Rating.</p> <p>4. To expose the students to the concept, significance and uses of the concepts like Retirement/ Retrenchment Strategies and Recent Trends in HRM</p> <p>5. To know the concept of Competency mapping</p> <p>6. To understand the E-HR and recent trends in Human Resource management.</p>
			<p><b>Organizational Behavior (Course code 314)</b></p> <p>1. To make the students understand various concepts of organization behaviour</p> <p>2. To provide in depth knowledge about process of formation of group behaviour in an organization set up</p> <p>3. To know the motivational</p>



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			<p>process and emotional intelligence.</p> <p>4. To understand the concept of stress and conflict and effects of work culture</p>
			<b>SEM - IV</b>
			<p><b>Capital Market and Financial Services (Course code 401)</b></p> <p>1. To acquaint the students with working of capital market.</p> <p>2. To make the students aware about the latest developments in the field of capital market in India.</p> <p>3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.</p> <p>4. To give exposure of financial services offered by various agencies and financial adviser to students.</p>
			<p><b>Industrial Economic Environment Course Code: 402</b></p> <p>1. To provide knowledge about basic issues in Industrial Economic Environment to students.</p> <p>2. To make students aware about Industrial pattern and growth in India and Industrial policies of India since independence.</p> <p>3. To study the progress and current problems of major industries in India.</p>
			<p><b>Recent Advances in Business Administration Course Code: 413</b></p> <p>1. To familiarize the students with the recent advancements in business administration</p> <p>2. To develop an understanding about tools and their application in the business.</p> <p>3. To understand the basic concepts of Change Management and their approaches.</p> <p>4. To impart adequate knowledge and analytical of cross cultural Management.</p> <p>5. To impart the basic concept and</p>



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			strategies of customer centric Management. 6. To expose the students to the concept, Innovation Management
			<b>Project work / Case Studies</b> <b>Course Code: 414</b> -