



K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Bachelor of Business Administration

S.Y.B.B.A.





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Class: S. Y. BBA

Semester –III

Semester –III											
Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
BBA201	Cost and Management Accounting	3	1	-	4	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA203	Legal and Ethical issues in business	3	1	-	4	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA205	Human Resource Management	3	1	-	4	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA207	Indian Systems of Health and Wellness	1	1	-	2	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA217	Financial Literacy-Fundamental of Share Market-I &MOOC	-	-	2	1	ISE	-	-	--	50	50
						ESE	-	-	--	50	50
BBA219	Computerized Accounting-Tally &MOOC	-	-	2	1	ISE	-	-	--	50	50
						ESE	-	-	--	50	50
	Multi-Disciplinary Courses-II	1	1	-	2	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
	Value Added Courses-II	-	-	4	2	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
	Ability Enhancement Courses-III	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
	Skill Enhancement Courses-II	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
	TOTAL	11	5	12	22						

Total Contact Hours/week: 28

Total Credits: 22

ISE = In Semester Evaluation, UT1= Unit Test 1, UT2= Unit Test 2, ESE = End Semester Examination





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Syllabus

Sr. No.	Subject Name		Course Code
1	Multi-Disciplinary Courses-II	Aptitude Skills-II(Logical Reasoning)	BBA211
2		Management Information System (MIS)	BBA213
3		Mathematics-II	BBA215

Sr. No.	Subject Name		Course Code
1	Value Added Courses-II	Yoga	BBA221
2		Sports	BBA223

Sr. No.	Subject Name		Course Code
1	Ability Enhancement Courses-III	English Proficiency and Soft Skills-III	BBA225
2		Foreign Language-German-III	BBA227
3		Foreign Language-Japanese-III	BBA229

Sr. No.	Subject Name		Course Code
1	Skill Enhancement Courses-II	Computer Language	BBA231
2		Entrepreneurship	BBA233
3		Data Visualization with Power BI & MOOC	BBA235





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Class: S. Y. BBA

Semester –IV

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
BBA202	Entrepreneurship and Startup Ecosystem	1	1	-	2	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA204	Operations Management	3	1	-	4	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA206	Financial Management	3	1	-	4	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA208	Business Research Methodology	3	1	-	4	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA210	Geo-Politics and impact on Business	2	-	-	2	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA212	International Business	2	-	-	2	ISE	20	40	50	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
	Multi-Disciplinary Courses-III	1	1	-	2	ISE	--	--		50	50
						ESE	--	--		50	50
	Ability Enhancement Courses-IV	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--		50	50
	Skill Enhancement Courses-III	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--		50	50
	TOTAL	15	5	4	22						

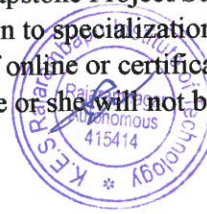
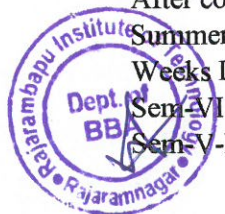
Total Contact Hours/week: 24

Total Credits: 22

ISE = In Semester Evaluation, UT1= Unit Test 1, UT2= Unit Test 2, ESE = End Semester Examination

Note:

After completion of Sem.-IV, Student has to complete Capstone Project/Summer Internship within Summer holidays and Online or Self Study course relation to specialization (Minimum 4 to 8 Weeks Duration). Student needs to produce certificate of online or certification course at the time of Sem-VI ESE. If student fails to produce this certificate, he or she will not be eligible to give Sem-V-ESE of Online/certification course.





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Syllabus

Sr. No.	Subject Name		Course Code
1	Multi-Disciplinary Courses-II	Aptitude Skills-III-Verbal Reasoning	BBA214
2		Design Thinking and Innovation	BBA216

Sr. No.	Subject Name		Course Code
1	Ability Enhancement Courses-IV	English Proficiency and Soft Skills-IV	BBA218
2		Foreign Language-German-IV	BBA220
3		Foreign Language Japanese-IV	BBA222

Sr. No.	Subject Name		Course Code
1	Skill Enhancement Courses-III	Computer Language	BBA224
2		Digital Marketing	BBA226
3		Entrepreneurship Development & MOOC	BBA228





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Syllabus

Class:- SY BBA	Semester-III	L	T	P	Credits
Course Code: BBA201	Course Name: Cost and Management Accounting	3	1	-	4

Course Description:

This course covers the fundamental concepts and various aspects in Cost as well as Management Accounting. This course discusses how to prepare a cost sheet, costing for materials, labour cost and overheads. This course also talks about financial statement analysis using various tools like comparative and common size Income Statements and Balance Sheet, Trend Analysis, Ratio Analysis, Cash Flow Statement, Budgets and Budgetary Control. It also throws some light on Management Reporting in general and thus this course as a part of the Business administration programme provides fundamental knowledge and basic understanding on various methods, tools and techniques of cost and management accounting helpful for financial decision making required for a budding professional in the domain of accounting and finance.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

- CO1. Describe basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.
- CO2. Apply various tools like ratio analysis, cash flow statement, marginal costing for analyzing the financial statements for managerial information
- CO3. Explain the basic understanding of budgetary control.
- CO4. Develop management report.

Prerequisite:

Students should be able to do simple mathematical calculations

Course Content

Unit No	Description	Hrs.
1	Introduction to Cost and Management Accounting Definitions, Features, Objectives, Functions, Scope, Advantages and Limitations. Relationship and differences between Cost Accounting, Management Accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of Cost - Preparation of Cost Sheet and Quotation. Material Cost- Direct and Indirect Material Cost, Inventory Control Techniques-stock levels, EOQ, ABC analysis	06





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Syllabus

2	Cost Accounting: Material Issues, Labor Costing, and Overhead Allocation Issue of materials to production- Pricing Methods-FIFO, LIFO and Average Methods. Labor Cost: Direct and Indirect Labour Cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Taylor's Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.	06
3	Marginal Costing and Budgetary control Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal Costing and Absorption Costing - Break Even Analysis-Meaning and Importance - Break Even Chart- P/V Ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and Cash Budget.	06
4	Financial Statement Analysis Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet Analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios-Liquidity Ratios, Solvency Ratios, Proprietary Ratios, Profitability Ratios, Leverage Ratios and Turnover Ratios.	06
5	Cash Flow Statement Introduction- Concept of Cash- Sources of Cash Flow Cash from Operation-cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of Cash Flow Statements with adjustments.	06
6	Management Reporting Meaning and Definitions of Reports- Objectives and Purpose- Reports to Top Level Management – Reports to Lower Level Management- Sample Reports	06

Note:

- Relevant case studies based on the above units should be discussed in the class.
- Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics.





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Syllabus

Reference Books

- Arora, M. N., Cost and Management Accounting, New Delhi: Himalaya Publishing House.
- Jain, S.P., & Narang, K.L., Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.
- Kishor, R.M., Cost and Management Accounting. New Delhi: Taxman Allied Services.
- Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand Publication
- Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education





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Syllabus

Class:- SY BBA	Semester-III
Course Code : BBA203	Course Name : Legal and Ethical Issues in business

L	T	P	Credits
3	1	-	4

Course Description:

This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

CO1. State key legal and ethical issues in the business context of India

CO2. Analyze ethical dilemmas in business decisions

CO3. Illustrate the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organizations.

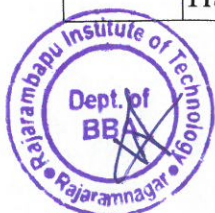
CO4. Categorize organizational and individual factors impact business ethics

Prerequisite:

Student should have basic understanding of constitution of India and some Legislative Acts

Course Content

Unit No	Description	Hrs.
1	Introduction to Business Law Business Law - Definition, Scope, Importance of understanding the role of law in business; Elements of a Contract- offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business Torts; Employment Law	06
2	Sales and Leases Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability; Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.	06





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Syllabus

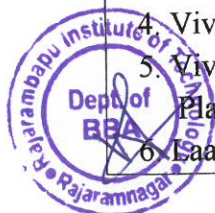
3	Introduction to Business Ethics Definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business	06
4	Ethical responsibilities Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	06
5	Ethical Decision-making process Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karmyog, Indian philosophy of work ethics	06
6	Introduction to Integral Humanism Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution	06
Note: <ul style="list-style-type: none">• Relevant case studies based on the above units should be discussed in the class.• Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics		

Text Books :

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance, Pearson Publication
3. Bayern, S. Business Law Beyond Business. J. Corp. L.
4. Vivekanand, S. To the Youth of India, Advaita Ashrama

Reference Books

1. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing|
<https://hbsp.harvard.edu/product/W17258-PDF-ENG>
www.https://scroll.in/tag/competition-commission-of-India
2. Mascarenhas, A. J. O. et al. ,J.R.D. Tata: Orations on Business Ethics. Rupa Publications India
3. Holloway, J. E., The Foundation of the Theory of Law and Business. Am. U. Bus. L. Rev.,
4. Vivekanand, S. Karam Yoga: The Yoga of action. Sanage Publishing House LLP
5. Vivekanand, S., Lectures on Bhagavad Gita. CreateSpace Independent Publishing Platform
6. Laasch, O. ,Principles of Management. Sage Textbook





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Syllabus

Class:- SY BBA	Semester-III	L	T	P	Credits
Course Code : BBA205	Course Name : Human Resource Management	3	1	-	4

Course Description:

Human Resource Management course deal with HR policy and HR Function in detail. HR planning, HRD, HR career Management, Performance, compensation and global HRM are integral part of this course. Industrial relations, compliance and employment relations, HR analytics and Use of AI in HRM to reimagining HR Processes are the content of the course.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

- CO1- Explain the role and strategic importance of Human Resource Management in functional business settings and global organizations.
- CO2- Illustrate the employee life cycle by applying HR planning, recruitment, training, and career management techniques.
- CO3- Analyze employee engagement, performance management, compensation structures, and industrial relations within legal and ethical frameworks.
- CO4- Examine the role of technology, HR analytics, and Green HRM, DEI, and wellness initiatives in transforming modern HR practices.
- CO5- Compare global HRM practices including cross-cultural issues, expatriate management, CSR, and ethical responsibilities in MNCs.
- CO6- Evaluate emerging HRM trends such as AI, automation, hybrid work models, re-skilling, and mental health strategies for workforce agility and future readiness.

Prerequisite:

Basic understanding of organizational resources

Course Content		
Unit No.	Description	Hrs.
	Nature of HRM Human Resource Management-An Introduction, Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment;	06

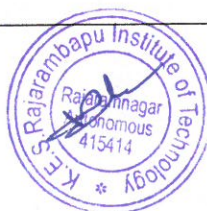
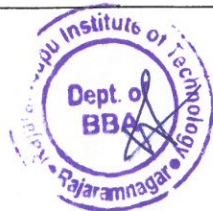


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Syllabus

	Functional HRM; strategic human resource management	
2	Plan, Acquire, Develop, Career Management Employee life cycle approach, Human Resource Planning; Recruitment and Selection, Training and Development; Competency Management; Career Management, Talent Management, Managing the GIG employees and Virtual Employees and team.	06
3	Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations.	06
4	Technology, HR Analytics, Innovation Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM , Green HRM and challenges.	06
5	Global HRM and Cross-Cultural Management International Human Resource Management (IHRM), Managing Expatriates and Repatriation, Cultural Diversity and Inclusion in the Workplace, Global Talent Acquisition and Mobility, Challenges of HRM in Multinational Corporations (MNCs), Ethics, Corporate Social Responsibility (CSR), and HRM in a Global Context.	06
6	Future Trends and Emerging Issues in HRM Role of Artificial Intelligence (AI) in HRM, Automation and Digitalization in HR Processes, The Future of Work: Remote and Hybrid Work Models, Workforce Agility and re-skilling Strategies, Psychological Safety and Mental Health in the Workplace, Ethical Considerations in Data-Driven HRM	06

Note:

- Relevant case studies based on the above units should be discussed in the class.
- Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics





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To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

References

Text Books

1. DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning
2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi

Reference Books

1. Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)

Relevant cases

1. Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) The Happy turtle: Womanpreneur and Talent in a Circular Economy, published, Richard Ivey School Case collection, Product Number Product# W25373
2. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A / FT 50)
3. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review-International Journal of Manpower, Jul 2022;(ABDC/A)





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Syllabus

Class:- SYBBA	Semester-III
Course Code : BBA207	Course Name: Indian Systems of Health and Wellness

L	T	P	Credits
1	1	-	2

Course Description:

This course explores the traditional Indian systems of health and wellness, emphasizing their philosophical foundations, principles, and applications in modern contexts. It provides an in-depth understanding of Ayurveda, Yoga, Siddha, Unani, and Naturopathy, along with their holistic approach to physical, mental, and spiritual well-being. The course also covers concepts like Panchakarma, Rasayana, Pranayama, and meditation, highlighting their relevance in preventive and curative healthcare.

Students will examine the role of diet, lifestyle, and herbal medicine in Indian wellness practices and analyze contemporary adaptations of these systems in integrative health models. Additionally, the course discusses government initiatives, global acceptance, and the commercialization of Indian wellness traditions. Through case studies and experiential learning, students will develop insights into sustainable health management based on indigenous knowledge systems.

Course Learning Outcomes:

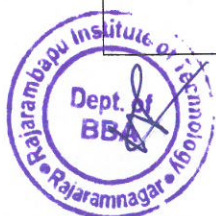
After successful completion of the course, students will be able to,

- CO1. Explain the importance of a healthy lifestyle
- CO2. Describe students about physical and mental health
- CO3. Demonstrate an awareness of various lifestyle related diseases
- CO4. Illustrate understanding of stress management

Prerequisite: General understanding of wellness concepts, lifestyle diseases, and preventive care

Course Content

Unit No	Description	Hrs.
1	Introduction to Health & Wellness Definition of Health, Importance of health in everyday life, Components of health – physical, social, mental, spiritual and its relevance, Concept of wellness, Mental health and wellness, Determinants of health behaviour	06
2	Mind Body and Well-Being Mind body connection in health – concept and relation, Implications of mind-body connection, Wellbeing – why it matters? Digital wellbeing.	06





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Syllabus

3	Deficiency & Diseases Malnutrition, under nutrition and over nutrition, Body system and common diseases, Sedentary lifestyle and risk of disease, Modern lifestyle and associated health risks.	06
4	Indian System of Well-being Health beliefs of India, Health systems in India – AYUSH., Perspective of indigenous people towards health, Happiness and well-being in India.	06

Note: Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics

References

Exercises: - Visit to nearby Vipasana centre

Text Books / References:

1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge
2. C. Nyambichu & Jeff Lumiri, , Lifestyle Disease: Lifestyle Disease management





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Syllabus

Class: Second Year B.B.A.	Semester-III
Course Code: BBA217	Course Name: Financial Literacy-Fundamentals of Share Market-I & MOOC

L	T	P	Credit
0	0	2	1

Course Description:

This course meets the requirements of students about basic information of Share Market. The course helps the student in learning fundamentals of capital markets. The course is structured to help understand the basic concepts relating to different avenues of investment, the primary and the secondary market, the derivatives market and financial statement analysis.

Course Learning Outcomes:

After Successful completion of the course, students will be able,

CO1: Explain a basic understanding of the products, players and functioning of financial markets, particularly the capital market (Stock Market)

CO2: Evaluate the terms and jargons used in the financial newspapers and periodicals.

Prerequisite:

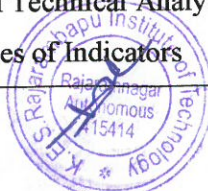
Adequate knowledge of basic financial concepts, accounting, ratios





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Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	An Overview of the Indian Securities Market Market segments, Key indicators of securities market, Products and participants, Market segments and their products, Reforms in Indian securities markets Markets and Financial Instruments Types of Markets: Equity Debt, Derivatives Commodity is; meaning and features of private Public companies; Types of investment avenues.	6
2.	Primary Market Initial Public Offer (IPO); Book Building through Online IPO; Eligibility to issue securities; Pricing of Issues; Fixed versus Book Building issues; allotment of Shares; Basis of Allotment; Private Placement	6
3.	Secondary Market Role and functions of Securities and Exchange Board of India (SEBI); Depositories; Stock exchanges; Intermediaries in the Indian stock market Listing; Membership; Trading Clearing and settlement and risk management; Investor protection fund (IPF); and Do's and Don'ts for investors, Equity and debt investment.	6
4.	A. Derivatives Types of Derivatives, Commodity and commodity exchanges, Commodity versus financial derivatives B. Fundamental Analysis and Technical analysis i) Fundamental Analysis - Introduction, Index, Calculation of Index, Calculation of Index on Daily Basis, Fund Creation of Telecom Sector, Fund Fact Sheet, Fund Performance ii) Technical Analysis - Introduction, Types of Charts, Long Term Technical Analysis, Medium Term Technical Analysis, Short Term Technical Analysis iii) Indicators - Introduction, Examples of Indicators	6

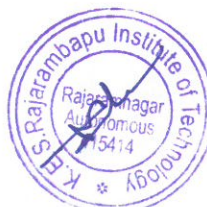




K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

References:

1. Fundamental Analysis Shares : Become An Intelligent Investor, Khushboo Gala , Ankit
Gala , Buzzingstock Publishing House
2. Basics of Stock Market, Complete Guide for Stock Beginners, Frigerprint
Genre Book
3. Share Market Guide , Sudha Shrimali , Prabhat Prakashan Pvt. Ltd.
4. Fundamental Analysis for Investors, Raghu Palat, Vision Books





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-III
Course Code : BBA219	Course Name : Computerized Accounting-Tally & MOOC

L	T	P	Credits
-	-	2	1

Course Description:

This course provides foundational knowledge of Tally ERP 9, an essential accounting software widely used for business transactions. Students will learn accounting principles, voucher entry, inventory management, banking, GST, and financial reporting through a mix of theory and practical exercises.

Course Learning Outcomes:

At the end of the course the student should be able to,

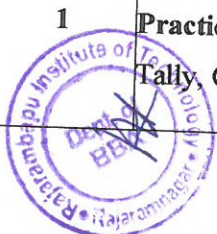
- CO1: Explain the basic concepts of accounting and the role of Tally ERP 9.
- CO2: Create and manage company accounts, ledgers, and groups.
- CO3: Record and process financial transactions using different vouchers.
- CO4: Use inventory management and stock transactions efficiently.
- CO5: Employ taxation & banking features, including GST and reconciliation.
- CO6: Discuss and interpret financial reports for business analysis

Prerequisite:

Basic knowledge of Accounting & Business Transactions. Familiarity with Windows-based software usage.
 Basic understanding of financial statements is beneficial but not mandatory.

Course Content

Unit No.	Description	Hrs.
1	Introduction to Tally ERP 9 & Basic Accounting Fundamentals of Accounting & Business Transactions, Introduction to Tally ERP 9 & Its Features, Installing and Setting Up Tally ERP 9, Company Creation, Alteration, and Deletion, Understanding Ledgers, Groups, and Chart of Accounts, Practical: Installing Tally ERP 9 & Configuring Settings, Creating a New Company in Tally, Creating, Altering, and Deleting Groups & Ledgers	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

2	Recording Business Transactions Accounting Vouchers in Tally (Payment, Receipt, Contra, Journal), Sales & Purchase Transactions, Debit Notes & Credit Notes, Printing Vouchers and Invoices, Practical: Entering Payment, Receipt, Contra, and Journal Vouchers, Recording Sales & Purchase Transactions, Printing Invoices and Vouchers	06
3	Inventory Management & Banking Stock Groups, Stock Categories & Units of Measurement, Creating Stock Items and Managing Inventory, Godown & Warehouse Management, Banking Transactions & Bank Reconciliation, Practical: Creating Stock Items, Categories & Groups, Recording Stock Transactions in Tally, Performing Bank Reconciliation	06
4	GST, Taxation & Financial Reports Overview of GST & TDS in Tally, Creating GST Masters & Recording GST Transactions, Generating GST Reports & Tax Returns, Financial Reports (Trial Balance, P&L, Balance Sheet, Daybook) Practical: Creating GST Masters & Recording GST Transactions, Generating GST Reports & Filing Returns, Viewing & Exporting Financial Reports	06

References:

Reference Books

1. Ashok K. Nadhani – Tally ERP 9 Training Guide
2. Dinesh Maidasani – Mastering Tally ERP 9
3. Shraddha Singh & Navneet Mehra – Tally ERP 9 with GST
4. A.K. Nadhani – Implementing Tally ERP 9 for Business
5. Kogent Learning Solutions Inc. – Tally ERP 9 In Simple Steps





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-III
Course Code : BBA211	Course Name : Aptitude Skills-II(Logical Reasoning)

L	T	P	Credits
1	1	0	2

Course Description:

This course provides foundational knowledge of Logical Reasoning and General Awareness .It includes examples of arrangement, blood relation, coding, Clock and calendars, Tables, Charts and Other forms of Visualizations, Cause and Effect, Ranking and Order, Cubes and Dice, Logical Venn Diagrams, Critical Reasoning, Data Sufficiency, Inequalities, Mathematical & coded inequalities , Decision Making

Course Learning Outcomes:

At the end of the course the student should be able to,

- CO1: Explain the basic examples of arrangement, blood relation, coding etc.
CO2: Solve problems of Clock and calendars, Tables, Charts and Other forms of Visualizations
CO3: Compute examples of Cause and Effect, Ranking and Order, Cubes and Dice, Logical Venn Diagrams, Critical Reasoning
CO4: Evaluate conclusion validity, Data Sufficiency, Inequalities, Mathematical & coded inequalities
Decision Making

Prerequisite:

Basic knowledge of mathematical terms

Course Content

Unit No	Description	Hrs.
1	Logical Reasoning-I Arrangements-Linear, Non Linear, Seating, Complex arrangements, Blood Relation, Coding-Decoding, Series Completion-Number and letter series, Symbol-based Comparison, Venn Diagram, Blood Relations, Syllogism, Direction	06



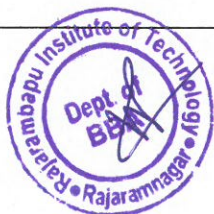
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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

2	Logical Reasoning-II Clock and calendars, Tables, Charts and Other forms of Visualizations, Statement and conclusion, Statement and assumptions, Puzzles, Odd man out, Word formation, Verbal analogy, Input/Output, Pattern completion, Water and mirror image detection	06
3	Logical Reasoning-III Cause and Effect (Finding which event causes which, or independent) Ranking and Order (Tallest-shortest, fastest-slowest, or ranks in a line / competitions) Cubes and Dice (Counting painted cubes, unfolded dice problems) Logical Venn Diagrams (Identifying relationships and intersections) Critical Reasoning / Course of Action (Given a situation, what should be done, finding logical actions)	06
4	Logical Reasoning IV Data Interpretation All A are B, some B are C type problems — conclusion validity, Data Sufficiency (Whether given data is sufficient to answer a question), Inequalities (Mathematical & coded inequalities — finding relation between elements) Decision Making (Choosing among options based on given conditions)	06

References:

Reference Books

1. Logical Reasoning for CAT Exam-Arun Sharma ,Mc Graw Hill Publication
2. The Modern Approach Of Logical Reasoning-R.S.Agarwal, S.Chand Publication
3. Analytical & Logical Reasoning for CAT & Other Management Entrance Tests, Piyush Bhardwaj, Arihant Publication
4. Advanced Objective General Knowledge, ,R.S.Agarwal S.Chand Publication
5. Banking Awareness, Arihant Publication
6. Legal Affairs, Current Affairs and General Knowledge, Anshul Jain, Purnima Chhabra, Whitemann Publication





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-III
Course Code: BBA213	Course Name: Management Information System (MIS)

L	T	P	Credit
1	1	0	2

Course Description:

This course provides basics of Information System, Data Base Management System. It explains working and applications of different information systems, system development lifecycle and analyze the system requirement and managing projects.

Prerequisite:

A student, who is going to enroll for this course, should have following abilities:
comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

- CO1: Explain the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.
- CO2: Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.
- CO3: Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprise models, business process reengineering, and digital communication strategies.
- CO4: Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Fundamentals concepts of MIS Basic concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	6 Hours
2.	Data Base Management System Objectives of Data Base approach- Characters of Database Management Systems- Data processing system- Components of DBMS packages - Data base Administration- Entity – Relationship (conceptual)	6 Hours
3.	Information System Applications MIS Applications, DSS – GDSS - DSS Applications in E-Enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-Communication, Business Process Reengineering	6 Hours
4.	Managing Projects Objectives of Project Management, Fundamentals of Project Management Information Systems with agile methodologies - Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era	6 Hours





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

References:

Reference Books

1. Jawadekar, Management Information System, Tata McGraw Hill, New Delhi.
2. Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
3. C.S.V. Murthy, Management Information System, Himalaya Publishing House
4. G. V. Satya Sekhar, Management Information System





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-III
Course Code : BBA215	Course Name : Mathematics -II

L	T	P	Credits
1	1	0	2

Course Description:

This course provides foundational knowledge of designed to ensure students' understanding of both pure as well as applied mathematics, enabling them to tackle real-world problems with analytical precision.

Course Learning Outcomes:

At the end of the course the student should be able to,

1. Explain the basic examples of relations and function
2. Solve problems of dynamics and statics
3. Develop understanding of Vector Analysis
4. Solve problems of Linear Algebra

Prerequisite:

Basic knowledge of mathematical terms

Course Content

Unit No.	Description	Hrs.
1	Relations and Functions Types of Relations and Function-Reflexive, Symmetric, transitive and equivalence relations, One to one and onto functions, composite functions, inverse of a function, Binary operations, Inverse Trigonometric Functions-Definition, range, domain, principal value branch, Graphs of inverse trigonometric functions, Elementary properties of inverse trigonometric functions	06
2	Dynamics & Statics Rectilinear motion, simple harmonic motion, motion in a plane, projectiles; constrained motion, work and energy, conservation of energy; Kepler's laws, orbits under central forces.	06



K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

	Equilibrium of a system of particles; work and potential energy, friction; common catenary; principle of virtual work; stability of equilibrium, equilibrium of forces in three dimensions.	
3	Vector Analysis Scalar and vector fields, differentiation of vector field of a scalar variable; gradient, divergence and curl in cartesian and cylindrical coordinates; higher order derivatives; vector identities and vector equations. Application to geometry: curves in space, curvature and torsion; Serret- Frenet's formulae. Gauss and Stokes' theorems, Green's identities.	06
4	Linear Algebra Vector spaces over R and C, linear dependence and independence, subspaces, bases, dimensions, Linear transformations, rank and nullity, matrix of a linear transformation. Algebra of Matrices; Row and column reduction, Echelon form, congruence's and similarity; Rank of a matrix; Inverse of a matrix; Solution of system of linear equations; Eigenvalues and eigenvectors, characteristic polynomial, Cayley-Hamilton theorem, Symmetric, skew-symmetric	06

References:

Reference Books

1. B. S. Grewal, Higher Engineering Mathematics, Khanna Publications, New Delhi
2. H. K. Dass and Er. Rajnish Verma, Higher Engineering, S. Chand Publications, New Delhi
3. N. P. Bali, Ashok Saxena and N. Ch. S. N. Iyengar, A Text Book of Engineering Mathematics, Laxmi Publications, New Delhi
4. HK Dass ,Dr.Rama Verma ,Introduction to Engineering Mathematics, Er.Rajnish Verma,S.Chand Publication
5. HK Dass ,Dr.Rama Verma ,Fundamentals of Engineering Mathematics, S.Chand Publication





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-III
Course Code: BBA221	Course Name: Yoga

L	T	P	Credit
0	0	4	2

Course Description:

Yoga course is designed to provide students with a comprehensive understanding of physical fitness, wellness, and nutrition. This course explores the meaning and importance of yoga in the modern era, the role of sports in maintaining physical fitness, and the various components of physical wellness. Students will also learn about the significance of nutrition and weight management, equipping them with the knowledge to promote a healthy and balanced lifestyle. Through this course, students will gain insights into the holistic approach to health and well-being.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

CO1: Explain yoga and its modern applications for holistic well-being.

CO2: Demonstrate proficiency in yogic anatomy and physiology, enhancing yoga practice and promoting physical and energetic balance.

CO3: Illustrate the Eight Limbs of Yoga and comprehend their psychological impact, fostering personal growth and self-realization.

CO4: Demonstrate yoga principles into sports and physical fitness activities to enhance performance and prevent injuries.

CO5: Develop skills in wellness management and nutrition

Prerequisite:

student, who is going to enroll for this course, should have following abilities:

Demonstrate the Eight Limbs of Yoga for physical, mental, and spiritual harmony





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Yoga Meaning and Definition, Importance of Yoga in 21 st century, Introduction to Yogic Anatomy and Physiology, Yoga & sports, Yoga for healthy lifestyle Types of Yoga: - Hatha Yaga, Laya Yoga, Mantra Yoga, Bhakti Yoga, Karma Yoga, Jnana Yoga, Raj Yoga, Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices. Ashtang Yoga: - Yama, Niyama, Asana, Pranayama, Pratyahar, Dharna, Dhyan, Samadhi: Benefits, Utilities & their psychological impact on body and mind, Yoga concept of normality in modern psychology, concept of personality & its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression	06
2.	Sports for Physical Fitness Meaning and Definition, Physical Activity – Concept, Benefits of Participation in Physical Activities, Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness, Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports, Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness, Measurement of Health Related Physical Fitness (HRPF)	06
3.	Physical Wellness Concept, Components, Types of wellness: psychological, social, emotional, and spiritual. Significance with reference to Positive Lifestyle, Concepts of Quality of Life and Body Image, Factors affecting Wellness, Wellness Programmes	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

4.	Nutrition and Weight Management Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks, Energy and Activity- Calorie Intake, Energy Balance Equation, Obesity - Concept, Causes, Obesity Related Health Problems, Weight Management through Behavioural Modifications	06
Suggested Field Work or Practical Work: Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance. (e.g. Individual or Group Activity/Presentation, Assignment, Role Play, Group Discussion, etc.)		

References:

- Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.
- Brown, J.E. Nutrition Now Thomson-Wadsworth.
- Corbin et.al.Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
- Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.
- Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA.
- Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.
- Kamlesh, M. L. & Singh, M. K., Physical Education (Naveen Publications).
- Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.
- Kumari, Sheela, S., Rana, Amita, and Kaushik, Seema,, Fitness, Aerobics and Gym Operations, Khel Sahitya, New Delhi
- Lumpkin, A. Introduction to Physical Education, Exercise Science and Sports Studies, McGraw Hill, New York, U.S.A.
- Sarin N, Yoga Dawara Rogon Ka Upchhar.Khel Sahitya Kendra
- Savard, M. and C. Svec The Body Shape Solution to Weight Loss and Wellness: The Apples & Pears





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-III
Course Code: BBA223	Course Name: Sports

L	T	P	Credit
0	0	4	2

Course Description:

Sports course offers undergraduate students a comprehensive introduction to the field, covering key principles, organizational structures, and ethical considerations. It also includes marketing, sponsorship, financial management techniques, and the use of analytics and technology in sports to enhance strategic decision-making and fan engagement.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

- CO1. Explain the concept of sports and including its scope, organizational structure, and ethical considerations.
- CO2. Demonstrate the technique of Suryanamaskar.
- CO3. Evaluate Knowledge about Fitness, Wellness and Nutrition, Core Physical Education

Prerequisite:

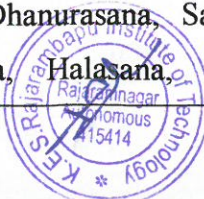
A student should have basic knowledge of physical exercise.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	<p>Introduction to Physical Education in the Contemporary Context (Any Two)</p> <p>Learn and demonstrate the technique of Suryanamaskar, Develop Physical Fitness through Calisthenics / Aerobics / Circuit-Training / Weight-Training and demonstrate the chosen activity, Select any one game available in the college and learn different techniques involved in its play</p>	06
2.	<p>Core Physical Education-I Fitness, Wellness and Nutrition (Any Two)</p> <p>Measurement of Fitness Components – Leg-raise for Minimal Strength (Muscular Strength); Sit- ups Muscular Endurance); Harvard Step Test, Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measuring height, weight, waist circumference and hip circumference Calculation of BMI (Body Mass Index) and Waist-Hip Ratio</p> <p>Engage in at least one wellness programme and write a report on it.</p>	06
3.	<p>Core Physical Education-II Posture, Athletic Care and First Aid (Any Two)</p> <p>Demonstrate Stretching and Strengthening Exercises for Kyphosis, Scoliosis, Lordosis, Knock Knees, Bow Legs, Flat Foot, Back Pain and Neck Pain</p> <p>Illustration and Demonstration of Active and Passive Exercises-</p> <p>Asanas with Therapeutic Value (Any five asanas): Karnapeedasana, Padmasana, Dhanurasana, Sarvangasana, Paschimottanasana, Chakrasana, Halasana, Matsyasana,</p>	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

	Ardhmatsyendrasana, Usthrasana, Mayurasana, Shirshasana, Vajrasana, Practice P.R.I.C.E. in First Aid	
4.	Sports Administration & Management (Any Two) Demonstration of Supervision activities in Sports Management, Demonstration of skills of Management, Demonstration of fixtures of various kinds in sports competitions, Demonstration of technical and non-technical purchase procedure	06

Suggested Field Work or Practical Work:

Subject Teacher should assign any 5 practical works based on syllabus and evaluate student performance. (e.g. Individual or Group Activity, Assignment, Group activity, Role Play, Group Discussion, etc.)

References:

Text Books: (Latest Edition)

1. Teaching Children Physical Education: Becoming a Master Teacher. Graham, G., Human Kinetics, Champaign, Illinois, USA.
2. Concepts of Physical Fitness: Active Lifestyle for Wellness, Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, McGraw Hill, New York, USA.
3. Teaching Today Health, Anspaugh, D.J., G. Ezell and K.N. Goodman, Mosby Publishers.
4. Drug Education Handbook on Drug Abuse in Sports, Beotra, Alka, Applied Nutrition Sciences, Mumbai





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-III
Course Code: BBA225	Course Name: English Proficiency & Soft Skills-III

L	T	P	Credit
0	0	2	1

Course Description

This course focuses on the development and enhancement of soft skills essential for personal and professional success. Soft skills, often referred to as interpersonal or non-technical skills, are increasingly recognized as critical factors in effective communication, leadership, teamwork, and career advancement.

Course Learning Outcomes

After Successful completion of the course, students will be able to,

CO1: Recall Basics of English Grammar

CO2: Describe verbal and non-verbal communication skills, including active listening, clear articulation of ideas, and effective presentation techniques.

CO3: Develop critical thinking skills by analyzing situations, identifying problems, and evaluating alternative solutions.

CO4: Demonstrate heightened emotional intelligence, showing self-awareness, self-regulation, empathy and strong interpersonal skills

CO5: Assess the dynamics of teamwork, including roles and responsibilities, collaboration strategies, and effective delegation.

Prerequisite:

Basic understanding of Soft Skills



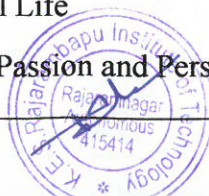
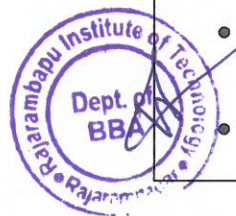


K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Advanced Grammar and Writing Skills Verb tenses and their uses, Sentence Building, Paragraph writing, Letter Writing, Mail Writing, Resume writing, Essay writing	06
2.	Speaking Skills Art of Communication-Verbal & Non-Verbal Communication, 7Cs of Effective Communication Importance of Effective Communication, Public speaking skills, Daily Conversations,	06
3.	Reading Comprehension and Critical Thinking Reading Strategies- Skimming, scanning, and detailed reading, Comprehension exercises: analyzing main ideas and details, analyzing arguments and evaluating evidence, forming opinions and supporting them with evidence	06
4.	Presentation Skills Preparation, Types of Presentations- Informative, Instructional, Persuasive, Decision-making, Presentation Tools, Body Language, Managing Questions and Student Presentations, Student Presentations and Feedback	06
Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics		

Reference Books

- Stephen R. Covey, The 7 Habits of Highly Effective People
- Travis Bradberry and Jean Greaves Emotional Intelligence 2.0
- Carol S. Dweck, Mindset: The New Psychology of Success
- Simon Sinek, Leaders Eat Last: Why Some Teams Pull Together and Others Don't
- Rosamunde Stone Zander and Benjamin Zander, The Art of Possibility: Transforming Professional and Personal Life
- Angela Duckworth Grit: The Power of Passion and Perseverance





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Second Year B.B.A.	Semester-III
Course Code: BBA227	Course Name: German Language III

L	T	P	Credit
0	0	2	1

Course Description:

This course meets the requirements of student's overall personality development. The course helps the student in learning German as a foreign language. Vocabulary building activities, grammar, reading skills and basic conversational skills are addressed in this course.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

CO1: Interpret the language if the next person is speaking slowly and clearly.

CO2: Use language in routine life with the routing topics like family, shopping, work etc.

CO3: Demonstrate the language by self-introduction in German with simple sentences.

Prerequisite:

Aquate knowledge of basic grammar of German language, Intermediate level vocabulary of German language, communicate moderate using German Language.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Part-I Simple past tense of the verbs haben and sein. To understand particular information from the texts, to understand about different events and events related information in Radio. Understanding work routine and activities related to work in daily routine. Information and words related to internship and activities related to internship. Comprehension related to internship and exercises with conjunctions "und, oder, aber"	06
2.	Part-II Prepositions with Dativ (Ortsangaben) Exercises related to Dativ, Comprehension and listening exercises for understanding of Dativ Prepositions. Understanding the standards of German letters and writing reply to the same. Comprehension with based on membership in a Language club.	06
3.	Part-III Vocabulary related to health and learning body parts and comprehension and Listening regarding the learned vocabulary Learning of different illnesses in German and understanding the home remedies and comprehension related to professions related to healthcare	06
4.	Part-IV Grammar part Imperativ for Sie, du and ihr and practice for Situation of Accident and learning of Modalverbs "sollen" "müssen" and "dürfen" Imperativ, Vocabulary related to "living" different types of houses, room names and furniture, Revision of the grammar and doubts clearing. Explaining the papers pattern of ESE	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

References:

- 1) Netzwerk neu A 1 (Deutsch als Fremdsprach) Kursbuch : Published by Goyal Publishers and Distributors Private Ltd.
- 2) Netzwerk neu A 1 (Deutsch als Fremdsprach) Arbeitsbuch : Published by Goyal Publishers and Distributors Private Ltd.
- 3) Netzwerk neu A 1 (Deutsch als Fremdsprach) Testheft : Published by Goyal Publishers and Distributors Private Ltd.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course: Second Year B.B.A.	Semester-III
Course Code: BBA229	Course Name: Japanese Language-III

L	T	P	Credit
0	0	2	1

Course Description:

This course is designed to introduce students to the everyday language of Japan. Lessons are organized around natural conversational topics, leading students from fundamental aspects of grammar to readings in simple texts.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

CO1: Demonstrate use of basic conversations in various situations.

CO2: Identify the sentence patterns.

CO3: Explain insights about the communication required for living in Japan.

CO4: Interpret Japanese work ethics required in their professional career.

Prerequisite:

Knowledge of basic grammar of Japanese Language, communicate moderately using Japanese Language.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Japanese Language Grammer-I How to inquire about impression. How to express sympathy or agreement Use of particle が in various cases. Adverbs modification. How to give reason by using particle から How to ask the reason for something	06
2.	Japanese Language Grammer – II To indicate existence of animate and inanimate things. How to say the position in a certain place. Uses of various prepositions. To connect nouns in coordinate relation when enumerating a list of nouns. Use of particle で to indicate location of an action. Use of particle の to show positional relationship with nouns.	06
3.	Japanese Language Grammer – III Introduction to unique counting system in Japanese Language. Counter suffix in case of machines and vehicles. Counter suffix in case of flat things, bind objects and clothes. Counter suffix in case of footwear, buildings, thin & long objects. Counter suffix in case of small animals, fish, insects and birds. Counter suffix in case of persons, age, order.	06
4.	Japanese Language Grammer – IV Counter suffix in case of container full of liquid, frequency, floors of a building. How to use counters. Tense and affirmative/negative forms of noun sentences and な adjective sentences. Tense and affirmative/negative forms of い adjective sentences How to compare between two items Superlative degree.	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

References:

1. Minna No Nihongo I – Pub. By 3A Corporation, Japan.
2. Nihongo shoho Vol. I - Pub By Japan Foundation, Tokyo, Japan(Paperback edition available with JALTAP, Pune)
3. Kanji Picture book Vol. I & II Japan foundation.
4. SulabhJapani Vyakaran – Part-(I) Dr. V.N. Kinkar, Pune.
5. Genki – Japan Times.
- 6 Aural Comprehensions in Japanese –Osamu & Nobuko Mizutani.
7. An Introduction to Modern Japanese – Osamu & Nobuko Mizutani.
8. Japanese for Today – Y.Yoshida.
9. Japanese Language Patterns –Alphonsa.
10. Nihongo Dekimasu – Japan Foundation.
11. Gokaku dekiru.





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
 To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-III
Course Code : BBA231	Course Name : Computer Language-Python

L	T	P	Credits
-	-	2	1

Course Description:

Python course covers all the basics of programming in Python. The course also familiarizes the student with Features, Applications of Python. This course which is a popular statistical programming language. The course covers Data types, Vectors, Operators, Conditional Statements and Functions.

Course Learning Outcomes:

After successful completion of the course, students will be able to;

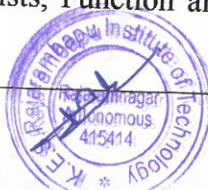
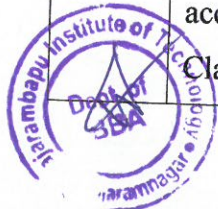
- CO1: Interpret the fundamental Python syntax and semantics and be fluent in the use of Python control flow statements.
- CO2: Apply operations on Looping and Control statement
- CO3: Develop proficiency in the programing of strings and functions.
- CO4: Create Python programs by utilizing the data structures like lists, dictionaries, tuples and sets.

Prerequisite:

Basic understanding of programming Language

Course Content

Unit No	Description	Hrs.
1	Introduction, Data Types, and Operators: History, Features, setting up path, Working with Python, Basic Syntax, Variable and Data, Types, Operators.	06
2	Looping and Control Statements: Conditional Statements : If, If- else, Nested if-else, Looping statement : For, While, Nested loops, Break, Continue, Pass	06
3	String Manipulation and Lists: Accessing Strings, Basic Operations, String slices, Function and Methods, accessing list, Operations, Working with lists, Function and Methods, Python Classes and Objects, Inheritance.	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Tuple, Dictionaries and Functions:		
4	Accessing tuples, Operations, Working, accessing values in dictionaries, Working with dictionaries, Properties, Functions, Calling a function, Types of functions	06

References

Reference Books:

1. Core Python Programming: R. Nageswara Rao, Dreamtech Publication
2. Introduction to Programming Using Python: Y. Daniel Liang, Pearson Publication
3. Programming with python, A users Book: Michael Dawson, Cengage Learning
4. Software Project Management in practice: Pankaj Jalote, Pearson Education
5. Software Engineering. - Practitioner's Approach: Roger S. Pressman (TMGH)
6. Software Engineering : Jawadekar W.S. (TMGH), Kanishka Publication





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
 To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-III	L	T	P	Credit
Course Code: BBA233	Course Name: Entrepreneurship	0	0	2	1

Course Description:

This course is designed to introduce and enable Students to learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship. In this course, we will assess, explore, critique, and celebrate the phenomenon of entrepreneurship.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

CO1: Explain the entrepreneurial potential within them.

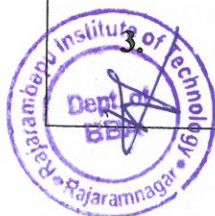
CO2: Demonstrate the role of entrepreneurship within society

CO3: Summarize the process& nature of entrepreneurship, and ways to manage the process;

CO4: Identify the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and others;

CO5: Develop an appreciation for opportunity, recognize Same

Course Content		
Unit No.	Description	Hrs.
1.	Entrepreneurship Concept of Entrepreneur and Intrapreneur, Concept of Entrepreneurship, role of entrepreneurship in economic development, Type of entrepreneurship, Factors affecting entrepreneur growth.	06
2.	Woman Entrepreneurship Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures	06
3.	Digital and Technological Entrepreneurship Introduction, concept, scope, Role and Importance, Start-Ups and eco system, Introduction to Unicorn	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3.	Digital and Technological Entrepreneurship Introduction, concept, scope, Role and Importance, Start-Ups and eco system, Introduction to Unicorn	06
4.	Small and Medium Enterprises Definition, role and problems of Small & Medium enterprises, Role of SIDCO, SIDBI & DIC.	06
Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics		

Reference Books:

1. Entrepreneurship Development: Vasant Desai, Himalaya Publishing House
2. Entrepreneurship Development: S.S.Khanka, S.Chand Publication
3. Project Preparation, Appraisal, Implementation: Prasanna Chandra, Tata McGraw Hill Publication
4. Entrepreneurship Development: E.Gordon and K.Natarajan ,Himalaya Publishing House
5. Fundamentals of Entrepreneurship: Amit Kumar, Amita Dubey and Pooja Doobey, Sahitya Publishing House
6. Fundamentals of Entrepreneurship: Sanjay Gupta, Sbpd Publications
7. Entrepreneurial Development: C.B. Gupta and N.P. Srinivasan , Sultan Chand & Sons Publication





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-IV
Course Code : BBA235	Course Name : Data Visualization with Power BI & MOOC

L	T	P	Credits
-	-	2	1

Course Description:

Data Visualization with Microsoft Power BI program will equip any learner who wants to develop in-demand skills in data pre-processing, visualization, and analysis using Microsoft Power BI as the primary tool. Students in this program will learn to connect Microsoft Power BI to multiple data sources, process and transform data to prepare it for reporting and visualization, build compelling data visualizations that tell a story and employ best design practices, and draw insights from data dashboards and visualizations that can allow for insights and help a business make critical decisions.

Course Learning Outcomes:

After successful completion of the course, students will be able to;

CO1: Explain Key Concepts in Data Modelling

CO2: Utilize visualization with Microsoft Power BI

CO3: Apply Advanced Data Analysis in Microsoft Power BI

Prerequisite:

A well-prepared learner should have knowledge of: • Microsoft Excel basic functions (SUM, DIVIDE, AVERAGE, etc.) • Microsoft Excel basic formulae ($a + b = c$, for example) • Microsoft Excel tables

Hardware and Software Requisition

Windows 10, Windows Server 2012 R2, Windows Server 2012, Windows 8, Windows 8.1, Windows Server 2016, Windows Server 2019, or Windows 11 • Internet Explorer 10 or greater • A 32-bit (x86) or 64-bit (x64) platform





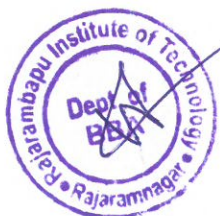
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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No	Description	Hrs.
1	Introduction Installation, Basics of preparing & Modelling Data, Key Concepts in Data Modelling, Getting Data & Initial Transformations	06
2	Data Transformation Bigger Transformations & Data Tables, Relationships & Relationship Related DAX, Reports & DAX for Common Reporting Needs	06
3	Creating Visualizations with Microsoft Power BI Creating Visualizations with Microsoft Power BI, Building Compelling Data Visualizations, Designing User-Friendly Reports, Creating Interactive Reports for Data Exploration, Elevating Reports with Advanced Report Features	06
4	Advanced Data Analysis Basics of Advanced Data Analysis in Microsoft Power BI, Advanced Data Analytics, Power Query Transformations, Advanced Visualizations	06

References

Reference Books:

- Data Visualization: Using Power BI, Orange and Excel, Notion Press, Shirshendu Roy
- Mastering Power BI, Chandraish Sinha, BPB Publication
- Mastering Data Visualization Using Tableau, Seema Acharya, Wiley Publication





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-IV
Course Code : BBA202	Course Name : Entrepreneurship and Startup Ecosystem

L	T	P	Credits
1	1	-	2

Course Description:

This course provides knowledge about basics of entrepreneurship and family business, how to evaluate business opportunities, building blocks of starting ventures, start-up eco-system

Course Learning Outcomes:

After successful completion of the course, students will be able to,

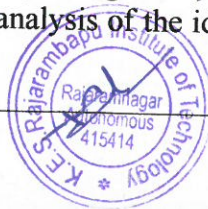
- CO1. explain Entrepreneurship and its types
- CO2. Describe that not all ideas can be turned into viable business models and guestimate business potential of an idea
- CO3. Identify different type of finances available and financing methods
- CO4. Design business plans on an identified idea
- CO5. Recognise the nuances of operating a startup – low budget marketing, stabilizing operations, build a team from scratch and scaling the business
- CO6. State what is a Family Business and how is it different from Entrepreneurship

Prerequisite:

Students should have knowledge about different businesses in the market

Course Content

Unit No	Description	Hrs.
1	Introduction to Entrepreneurship & Family Business Definition and Concept of entrepreneurship, Entrepreneur Characteristics, Classification of Entrepreneurs, Role of Entrepreneurship in Economic Development –Start-ups, Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	06
	Evaluating Business opportunity Sources of business ideas and opportunity recognition, Guesstimating the market potential of a business idea, Feasibility analysis of the idea, Industry, competition and environment analysis.	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3	Building Blocks of starting ventures Low cost Marketing using digital technologies, Team building from scratch, Venture Funding, Establishing the value-chain and managing operations, Legal aspects like IPR and compliances.	06
4	Start-up Ecosystem Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc., Know various govt. schemes like Start-up India, Digital India, MSME etc., Sources of Venture Funding available in India, Source of Technology, Intellectual Property management.	06

Note: Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics

References

Text Books

1. Startup India Learning Program by Start Up India available at www.startupindia.gov.in
2. Entrepreneurship, Rajeev Roy, Oxford University Press
3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
4. Family Business Management by Rajiv Agarwal, Sage Publishing
5. Anish Tiwari, "Mapping the Startup Ecosystem in India", Economic & Political Weekly
6. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: SY B.B.A.	Semester-IV
Course Code: BBA204	Course Name: Operations Management

L	T	P	Credit
3	1	-	4

Course Description:

Operations Management introduces students to the fundamental principles and practices essential for managing business operations efficiently. This course covers various production systems, process design, quality management, and emerging trends in operations management. Students will learn to optimize processes, implement quality management principles, and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

- 1.Explain the core principles of operations management and their significance in enhancing efficiency, quality, and customer satisfaction.
2. Analyze different production systems and develop strategies aligned with business objectives.
3. Optimize operational processes through effective process design, layout decisions, and capacity planning.
4. Implement quality management principles to enhance product/service quality and reduce defects.
5. Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.

Prerequisite: Basic knowledge of marketing tools used in business

Course Content

Unit No.	Description	Hrs.
1	Introduction to Operations Management Meaning, Definition, Significance of operations management in achieving organizational success, Alignment of operations with business strategies, Key functions of operations management	06
2	Process Design and Analysis Meaning, Analyzing processes using tools like flowcharts and process maps, various techniques for continuous improvement.	06



K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3	Capacity planning, Strategies to balance capacity and demand effectively, Understanding process choices, layout decisions, and the importance of space utilization, flexibility, cost, safety, and comfort.	06
4	Project Management: Project planning - project life cycle - Gantt charts, PERT and CPM, Economics of Maintenance and Spares Management: Break down Maintenance – Preventive Maintenance-Routine Maintenance-Replacement of Machine –Spare Parts Management	06
5	Quality Management Essential quality concepts, the principles of Total Quality Management (TQM), and the implementation of Six Sigma and Lean Manufacturing, Various tools and techniques to enhance quality, reduce defects, and improve operational efficiency, leading to higher customer satisfaction and competitive advantage.	06
6	Emerging Trends in Operations Management New trends and technologies for sustainable operations, impact of technology, and complexities of global operations, importance of integrating sustainable practices, leveraging advanced technologies like AI and IoT, and managing operations in a global context.	06

Note:

- Relevant case studies based on the above units should be discussed in the class.
- Tutorials will be conducted based on course content.6-10 Tutorials to be conducted based on course topics

References

Text Books

1. Operations Management - William J. Stevenson
2. Operations Management: Processes and Supply Chains - Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
3. The Goal: A Process of Ongoing Improvement - Eliyahu M. Goldratt and Jeff Cox
4. Introduction to Operations and Supply Chain Management - Cecil C. Bozarth and Robert B. Handfield





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: SY B.B.A.	Semester-IV
Course Code: BBA206	Course Name: Financial Management

L	T	P	Credit
3	1	-	4

Course Description:

Financial Management is offered with intent to equip the students with the basic knowledge of finance theory and its application to develop relevant financial strategies pertinent to profit-seeking organizations. The theme of financial management is structured around three decision making financial areas: Investment- long and short term, Financing and Dividend policy. This imbibes students with analytical and decision-making skills in managing finance through application of theoretical questions and practical problems.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

1. apply the knowledge in taking finance decisions
2. develop analytical skills to identify financial management problems and solve them.
3. analyse the relationship among capital structure, cost of capital, dividend decisions, and value of the business.
4. assess a firm's requirement for long-term assets by applying capital budgeting techniques.

Prerequisite:

Basic knowledge of different financial management concept

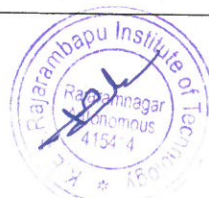
Course Content

Unit No.	Description	Hrs.
1.	Introduction to Financial Management Meaning of Finance and Financial Management, Types of Finance, Objective and Scope of Financial Management– Profit Maximization and Wealth Maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in finance.	06



K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

2.	Sources of Finance and Startup Funding Strategies Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.	06
3.	Capital Structure & Capitalization Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems	06
4.	Cost of Capital, Leverages Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems.	06
5.	Managing Working Capital Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working Capital-Practice problems. Management of cash. Management of inventory and debtors.	06
6	Capital Budgeting and Dividend policy Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.	06
Note: Tutorials will be conducted based on course content.6-10 Tutorials to be conducted based on course topics		





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Reference Books:

Text Books

1. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.
3. Pandey, I.M. Financial Management. New Delhi, India. Vikas Publishing House.
4. Kumar, A. Financial Management, Khanna Publishing House.
5. Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers.
6. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
7. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: SY B.B.A.	Semester-IV
Course Code: BBA208	Course Name: Business Research
	Methodology

L	T	P	Credit
3	1	-	4

Course Description:

Business Research Methodology provides an in-depth understanding of the fundamental concepts and applications of research methods in business. This course covers various research designs, data collection methods, statistical techniques, and the process of writing research reports. Through this curriculum, students will develop skills required to design sound research, effectively collect and analyze data, and communicate research findings comprehensively.

Prerequisite:

Students should have basic understanding of research concept.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

CO1. Prepare a detailed research plan covering all essential aspects of a research project.

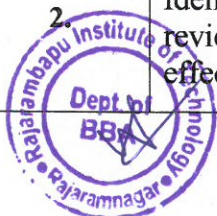
CO2. Construct and administer effective research instruments like questionnaires.

CO3. Execute data collection strategically to gather relevant information.

CO4. Apply advanced statistical techniques for data interpretation.

CO5. Draft comprehensive research reports tailored to specific audience needs.

Unit No.	Description	Hrs.
1.	Introduction to Research Definition, history, evolution, and types of scientific inquiry and research, ethical considerations in research, the process of research, and the characteristics and components of good research work.	06
2.	Formulating the Research Problem Identification and formulation research problems, conduct literature reviews, and develop research questions and objectives, Process of creating effective research designs.	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

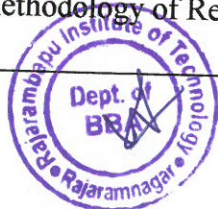
3.	Measurement and Data Collection Measuring and scaling, discussing different types of data, sources of measurement error, and scale construction techniques, various data collection methods, including questionnaires, interviews, and observations.	06
4.	Data Analysis and Interpretation Sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests, tools and techniques for data visualization like charts, tables, and box plots.	06
5.	Research Report Writing and Presentation Structure and components of a well-written research report, including abstract, introduction, methodology, results, discussion, and conclusion. Citation and citation styles, referencing techniques, and the importance of avoiding plagiarism. Effective ways to present research findings using reports, presentations, and visual aids.	06
6.	Advanced Research Methods and Emerging Trends Qualitative and mixed-method research approaches, including case studies, ethnographic research, and grounded theory, role of AI, big data analytics, and digital tools in modern research. Ethical challenges in contemporary research, open-access publishing, and the impact of research on policy and decision-making are also discussed.	06

Note: Tutorials will be conducted based on course content. 6-10 Tutorials to be conducted based on course topics

References

Text Books (Latest Editions):

1. Malhotra, N. K., Nunan, D., & Birks, D. F., Marketing research. Pearson UK.
2. Research Methodology by Ranjit Kumar.
3. Research Methods for Business by Uma Sekaran.
4. Methodology of Research by C.R. Kothari.





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: SYB.B.A.	Semester-IV
Course Code: BBA210	Course Name: Geo-Politics and impact on Business

L	T	P	Credit
2	-	-	2

Course Description:

The course aims to help students to understand the role and significance of geopolitics and global dimensions of international business and examine the changing nature of global geopolitics and its potential effects of global and persistent geopolitical conflicts on political economy.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

CO1. Demonstrate a comprehensive understanding of global events and their implications on geopolitics

CO2. Identify the role and impact of geopolitics on the International political economic variables in international business

CO3. Analyse and evaluate the application of knowledge of Global trade and monetary systems to develop competitive strategies in regional, and global markets

CO4. Assess and predict how emerging trends in geopolitics impact strategic decisions of international business

Prerequisite: Student should have knowledge about global dimensions of international business





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content

Unit No.	Description	Hrs.
1.	Introduction to Geopolitics Definition, Nature and Scope of Geopolitics, Theories of Geopolitics- Mackinder's Heartland Theory, Sea Power (Alfred Thayer Mahan), Rimland Theory (Nicholas J Spykman), Robert D Kaplan. Contemporary Issues in Geopolitics- Global Environmental Issues, Geopolitics of Energy and Natural Resources, Geoeconomics, Geopolitics of Technology, Globalization and geopolitics, Border Disputes, Popular Culture and Geopolitics, Geopolitics and Risk Analysis. Rise of Protectionism, and Geopolitical Tensions.	06
2.	Globalization and International Political Economy in geopolitical scenario Post-War International Economic Order- IMF, World Bank, WTO; New International Economic Order- BRICS, North-South, South-South Cooperation; Globalization, National Differences in Political Economy.	06
3.	Global Trade and Monetary Systems Foreign Direct Investment, Foreign Exchange Market, Global Capital Market, International Monetary System, Supply Chain Disruptions and Management. Case studies on the Suez Canal, COVID Pandemic, US-China trade war, Russia- Ukraine, Israel-Palestine and China-Taiwan conflict.	06
4.	Emerging Trends and Issues in Geopolitics and Business Ethics and Culture in International Business, Differences and Challenges in International Business trade wars, unfair trade practices by developed and developing economies, anti-dumping, Tariff wars, MNCs and their lobbying and influence in domestic politics, Cyber Warfare and Cyber Attacks and anti-piracy law, Global and Sustainable Trade Practices and its impact on national economies, Issues in Brexit, World Recession, Inflationary Trends.	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Reference Books

1. Kline, J., Ethics for International Business: Decision-making in a global political economy. London: Routledge.
2. Dodds, Klaus, Geopolitics in a Changing World, Prentice Hall: Essex, England.
3. Mearsheimer, J. J. The tragedy of great power politics. W. W. Norton & Company.
4. Kaplan, R. D. The revenge of geography: What the map tells us about coming conflicts and the battle against fate. Random House.
5. Black, J. ,Geopolitics and the Quest for Dominance. Bloomington: Indiana University Press.
6. Ikenberry, G. J. The Illusion of Geopolitics. Foreign Affairs, 93(3), 80.
7. Cavusgil, S.T., Knight, G., & Riesenberger, J.R., International Business: The New Realities, Prentice Hall.





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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: SY B.B.A.	Semester-IV
Course Code: BBA212	Course Name: International Business

L	T	P	Credit
2	-	-	2

Course Description:

The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

- CO1. Demonstrate and interpret the fundamental theories of international business and trade.
- CO2. Develop an understanding of the concept of Foreign Direct Investment and its impact on various world economy.
- CO3. Analyse the significance of economic Integration in International Business
- CO4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement.

Prerequisite:

Basic knowledge of difference medias used in business





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Unit	Contents	Hrs
1	Introduction to International Business Introduction to International Business Stages of Internationalization – EPRG Framework - International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses	06
2	Introduction of Foreign Direct Investment Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.	06
3	Economic Integration Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies.	06
4	Emerging Trends in International Business International Entrepreneurship and Born Global Firms, Ethical Considerations - CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business.	06

References:

Reference Books

1. International Business: Competing in the Global Marketplace" by Charles W. L. Hill.
2. International Business: Concept, Environment and Strategy, 3e by Vyuptakesh Sharan Pearson Education
3. International Business: The Challenges of Globalization by John J. Wild and Kenneth L. Wild.
4. Rakesh, M. J. International Business, New Delhi, Oxford University Press.
5. Aswathappa, A. . International Business, . Tata McGraw-Hill Education.



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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-III
Course Code : BBA214	Course Name: Aptitude Skills-III (Verbal Reasoning)

L	T	P	Credits
1	1	0	2

Course Description:

Verbal reasoning measures the capacity to grasp and understand written passages. They are built, all from comprehension of language, to test verbal understanding, reasoning and logic.

Course Learning Outcomes:

At the end of the course the student should be able to,

CO1: Explain the basic grammar level.

CO2: Develop logic behind Sentence completion, sentence arrangement

CO3: Illustrate- Opposite meaning, Similar meaning, Word connections, Closest meaning, two odd ones out, Reading information

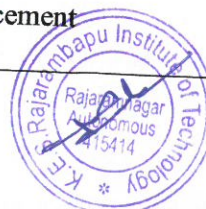
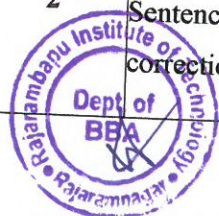
CO4: Develop Insert a letter, Hidden word, missing word, move a letter Compound words, Make a word

Prerequisite:

Basic knowledge of English Language

Course Content

Unit No.	Description	Hrs.
1	Grammar Spotting Error, Idioms & Phrases, Direct, Indirect speech, Active/Passive voice, Vocabulary- Homonyms, Synonyms, Prepositions, Spellings, Para jumbles, Substitution	06
2	Sentence Construction Sentence completion, sentence arrangement, Sentence correction, Error detection, Error correction, Spellings/Inappropriate usage, Phrase replacement	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3	Word Meaning Opposite meaning, Similar meaning, Word connections, Closest meaning, Two odd ones out, Reading information	06
4	Make a word Insert a letter, Hidden word, Missing word, Move a letter, Compound words, Make a word	06

References:

Reference Books

- A Modern Approach To Verbal Reasoning, R.S. Agarwal, S. Chand Publication
- Approach To Reasoning Verbal , Non-Verbal & Analytical, BS Sijwalii & Indu Sijwali , Arihant Publication
- Objective General English R.S. Aggarwal, S. Chand Publication





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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: SY B.B.A.	Semester-IV
Course Code: BBA216	Course Name: Design Thinking & Innovation

L	T	P	Credit
1	1	-	2

Course Description:

Operating under turbulent and uncertain business environment, 'innovation' has become the key driver of organizational success for all companies. Managers are expected to be leading this change by navigating companies into rapid evolution of new products/services and business models.

The primary focus of DTI is to help learners develop creative thinking skills and apply design based approaches/tools for identifying and implementing innovation opportunities into implementable projects.

Following a learning-by-doing approach, the objectives of the course are –

1. Introduce students to design-based thinking approach to solve problems
2. Observe and assimilate unstructured information to well framed solvable problems
3. Introduce student to templates of ideation
4. Understand the importance of prototyping in the innovation journey
5. Implementing innovation projects

Course Learning Outcomes:

After successful completion of the course, students will be able to,

CO1: Identify real-time innovative product designs and Choose appropriate frameworks, strategies, techniques during prototype development.

CO2: State wicked problems and how to frame them in a consensus manner that is agreeable to all stakeholders using appropriate frameworks, strategies, techniques during prototype development.

CO3: Analyse emotional experience and Inspect emotional expressions to better understand users while designing innovative products

Prerequisite:

Student should have study of some innovative business ideas





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Basics of Design Thinking 1. Concept of innovation and its significance in business 2. Understanding creative thinking process and problem solving approaches 3. Know Design Thinking approach and its objective 4. Design Thinking and customer centricity – real world examples of customer challenges, use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product. 5. Discussion of a few global success stories like AirBnB, Apple, IDEO, Netflix etc. 6. Explain the four stages of Design Thinking Process – Empathize, Define, Ideate, Prototype, Implement	06
2.	Learning to Empathize and Define the Problem 1. Know the importance of empathy in innovation process – how can students develop empathy using design tools 2. Observing and assimilating information 3. Individual differences & Uniqueness Group Discussion and Activities to encourage the understanding, acceptance and appreciation of individual differences. 4. What are wicked problems 5. Identifying wicked problems around us and the potential impact of their solutions	06
3.	Ideate, Prototype and Implement 1. Know the various templates of ideation like brainstorming, systems thinking 2. Concept of brainstorming – how to reach consensus on wicked problems 3. Mapping customer experience for ideation 4. Know the methods of prototyping, purpose of rapid prototyping. 5. Implementation	06
4.	Feedback, Re-Design & Re-Crete 1. Feedback loop, focus on User Experience, address ergonomic challenges, user focused design 2. Final concept testing, 3. Final Presentation – Solving Problems through innovative design concepts & creative solution	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

References:

1. E Balaguruswamy , Developing Thinking Skills (The way to Success),
2. Khanna Book Publishing Company
3. Tim Brown, "Change by Design: How Design Thinking Transforms
4. Organizations and Inspires Innovation", Harvard Business Review
5. steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing

Reference Book

1. Design Thinking by Nigel Cross, Bloomsbury





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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-IV
Course Code: BBA218	Course Name: English Proficiency & Soft Skills-IV

L	T	P	Credit
0	0	2	1

Course Description

This course focuses on the development and enhancement of soft skills essential for personal and professional success. Soft skills, often referred to as interpersonal or non-technical skills, are increasingly recognized as critical factors in effective communication, leadership, teamwork, and career advancement.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

CO1.Explain Importance of Team Building.

CO2.Compare styles of Leadership.

CO3.Analyse categories of thinking and Problem solving

CO4.Judge works place etiquettes and practice for the same.

Prerequisite: Basic understanding of Soft Skills



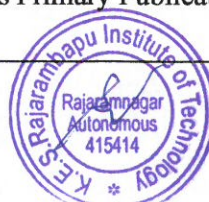
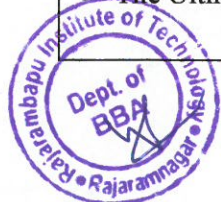


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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Team-building Introduction- Importance of human relations What is a team Understanding behaviour Comfort zones Steppingstones to assertiveness Getting to win/win Assertiveness building blocks Characteristics of high-performance teams Self-questionnaire	06
2.	Leadership Introduction -Meaning of leadership Importance of leadership Relationship Approaches to leadership Task, team and individual functions Functions and responsibilities of leadership Styles of leadership	06
3.	Thinking skills Introduction, Core thinking skills, Categories of thinking, Problem solving, Need for problem solving Skills for problem solving, Process of problem solving, Stages of problem solving, Methods of problem solving	06
4.	Workplace etiquette Introduction, Behaviour at work Personal etiquette Using office utilities and resources Travel etiquette	06
Note: Tutorials will be conducted based on course content.6-10 Tutorials to be conducted based on course topics.		

Reference Books

- English and Soft Skills,S.P.Dhanvel,Jeef Buttefield
- Soft Skills: Enhancing Personal And Professional Success, Mc Graw Hill India Soft Skills, Soma Mahesh Kumar
- IELTS - General Module Malhotra Jyoti
- The Ultimate Guide To IELTS Speaking, ,Parthesh Thakkar's Primary Publication





K.E. Society's
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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-IV
Course Code: BBA220	Course Name: German Language IV

L	T	P	Credit
0	0	2	1

Course Description:

This course exposes a learner to LSRW skills of German language. The course takes a student's German language skills to advanced level with situational conversations. The course helps learners in creating cross-cultural sensitization and adaptability skills. Here, a student prepares himself for German language examination.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

- CO1: Interpret the language if the next person is speaking slowly and clearly.
- CO2: Use language in routine life with the routing topics like family, shopping, work etc.
- CO3: Demonstrate the language by self-introduction in German with simple sentences.

Prerequisite:

Adequate knowledge of basic grammar of German language, Intermediate level vocabulary of German Language, communicate moderate using German language.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Course Content		
Unit No.	Description	Hrs.
1.	Part-I Body parts and Krankheiten(diseases) and home remedies ,Grammar- Imperative for du ,ihr, Sie Health tips and conversation at clinic Modal verbs – diirfen & sollen	06
2	Part-II Professions related to health, Vocabulary of vacation and activities in vacation, Wliting a postcard Grammar- Pronoun - man ,Topic- Weather ,Readin texts related to vacation and fonnation of "W" questions	06
3	Part-III Grammar revision for the entire book, Explaining the pattern of the exam and explanation of each skill's exam requirement, Practice for Skill "Writing" and " Speaking"	06
4	Part-IV Practice for skill "Reading" and "Listening", Solving exam set 1 Speaking practice	06

References:

1. Netzwerk neu A 1 (Deutsch als Fremdsprach) Kursbuch : Published by Goyal Publishers and Distributors Private Ltd.
2. Netzwerk neu A 1 (Deutsch als Fremdsprach) Arbeitsbuch : Published by Goyal Publishers and Distributors Private Ltd.
3. Netzwerk neu A 1 (Deutsch als Fremdsprach) Testheft : Published by Goyal Publishers and Distributors Private Ltd.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-IV
Course Code: BBA222	Course Name: Japanese Language-IV

L	T	P	Credit
0	0	2	1

Course Description:

This course is designed to introduce students to the everyday language of Japan. Lessons are organized around natural conversational topics, leading students from fundamental to advanced aspects of grammar to readings in simple texts.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

CO1: Explain to make basic conversations in various situations.

CO2: Recognize the sentence patterns.

CO3: Evaluate Japanese Language proficiency.

CO4: Demonstrate insights about the communication required for living in Japan.

CO5: Execute students to the Japanese work ethics required in their professional careers.

Prerequisite:

Knowledge of basic grammar of Japanese Language, communicate moderately using Japanese Language.

Course Content

Unit No.	Description	Hrs.
1.	Part-I Substitution of noun in case of adjective, To express desire/wish in Japanese Language, Prefix used to show respect.	06
2.	Part-II To express the purposes of the actions, How to make ㇿ forms of verbs, Polite way of asking someone to do something.	06





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3.	Part-III To ask for permission to do something, Pattern used to express prohibition	06
4	Part-IV How to show a habitual action, occupation, or personal status, How to indicate the location of the subject resulting from the action expressed by the verb.	06

References:

1. Minna No Nihongo I – Pub. By 3A Corporation, Japan.
2. Nihongo shoho Vol. I - Pub By Japan Foundation, Tokyo, Japan(Paperback edition available with JALTAP, Pune)
3. Kanji Picture book Vol. I & II Japan foundation.
4. SulabhJapani Vyakaran – Part-(I) Dr. V.N. Kinkar, Pune.
5. Genki – Japan Times.
6. Aural Comprehensions in Japanese –Osamu & Nobuko Mizutani.
7. An Introduction to Modern Japanese – Osamu & Nobuko Mizutani.
8. Japanese for Today – Y. Yoshida.
9. Japanese Language Patterns –Alphonsa.
10. Nihongo Dekimasu – Japan Foundation.
11. Gokaku dekiru.





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(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class:- SY BBA	Semester-IV	L	T	P	Credits
Course Code : BBA224	Course Name : Computer Language -R Programming	-	-	2	1

Course Description:

This course introduces R, which is a popular statistical programming language. The course covers R Language Operators, Methods, Conditional Statements and Functions. Data Types in R: Lists, Vector, Matrices. The course gives knowledge of Array and Data Frame in R, Data Preparation and Data Visualizing

Course Learning Outcomes:

After successful completion of the course, students will be able to;

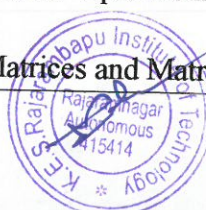
- CO1: Explain the fundamental syntax of R through practice exercises, readings, demonstrations and writing R code.
- CO2: Apply programming language concepts such as data types, iteration, control structures and functions by writing R programs.
- CO3: Illustrate the variety of data formats in R
- CO4: Summarize data using different R packages.

Prerequisite:

Basic understanding of programming Language

Course Content

Unit No	Description	Hrs.
1	Introduction to R Programming Introduction, Real-world uses of R, R Installation, Command Prompt in R, Operators in R: assignment, Arithmetic, relational, logical, Miscellaneous, Conditional Statements in R, Looping Statements in R, Functions in R Programming Practical: Operators, Conditional, Looping and Functions	06
2	Data Types in R List: Create Lists, Access R List Elements, Convert R List to Vector, Matrices: Create Matrix, Access Elements of Matrix, Matrix Operations: Addition, Subtraction, Multiplication Programming Practical: Lists, Vectors, Matrices and Matrix Operation	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3	Array and Data Frame in R : Array Syntax, Different Operations on Rows and Columns, Accessing R Array Elements, Data Frame in R: Data Frame Operations Programming Practical: Array, Operations on Array, Data Frame Operations	06
4	Data Preparation and Data Visualizing using ggplot: Importing Data from text file using readr package, Cleaning data, Data Visualizing data using ggplot Programming Practical: Importing Data and Data visualization	06

References

Reference Books:

1. The Art of R Programming-A Tour of Statistical Software Design: Norman Matloff, No Starch Press, US
2. R in Action Data Analysis and Graphics: R, Robert I. Kabacoff, Manning Publications
3. R for Dummies: Andrie de Vries for Dummies Publisher
4. R: Easy R Programming for Beginners :Felix Alvaro Create space Independent Publication

Suggested Research Journal:

1. Journal of Statistical Software





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Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: - SY BBA	Semester-IV
Course Code: BBA226	Course Name: Digital Marketing

L	T	P	Credits
-	-	2	1

Course Description:

This course introduces the students to the basic aspects of Digital Marketing. The aim is to provide students with the necessary techniques to implement Digital Marketing in the real world. It gives detailed insight of digital marketing methods.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

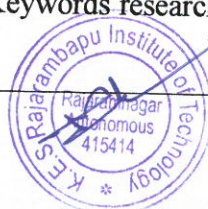
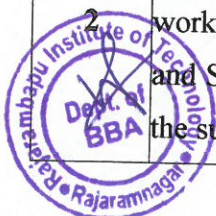
- CO1. Explain the applications of Digital Marketing
- CO2. Analyse the different digital marketing avenues.
- CO3. Examine digital marketing tools.
- CO4. Illustrate real life problems in the domain of Digital Marketing

Prerequisite:

Basic understanding of concepts and need of Marketing

Course Content

Unit No	Description	Hrs.
1	Introduction to Digital Marketing Definition, Meaning Scope, Digital Marketing Process, Concept of Visibility, Increasing Visibility, Types of Visibility, Visitors Engagement, Importance of Visitors Engagement, Inbound and outbound marketing, Advantages of digital Medium over other media, Digital medium in today's Marketing plan	06
2	Search Marketing What is SEO? Introduction to SERP, what are search engines? How search engines work? Types of SEO, Major functions of a search engine, Difference between SEO and SEM, Overview of Google Ad words, Keywords research and analysis, Tracking the success of SEM.	06





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

3	Digital Marketing Types: a. Social Media Marketing: Different social Media Channels, social media for various businesses B2C & B2B, Measuring social media ROI b. Mobile Marketing: Components of mobile marketing. Different kinds of mobile marketing, mobile marketing ecosystem, Planning, implementing, and optimizing your mobile marketing program.	06
4	Digital Marketing Types: c. Content Marketing: Introduction, Objectives of content marketing, Content marketing 7 step strategy building process, types of content with examples. d. E-Mail Marketing: The basics of Email Marketing, Types of Email Marketing, setting up email marketing account, Benefits & working of Email Marketing, Email Marketing Campaign	06

Note: Relevant case studies based on the above units should be discussed in the class.

References

Reference Books:

1. Digital Marketing: Babu KG, Raja Sabarish, Anbazhagan B, Meenakumari S, Sultan Chand & Sons
2. Digital Marketing: Vibha Mathur and Saloni Arora, PHI Publication
3. Digital Marketing: Raghvendra K and Shruti P, Himalaya Publishing House
4. Taxmann's Digital Marketing: Dr. Satinder Kumar, Dr. Supreet Kaur
5. Online Marketing: a user's manual. Newlands: Murray Chichester, John Wiley Distributor
6. Digital Marketing: Strategy, Implementation and Practice: Harlow: Chaffey, D. & Ellis-Chadwick, F., Pearson Education Ltd.
7. The complete guide to Google advertising: Brown, C, United States: Atlantic Publishing
8. Digital Marketing: Seema Gupta, McGraw Hill Publication
9. Internet Marketing: Mohammed R., McGraw Hill Publication
10. The International E-Marketing: Krishnamurthy, S. & Singh Publication
11. Electronic Marketing: Reedly, J., Schullo, S. and Zimmerman, K., Harcourt College Publishers
12. Digital Marketing for Dummies: Stephanie Diamond, John Wiley & Sons Publication
13. The Art of Digital Marketing: Hoboken, New Jersey, Ian Dodson. John Wiley & Sons Publication
14. Internet Marketing & E-Commerce: Ward Hanson, Kirthi Kalyanam, Cengage Learning

Web-Sources:

- <https://www.webtrainings.in/free-google-digital-marketing-certification-courses/>
- <https://blogs.constantcontact.com/social-media-quickstarter/>
- <https://www.airship.com/resources/explainer/mobile-app-marketing-explained/>





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
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To be implemented from 2024-28 and 2025-29 NEP Batch
Department of Bachelor of Business Administration (BBA)
Syllabus

Class: Second Year B.B.A.	Semester-IV
Course Code: BBA228	Course Name: Entrepreneurship Development & MOOC

L	T	P	Credit
0	0	2	1

Course Description:

This course is designed to equip individuals with the fundamental skills and knowledge to develop entrepreneurial ventures and thrive in the dynamic world of startups. It emphasizes the application of modern tools, theories, and practices, which include ideation, business planning, and financing, marketing, and growth strategies. The course is aimed at aspiring entrepreneurs, students, and professionals who want to understand the process of creating a business, fostering innovation, and navigating challenges in the competitive entrepreneurial ecosystem.

The MOOC format allows learners to engage in an interactive, flexible, and self-paced learning environment.

Course Learning Outcomes:

After Successful completion of the course, students will be able to,

- CO1. Explain and illustrate process of project identification.
- CO2. Examine institutional support and schemes for entrepreneurship development.
- CO3. Assess and utilize different methods of project appraisal.
- CO4. Design business plan with the help of incubation centers/ED centers
- CO5. Apply business plan practically to start business or startups





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Unit No.	Description	Hrs.
1	Principles of Entrepreneurship and Entrepreneurial Ecosystem Concept and Evolution of Entrepreneurship-Definitions and importance of Entrepreneurs and Intrapreneurs-Distinction between Entrepreneur, Intrapreneur, and Manager-Entrepreneurial mindset and characteristics-Types of Entrepreneurship:-Social, Technological, Green, Corporate, Rural, Scalable start-ups-Role of Entrepreneurship in socio-economic development-Entrepreneurial Ecosystem: Institutions, Policies, Markets, and Networks-Factors Influencing Entrepreneurial Growth:-Economic, Political, Technological, Social, Cultural-Government policies, education, and entrepreneurial culture-Global trends in entrepreneurship	06
2	Women and Inclusive Entrepreneurship Concept of Women Entrepreneurship-Role of Women Entrepreneurs in economic Transformation-Functional roles and management areas handled by Women Entrepreneurs-Key Challenges and Constraints: -Finance, Training, Technology access, Social Barriers-Government and Institutional Support: - Women-centric schemes (e.g., Stand-Up India, Mahila Udyam Nidhi)-Role of NGOs, SHGs, and Women Entrepreneurship Platforms-Empowering Women through Entrepreneurship:-Digital literacy, Mentorship programs, Networking-Successful Case Studies: Indian and global examples-Gender-inclusive Innovation: Importance in policy and practice	06
3	Digital, Technological and Start-up Entrepreneurship Concept of Digital Entrepreneurship and Technological Innovation-Scope and significance in the Fourth Industrial Revolution (Industry 4.0)-Emerging Technologies in Entrepreneurship:-AI, IoT, Block chain, Cloud Computing, Cybersecurity-Start-up Culture and Innovation:-Lean Start-up methodology-Agile development and MVP (Minimum Viable Product)-Components of the Start-up Ecosystem:-Incubators, Accelerators, Venture Capital, Angel Network-Role of Government initiatives: Start-up India, Digital India, Atal	06



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Syllabus

	Innovation Mission-Concept of Unicorns and Soon corns-Digital Platforms and E-Commerce models-Tech-enabled disruption in traditional sectors	
4	Small Business Management and MSME Development Definition and classification of Micro, Small, and Medium Enterprises (MSMEs)-Role of SMEs in employment generation, regional development, and innovation-Challenges faced by MSMEs:-Financial constraints, regulatory hurdles, skill shortage, market access-Policy Support and Development Agencies:-SIDCO, SIDBI, DIC, MSME Ministry-Udyam Registration and Credit Guarantee Schemes-Cluster-Based Development and Export Promotion-Adoption of Digital Tools in SMEs: ERP, CRM, Digital Marketing-Role of E-Governance and Automation in SME growth-Government Initiatives:-Make in India, Trends, ZED Certification-Case Studies of high-performing MSMEs.	06
Note: Tutorials will be conducted based on course content.6-10 Tutorials to be conducted based on course topics **Note- MOOC course is compulsory to complete for this subject		





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Reference Books:

1. Entrepreneurship Development: Vasant Desai, Himalaya Publishing House
2. Entrepreneurship Development: S.S. Khanka, S. Chand Publication
3. Project Preparation-Appraisal, Implementation: Prasanna Chandra, Tata McGraw Hill Publication
4. Entrepreneurship Development: Gordon and Natarajan, Himalaya Publishing House
5. Fundamentals of Entrepreneurship: Amit Kumar, Amita Dubey and Pooja Doobey, Sahitya Publishing House
6. Entrepreneurial Development: C.B. Gupta and N.P. Srinivasan, Sultan Chand & Sons Publication

