



K.E. Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Empowered Autonomous Institute, affiliated to Shivaji University, Kolhapur)
Syllabus of B.B.A.
To be implemented for 2026-30 & 2027-31 Batch
Department of B.B.A.

Bachelor of Business Administration B.B.A.





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Class: F. Y. BBA

Semester – I

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)			Practical (Marks)	
							Max	Min. for passing %		Max.	Min. for passing %
BBA1011	Principles and Practices of Management	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA1031	Modern Business Communication	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA1051	Financial Accounting	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA1071	Principles of Marketing	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA1091	Human Behavior and Organization	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA1111	English Proficiency & Soft Skills-I	2	-	-	2	ISE	-	-	-	100	50
BBA1131	Indian Vision for Human Society	2	-	-	2	ISE	-	-	-	100	50
	Ability Enhancement Courses-I	-	-	2	1	ISE	-	-	-	50	50
						ESE	-	-	-	50	50
BBA1191	Computer Fundamentals	-	-	2	1	ISE	-	-	-	50	50
						ESE	-	-	-	50	50
BBA1211	Fundamentals of Stock Market	-	-	2	1	ISE	-	-	--	100	50
	TOTAL	19	-	6	22						

Total Contact Hours/week

:25

Total Credits

:22

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

Sr. No.	Subject Name		Course Code
1	Ability Enhancement Courses-I	German-I	BBA1151
		Japanese-I	BBA1171

Foreign Language Course selected for in FYBBA-Sem-I will remain the same for next Sem-II.



Class: F. Y. BBA

Semester – II

Course Code	Course	Teaching Scheme				Evaluation Scheme				
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)	
							Max	Min. for passing %	Max.	Min. for passing %
BBA1021	Human Resource Management	3	-	-	3	ISE	20	40	40	--
						UT1	15			--
						UT2	15			--
						ESE	50			--
BBA1041	Digital Marketing	3	-	-	3	ISE	20	40	40	--
						UT1	15			--
						UT2	15			--
						ESE	50			--
BBA1061	Business Economics	3	-	-	3	ISE	20	40	40	--
						UT1	15			--
						UT2	15			--
						ESE	50			--
BBA1081	Management and Cost Accounting	3	-	-	3	ISE	20	40	40	--
						UT1	15			--
						UT2	15			--
						ESE	50			--
BBA1101	Design Thinking and Innovation	3	-	-	3	ISE	20	40	40	--
						UT1	15			--
						UT2	15			--
						ESE	50			--
BBA1121	English Proficiency & Soft Skills-II	2	-	-	2	ISE	-	-	-	100
BBA1141	Indian Constitution	2	-	-	2	ISE	-	-	-	100
	Ability Enhancement Courses-II	-	-	2	1	ISE	-	-	-	50
						ESE	-	-	-	50
BBA1201	Advance Excel	-	-	2	1	ISE	-	-	-	50
						ESE	-	-	-	50
BBA1221	Fundamentals of Mutual Funds	-	-	2	1	ISE	-	-	-	100
	TOTAL	19	-	6	22		-	-		

Total Contact Hours/week: 25

Total Credits : 22

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

Sr.No.	Subject Name		Course Code
1	Ability Enhancement Courses-II	German-II	BBA1161
		Japanese-II	BBA1181



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Foreign Language Course selected for in FYBBA-Sem-I & II will remain the same for next Sem-III
Class: S. Y. BBA **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 %
BBA2011	Financial Management	3	-	-	3	ISE	20	40	40	--
						UT1	15		40	--
						UT2	15		40	--
						ESE	50		40	--
BBA2031	International Business	3	-	-	3	ISE	20	40	40	--
						UT1	15		40	--
						UT2	15		40	--
						ESE	50		40	--
BBA2051	Research Methodology	3	-	-	3	ISE	20	40	40	--
						UT1	15		40	--
						UT2	15		40	--
						ESE	50		40	--
BBA2071	Entrepreneurship and Start-Eco System	3	-	-	3	ISE	20	40	40	--
						UT1	15		40	--
						UT2	15		40	--
						ESE	50		40	--
BBA2091	Aptitude-I	2	-	-	2	ISE	-	-	-	100
BBA2111	English Proficiency & Soft Skills-III	2	-	-	2	ISE	-	-	-	100
BBA2131	Tally	-	-	2	2	ISE	-	-	-	50
						ESE	-	-	-	50
	Ability Enhancement Courses-III	-	-	2	1	ISE	-	-	-	50
						ESE	-	-	-	50
BBA2191	Case Study Methods	2	-	-	2	ISE	-	-	-	100
BBA2211	Yoga and Sports	-	-	2	1	ISE	-	-	-	100
	TOTAL	18	-	6	22					

Total Contact Hours/week: 24

Total Credits: 22

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Sr.No.	Subject Name		Course Code
1	Ability Enhancement Courses-III	German-III	BBA2151
		Japanese-III	BBA2171

Foreign Language Course selected for in SYBBA-Sem-III will remain the same for next Sem-IV.



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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 %	
BBA2021	Entrepreneurship Development	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA2041	Operations Management	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA2061	Legal and Ethical Issues in Business	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA2081	Statistic for Business	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA2101	Fundamental of Business Analytics	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA2121	Environment Studies	2	-	-	2	ISE	-	-	-	100	50
BBA2141	Aptitude-II	2		-	2	ISE	--	--		100	50
	Ability Enhancement Courses-IV	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--		50	50
	Skill Enhancement Courses	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--		50	50
	TOTAL	15	5	4	22						

Total Contact Hours/week: 24

Total Credits: 22

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Note: After completion of Sem.-IV, Student has to complete Internship within Summer holidays and Online or Self Study course relation to specialization (Minimum 4 Weeks Duration). Student needs to produce certification at the time of Sem.-VI ESE.





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Sr. No.	Subject Name		Course Code
1	Ability Enhancement Courses-IV	Foreign Language-German-IV	BBA2161
2		Foreign Language Japanese-IV	BBA2181

Sr.No.	Subject Name		Course Code
1	Skill Enhancement Courses	Python for Business	BBA2201
2		Analysis of Investment	BBA2221



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Class: T. Y. BBA

Semester –V

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
BBA3011	Strategic Management	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
BBA3031	Risk Management	3	-	-	3	ISE	20	40	40		
						UT1	15				
						UT2	15				
						ESE	50				
BBA3051	Logistic and Supply Chain Management	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
BBA3071	Research Ethics	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
	Discipline Specific Elective-MAJOR-Paper-I	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
	Discipline Specific Elective-MINOR-Paper-I	3	-	-	3	ISE	20	40	40	-	-
						UT1	15			-	-
						UT2	15			-	-
						ESE	50			-	-
BBA3091	Capstone Project-I	-	2	4	4	ISE	-	-	-	50	50
						ESE	-			-	50
	TOTAL	18	-	-	22						

Total Contact Hours/week: 18

Total Credits: 22

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Class: T. Y. BBA

Semester –VI

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
BBA3021	Project Management	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15	40	40	--	--
						ESE	50			--	--
BBA3041	Business Taxation	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15	40	40	--	--
						ESE	50			40	--
BBA3061	Agri-Business Management	3	-	-	3	ISE	20	40	40		
						UT1	15				
						UT2	15	40	40		
						ESE	50			40	
BBA3081	Corporate Governance	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15	40	40	--	--
						ESE	50			40	--
	Discipline Specific Elective-MAJOR-Paper-II	3	-	-	3	ISE	20	40	40	--	--
UT1	15					--	--				
UT2	15					40	40	--	--		
ESE	50							40	--	--	
	Discipline Specific Elective-MINOR-Paper-II	3	-	-	3	ISE	20	40	40		
UT1	15										
UT2	15					40	40				
ESE	50							40			
BBA3101	Major Project-I(Summer Internship)	-	2	4	4	ISE	--	--	--	50	50
						ESE	--	--		50	50
	TOTAL	18	-	-	22						

Total Contact Hours/week: 18

Total Credits: 22

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



Class: Forth Year BBA (Honors)

Semester –VII

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
BBA4011	AI for Business	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA4031	Entrepreneurial Leadership	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA4051	Chh. Shivaji Maharaj -The Management Guru	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
	Discipline Specific Elective-MAJOR-Paper-III	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
	Discipline Specific Elective-MINOR-Paper-III	3		-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			40	--
BBA4071	Capstone Project-II	-	2	4	4	ISE	--	--	--	50	50
						ESE	--	--		50	50
BA4091	Audit Course-I(Online)	-	-	3	3	ISE	--	--		100	50
	TOTAL	15	2	7	22						

Total Contact Hours/week: 24

Total Credits: 22

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Note: Student has to complete Online Course/courses of minimum 135 Hours related to Management, Analytics, Entrepreneurship, research or Interpersonal Skills.



Class: Forth Year BBA (Honors)

Semester –VIII

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)			Practical (Marks)	
							Max	Min. for passing %		Max.	Min. for passing %
BBA4021	Corporate Social Responsibility	3	-	-	3	ISE	20	40	40	--	---
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
	Discipline Specific Elective- Paper-IV(MAJOR)	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
	Discipline Specific Elective- Paper-V(MAJOR)	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
	Discipline Specific Elective -Paper-VI (MINOR)	3	-	-	3	ISE	20	40	40	--	--
						UT1	15			--	--
						UT2	15			--	--
						ESE	50			--	--
SECH4041	Major Project -II (Summer Internship)	-	-	-	8	ISE	--	--	--	100	50
						ESE	--			--	100
SECH4061	Audit Course-II(Online)	-	-	2	2	ISE	--	--	--	100	50
	TOTAL	12	-	2	22						

Total Contact Hours/week: 14

Total Credits: 22

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

Note: Student has to complete Online Course/courses of minimum 90 Hours related to Management, Analytics, Entrepreneurship, research or Interpersonal Skills.



Class: Forth Year BBA (Honours with Research)

Semester –VII

Course Code	Course	Teaching Scheme				Evaluation Scheme				
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)	
							Max	Min. for passing %	Max.	Min. for passing %
BBA4011R	Advanced Data Analysis Tools	3	-	-	3	ISE	20	40	40	
						UT1	15			
						UT2	15	40	40	
						ESE	50			
BBA4031R	Advanced Research Methodology	3	-	-	3	ISE	20	40	40	-
						UT1	15			
						UT2	15	40	40	-
						ESE	50			
BBA4051	Chh. Shivaji Maharaj -The Management Guru	3	-	-	3	ISE	20	40	40	--
						UT1	15			
						UT2	15	40	40	--
						ESE	50			
	Discipline Specific Elective-MAJOR-Paper-III	3	-	-	3	ISE	20	40	40	--
						UT1	15			
						UT2	15	40	40	--
						ESE	50			
	Discipline Specific Elective-MINOR-Paper-III	3	-	-	3	ISE	20	40	40	--
						UT1	15			
						UT2	15	40	40	--
						ESE	50			
BBA4071R	Audit Course-I(Online)	-	-	3	3	ISE	-	--	-	100
BBA4091R	Capstone Project-II	-	2	4	4	ISE	--	--	-	50
						ESE	--	--	-	50
	TOTAL	15	2	7	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: Student has to complete Online Course/courses of minimum 135 Hours related to Management, Analytics, Entrepreneurship, research or Interpersonal Skills.



Class: Forth Year BBA (Honours with Research)

Semester –VIII

Course Code	Course	Teaching Scheme				Evaluation Scheme				
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)	
							Max	Min. for passing %	Max.	Min. for passing %
BBA4021R	Major Project-II(Summer Internship)	-	-	-	20	ISE	--	--	300	50
						ESE	--	--	200	50
BBA4041R	Audit Course-II (Online)	-	-	-	2	ISE	--	--	100	50
	TOTAL	-	-	-	22					

Total Contact Hours/week: Nil

Total Credits: 22

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Note: Student has to complete Online Course/courses of minimum 90 Hours related to Management, Analytics, Entrepreneurship, research or Interpersonal Skills.



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Discipline Specific Electives: (DSE)

DSE Group	Electives
1	Marketing Management
2	Financial Management
3	Human Resource Management
4	Business Analytics
5	Computer Application
6	International Business
7	Financial Technology (FinTech)
8	Data Science
9	Artificial Intelligence & Machine Learning
10	Innovation and Entrepreneurship
11	Digital Marketing
12	Supply Chain Management



Elective-Group-1 Marketing Management

Sr. No.	Course Code	Course Name
1	BMM3011	Consumer Behavior
2	BMM3021	Retail Marketing
3	BMM4011	Digital Marketing
4	BMM4021	International Marketing
5	BMM4041	Integrated Marketing Communication
6	BMM4061	Management Decision Models

Elective-Group-2 Financial Management

Sr. No.	Course Code	Source Name
1	BFM3011	International Financial Management
2	BFM3021	Investment Analysis and Portfolio Management
3	BFM4011	Financial Derivatives
4	BFM4021	Financial Analytics
5	BFM4041	Behavioral Finance
6	BFM4061	Sustainable Finance

Elective-Group-3. Human Resource Management

Sr. No.	Course Code	Source Name
1	BHR3011	HRD – Systems & Strategies
2	BHR3021	Change Management and Organizational Development
3	BHR4011	Training and Development
4	BHR4021	Performance and Compensation Management
5	BHR4041	Behavioral Testing and Training for employee retention
6	BHR4061	HR Analytics

Elective-Group-4. Business Analytics

Sr. No.	Course Code	Source Name
1	BBAN3011	Understanding of Statistical Analytics
2	BBAN3021	Data Analytics using R /Python
3	BBAN4011	Data Visualization
4	BBAN4021	Marketing Analytics
5	BBAN4041	Finance & HR Analytics
6	BBAN4061	Social Media and Web Analysis

Elective-Group-5. Computer Application

Sr.No.	Course Code	Course Name
1	BCAP3011	Relational Database Management System
2	BCAP3021	Data Mining and Ware-housing
3	BCAP4011	Enterprise Resource Planning
4	BCAP4021	Python Programming and Software Project Management
5	BCAP4041	Web Technology
6	BCAP4061	Software Testing

Elective-Group-6-International Business

Sr.No.	Course Code	Course Name
1	BIB3011	International Trade Policy & Strategy
2	BIB3021	Global Business Environment
3	BIB4011	Transnational & Cross – Cultural Marketing
4	BIB4021	International Supply Chain Management
5	BIB4041	International Accounting & Reporting System
6	BIB4061	International Ventures, Mergers & Acquisitions

Elective-Group-7 Financial Technology (FinTech)

Sr.No.	Course Code	Course Name
1	BFT3011	Introduction to FinTech & FinTech Platforms
2	BFT3021	Financial Analytics
3	BFT4011	Python for Finance
4	BFT4021	Entrepreneurship in FinTech
5	BFT4041	Technology Disruptions in FinTech
6	BFT4061	Machine Learning for Finance

Elective-Group-8. Data Science

Sr. No.	Course Code	Course Name
1	BDS3011	Fundamentals of Data Management
2	BDS3021	Understanding of Statistical Analytics
3	BDS4011	Data Analytics for Decision-Making
4	BDS4021	AI & ML in Business
5	BDS4041	Data Analysis and Visualization
6	BDS4061	Tech tools for Modern Business Leaders

Elective Group-9-Artificial Intelligence & Machine Learning

Sr. No.	Course Code	Course Name
1	BALML3011	Data Mining and Recommendation System
2	BALML3021	Foundation of Machine Learning
3	BALML4011	Introduction to AI
4	BALML4021	Machine Learning Algorithm
5	BALML4041	Python of Data Science
6	BALML4061	AI & ML in Business

Elective Group-10-Innovation and Entrepreneurship

Sr. No.	Course Code	Course Name
1	BIE3011	New venture Creation and Start-Up
2	BIE3021	New Product Development Theory
3	BIE4011	Business Project Management
4	BIE4021	Entrepreneurial Finance
5	BIE4041	Legal Aspects in Entrepreneurship
6	BIE4061	Digital Entrepreneurship

Elective Group-11-Digital Marketing

Sr. No.	Course Code	Course Name
1	BDM3011	Fundamentals of Digital Marketing
2	BDM3021	Search Engine Optimization
3	BDM4011	Social Media Marketing
4	BDM4021	Mobile & Email Marketing
5	BDM4041	Digital Design
6	BDM4061	Introduction to Graphic design & Tools

Elective-Group-12- Supply Chain Management

Sr. No.	Course Code	Course Name
1	BSCM3011	Management Decision Models
2	BSCM3021	Operations Strategy
3	BSCM4011	Quality Management & Business Process Improvement
4	BSCM4021	International Supply Chain Management
5	BSCM4041	Supply Chain Analytics
6	BSCM4061	Logistics & Distribution Management



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Class: -FY BBA	Semester- I	L	T	P	Credits
Course Code : BBA1011	Course Name : Principles and Practices of Management	3	-	-	3

Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

Course Learning Outcomes:

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

1. State fundamentals of management concept, principles.
2. Explain different management functions and theories and their effectiveness in various organizational contexts
3. Illustrate SWOT analysis and strategic formulation in real organizational world
4. Use management strategy for a hypothetical or real organization using a mix of management theories and practices
5. Evaluate impact of globalization, diversity and Indian ethos in management
6. Formulate innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

Prerequisite:

Basic understanding of Management.

Course Content

Unit No.	Description	Hrs.
1	Introduction to Management Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management.	06
2	Planning, Organizing and Staffing	



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	Nature, Importance and Purpose of planning in management; Types of plans: Planning process; Decision-making- Importance and steps, Organizational structure and design; types of organizational structures, MBO and MBE; Nature and Importance of staffing, Process of Staffing	06
3	Leading, Directing and Controlling Meaning and nature of Directing, Leadership theories, Motivation theories and practices, Team building and group dynamics; Controlling - meaning and steps in controlling, control process and systems, Controlling Techniques, types of control	06
4	Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.	06
5	Indian Ethos in Managerial Practices A) Meaning, features, Elements, Role of Indian Ethos in Managerial Practices. B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Mahabharata. Bible, Quran, Management, Lessons from Kautilya's Arthashastra	06
6	Trends in Management Remote Management, Agile Management, Workforce Flexibility, Total Quality Management, Quality Control and Assurance: Six Sigma	06

References -

Text Books:

- Tushar Agarwal and Nidhi Chandorkar, Indian Ethos in Management, Himalaya Publishing House
- Rao, V. S. P., Management Principles and Applications. Taxmann Publications.
- Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
- Jones, G. R., and George, J. M. Essentials of contemporary management, New York, NY: McGraw-Hill Education.
- Robbins, S. P. & Coulter, M. A., Management, Pearson Publication
- Kumardatta A.Ganjre, Prafulla Pawar and Laxman Renapure, Indian Ethos-Modern Management Mantra- Himalaya Publishing House
- H.C.Mrutunjaya, Business Ethics and Value System, PHI Learning Publication



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Class:-FY BBA	Semester- I
Course Code : BBA1031	Course Name : Modern Business Communication

L	T	P	Credits
3	-	-	3

Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students

Course Learning Outcomes:

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

1. State the concept, process and importance of communication
2. Explain basic principles and techniques of Communication
3. Use the skills of effective letter writing and be able to create various kinds of Business letters.
4. Illustrate various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
5. Evaluate various kinds of business correspondence and e-correspondence.
6. Design and produce presentations in front of audience with confidence and expertise.

Prerequisite:

Basic understanding of communication tools

Course Content

Unit No.	Description	Hrs.
1	Foundations of Organizational Communication Introduction to the business environment and communication dynamics; Models of communication; Basics of Communication (types, channels, and barriers); The 7Cs of effective communication; Formal vs. informal communication networks (the grapevine).	06
2	Core Business Writing & Negative Message Planning and executing routine business messages; Principles of email etiquette; Formal letters (Planning & Layout of Business Letters);	06





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	Crafting negative messages (direct vs. indirect approaches); Handling complaint and follow-up letters.	
3	Persuasive Writing & Stakeholder Correspondence Principles of persuasive communication; Writing effective sales letters; Drafting official request letters to various internal and external stakeholders; Promotion letters; Managing informal messaging on professional e-platforms.	06
4	Employment & Career Communication Strategy and design for Job Application Letters and Cover Letters; Modern Resume building (chronological, functional, and hybrid); Drafting professional Resignation Letters; Managing personal branding on professional social media platforms	06
5	Interpersonal Skills & Presentation Dynamics Effective listening skills; Team communication dynamics; High-impact presentation skills (verbal and non-verbal cues); PowerPoint presentation design; Introduction to modern visual tools and infographics (Prezi, Visme, Microsoft Sway, Zoho).	06
6	Digital Collaboration & Modern Workforce Media Managing communication during online meetings and virtual teams; Communication strategies in the gig economy; Media literacy for individuals and organizations; Digital collaboration tools, instant messaging, and e-meetings; Digital citizenship (etiquettes and responsibilities); Introduction to personal and organizational websites	06

References -

Text Books:

- AICTE's Communication Skills in English, Khanna Book Publishing.
- Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
- Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
- Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
- Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.

Reference Books:

- Rao, M. T. Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
- Getting Ready for the Real World: HBR, The Science of Strong Business Writing.
<https://hbr.org/2021/07/the-science-of-strong-business-writing>
- Krizen, Communicating in Business, Cengage Learning India Pvt.Ltd.





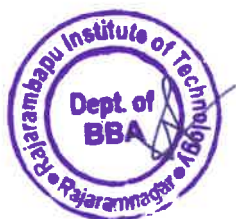
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- Nawal, Business Communication, Cengage Learning India Pvt.Ltd.
- Newman, Business Communication: In person, In print, Online with MindTap, Cengage Learning India Pvt.Ltd.
- Ober/Newman, Communicating in business, Cengage Learning India Pvt.Ltd.
- Rath/Shalini/Ray, Corporate Communication, Cengage Learning India Pvt.Ltd





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Class:- FY BBA	Semester- I
Course Code : BBA1051	Course Name : Financial Accounting

L	T	P	Credits
3	-	-	3

Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Learning Outcomes:

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

1. State applications of various principles and practices of Accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Illustrate the knowledge of systematic maintenance of books of accounts to real life business.
4. Compare Annual Financial statements of Sole proprietorship and Company form of business.
5. Assess Financial sustainability disclosure standards.
6. Develop Sustainability reporting need and methods

Prerequisite:

Basic understanding of accounting and financial activities of organization

Course Content

Unit No.	Description	Hrs.
1	Introduction to Accounting Meaning, need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organization	06





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2	Accounting System and Process Accounting taxonomy, accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.	06
3	Recording transactions and Trial Balance Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Trial balance, correction of errors.	06
4	Final Accounts Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns, importance of disclosures in final accounts, cash books.	06
5	Company Final Accounts Introduction to company -kinds, share capital, issue of shares, schedules to accounts, financial statements as per Companies Act-2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet.	06
6	Green Accounting and Sustainable Reporting Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.	06

References -

Text Books:

- Jain S.P., & Narang K L. Basic Financial Accounting I, New Dehli, Kalyani publishers.
- Kimmel, Financial accounting, Wiley Publications
- Gupta, A. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
- S.N. Maheshwari, and. S. K. Maheshwari, Financial Accounting. Vikas





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Publishing House, New Delhi.

- Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
- Peter Bartelmus, EK Seifert, Green Accounting, Routledge Publications
- Warren/Jones/Taylor, Financial and Managerial Accounting, Cengage Learning India Pvt.Ltd.

Suggested Cases:

- Smokey Valley Café
- Irrigation Equipment's Limited
- Monarch Trading Company





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Class:-FY B.B.A.	Semester- I
Course Code : BBA1071	Course Name : Principles of Marketing

L	T	P	Credits
3	-	-	3

Course Description:

This course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization

Course Learning Outcomes:

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

1. Explain elements of marketing mix, the role of marketing in the organization context.
2. Illustrate critically an organization's marketing strategies.
3. Compare tools and techniques of marketing with focus on Indian experiences, approaches, and cases
4. Evaluate marketing implementation strategies from several perspectives
5. Formulate and assess strategic, operational, and tactical marketing decisions
6. Assess services marketing (7Ps) and contemporary digital, rural, and green trends.

Prerequisite:

Basic knowledge of marketing concept.

Course Content

Unit No.	Description	Hrs.
1	Introduction to Marketing Nature, Scope and Importance of Marketing, Core marketing concepts, Company Orientation-Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept	06
2	Marketing Environment Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian Context); Market and	06





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	competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)	
3	Segmentation, Targeting and Positioning Concept of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer	06
4	Product and Pricing Decisions Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Pricing Decisions: Determinants of Price, Pricing Methods.	06
5	Promotion and Distribution Decisions Factors determining promotion mix, Promotional Tools – advertisement, Sales Promotion, Public Relations & Publicity, and Personal Selling. Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.	06
6	Marketing of Services Unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing– E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).	06

References -

Text Books:

- Kotler P., Keller K., , Marketing Management, Pearson Education Pvt. Ltd.
- Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
- Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth , Marketing Management, Pearson Higher Education
- Kotler, P., Armstrong, G., and Agnihotri, P. Y., Principles of Marketing, Pearson Education.





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- Ramaswamy, V.S. & Namakumari, S., Marketing Management: Indian Context Global Perspective, Sage Publications India Pvt. Ltd.
- Sheth, J. N., & Sisodia, R. S., Does Marketing Need Reform?: Fresh Perspectives on the Future. Routledge.
- Percy, L. ,Strategic Integrated Marketing Communications, Routledge.
- Chaffey, D., & Ellis-Chadwick, F. Digital Marketing, Pearson Higher Education.
- Biswas A. K. Strategic Market Management: Managing Markets for profit and growth, Oxford University Press India
- Capon, N. The marketing mavens. Crown Business, Crown Business
- Levitt T. Marketing Myopia, Harvard Business Review
- Hamel & Prahalad Competing for the Future, Harvard Business School Press
- Peter Doyle: Value-Based Marketing, John Wiley & Sons
- Forsyth, Gupta, Haldar: A Segmentation You Can Act on, The McKinsey Quarterly
- Daniel Yankelovich and David Meer (HBS): Rediscovering Market Segmentation
- C. K. Prahalad: The Fortune at the Bottom of the Pyramid, Wharton School Publishing
- Al Ries & Jack Trout: Positioning: The battle for your mind, McGraw-Hill





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Class:-FY B.B.A.	Semester- I
Course Code : BBA1091	Course Name : Human Behaviour and Organization

L	T	P	Credits
3	-	-	3

Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Learning Outcomes:

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

1. State individual and group behaviour in organizational settings.
2. Explain importance of Organizational Behavior in modern organisations
3. Illustrate individual and group behaviour in the workplace to improve effectiveness of an organization
4. Examine theoretical knowledge of human behaviour in human life setting in management.
5. Investigate the lacunae in the system to be able to improve the organization health and other Organizational Behavior outcomes
6. Design a more productive system and high-performance work culture operating on the principles of Organizational Behavior.

Prerequisite:

A good knowledge of organization structure and Human behaviour

Course Content

Unit No.	Description	Hrs.
1	Introduction to Human Behavior and Organization Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing	





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	disciplines of Organizational Behavior; Organizational Behavior models, Individual Behavior, Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development	06
2	Attitude components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values.	06
3	Motivation Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory)	06
4	Group & Team Behaviour Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.	06
5	Leadership & Power Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.	06
6	Organizational Culture Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.	06

References -

Text Books:

- Robbins, Stephen, Organizational Behavior Prentice Hall of India Ltd., New Delhi.
- Luthans Fred, Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
- Prasad, L.M, Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
- Rao, VS P, Organization Behavior –Himalaya Publishing House.





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- Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai

Class:-FY B.B.A.	Semester- I
Course Code : BBA1111	Course Name : English Proficiency and Soft Skills-I

L	T	P	Credits
2	-	-	2

Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Learning Outcomes:

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

1. State basic grammar of English for writing.
2. Describe different vocabulary used in English.
3. Practice listening, speaking, reading and writing skills.
4. Experiment tasks and activities through guided instructions and materials.
5. Assess English language learning with employability skills and training.
6. Develop hands-on experience through case-studies, mini-projects, group and individual presentations

Prerequisite:

Basic understanding of English grammar

Course Content

Unit No.	Description	Hrs.
1	Vocabulary Building The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms,	06





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	antonyms, and standard abbreviations,	
2	Basic Writing Skills Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely	06
3	Identifying Common Errors in Writing Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies, Nature and Style of sensible Writing-Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing	06
4	Oral Communication Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations	06

References -

Text Books:

- Anjana Tiwari, AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Khanna Book Publishing Co.
- Kul Bhushan Kumar, Effective Communication Skills, Khanna Book Publishing,
- Michael Swan, Practical English Usage. Oxford University Press
- F.T. Wood, Remedial English Grammar, Macmillan Publication.
- William Zinsser, On Writing Well. Harper Resource Book. HarperCollins Publishers
- Liz Hamp-Lyons and Ben Heasley, Study Writing, Cambridge University Press.
- Sanjay Kumar and Pushpalata, Communication Skills, Oxford University Press.

Suggested NPTEL/SWAYAM Courses

English language for competitive exams- Prof. Aysha Iqbal-IIT Madras





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Class:-FY B.B.A.	Semester- I	L	T	P	Credits
Course Code : BBA1131	Course Name : Indian Vision for Human Society	2	-	-	2

Course Description:

This course will provide an overview of concept of 'Vasundhaiva Kutumbam'. It is a fundamental to know its realization process as a base for the development of vision for a human society. It helps to understand universality in human and its coexistence in existence. It helps to understand ancient knowledge system for holistic development .

Course Learning Outcomes:

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

1. State the concept of Vasudhaiv Kutumbakam and about its realization for the development of vision for a human society.
2. Discuss the universality in humans and its co-existence in existence.
3. Classify different stages of life and its development
4. Illustrate a sense of responsibly, duties and participation of individual for establishment of fearless society.
5. Investigate programs for ensuring human purpose at individual and societal level.
6. Revise states of consciousness

Prerequisite:

Basic understanding of concept of Human Society

Course Content

Unit No.	Description	Hrs.
1	The world view & Vision of Human Society The concept of non-duality of Prakriti (Jad) and Purush (Chetana), human as coexistence of Jad & Chetan, Pancha-mahabhutas, the root of sorrow and suffering, freedom from sorrow, salvation, eternal peace truth (vyaharika satya), ultimate truth	06





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2	Aspiration and Purpose of Individual and Human Society Aims of Human life; at individual level and societal level. At societal level; Four purusarthas Dharma, Artha, Kama, Moksha. Individual level; Abhyudaya (progress), Nihisreyasa (perfection) Pravrtti, Nivrtti. Dharma; Dharma sutras (Gautama, apastamba, baudhayana, vasistha). Dharma-Shastra; (manusmriti, naradamrti, visnumrti, yajnavalkya smriti) sociology, different stages of life like studenthood, householdership, retirement and renunciation, rites and duties, judicial matters, and personal laws (Aachara, Vyavahara, Prayaschitta)	06
3	Program for Ensuring Human Purpose: at Individual and Societal level –I Fundamental concept of Nitishastra: Satyanishtha Aur Abhiruchi (Ethics, Integrity & aptitude). The true nature of self; Shiksha Valli, Bhriгу Valli (concept of Atman-Brahman (self, soul). The true constitution of Human: Ananda Valli (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha, Anandamaya Kosha). The four states of consciousness (Waking state, Dreaming state, Deep Sleep State, Turiya the fourth state), Consciousness (seven limbs and nineteen mouths), Prajna, Awareness. The Life Force Prana (Praana-Apaana-Vyaana-Udaana- Samaana)	06
4	Program for Ensuring Human Purpose: at Individual and Societal level - II Differentiating Vidya and Avidya, human bondages, Higher and Lower Knowledge (Para Vidhya & Apra Vidhya). Concept of Sattva, Rajas, Tamas and need of balancing the same, Patanjali yog sutra; Yama, Niyama, Asanas, pranayams, pratyahara, dharna, dhyana, Samadhi, Sixteen category of padartha, pramans (pratyaksh, anumana, upamana, shabda). Saadhana chatustayam (viveka,	06



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	vairagya, mumukshatavam, shadsampathi (sama, dama, uparama, titiksha, shradha, samadhana), Understanding Nitya karma, Naimittika Karma, Kamy karma, prayaschitta karma, Nishidha Karma.	
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References -

Text Books:

- Maharaj Swami Chidatmanjee, Ancient Indian Society, Anmol publication Pvt. Ltd., India
- S. C. Manerjee, Society in Ancient India: Evolution Since the Vedic Times Based on Sanskrit, Pali, Pakrit and Other Classical Sources: No. 1 (Reconstructing Indian History and Culture), DK Pprinting, India
- Rao, N. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
- Chakraborti, K. , Religious Process: The Puranas and the Making of Regional Tradition, Delhi, OUP.
- Kuhn, T.,The Structure of Scientific Revolutions, , University of Chicago Press, USA.
- Shendge, M., The civilized demons. The Harappans in Rgveda. New Delhi: Abhinav Publications
- Kane, P., History of Dharmashastra. Vol II, Part I. Poona: Bhandarkar Oriental Research Institute.
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- Keith, A. , The religion and philosophy of the Veda and Upanishads, Delhi: Motilal Banarsidass Publishers.



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Department of B.B.A.

Class:-FY B.B.A.	Semester- I	L	T	P	Credits
Course Code : BBA1151	Course Name Foreign Language-German -I	-	-	2	1

Course Description:

German language is a structured curriculum created to instruct students in speaking, reading, writing, and gaining an understanding of the language. These classes include vocabulary, grammar, pronunciation, and cultural quirks, and they are designed for students at all skill levels, from absolute beginners to fluent speakers.

Course Learning Outcomes:

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

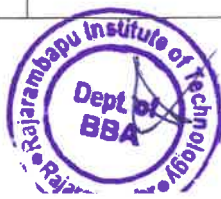
1. Recognize basic grammar used in German Language
2. Demonstrate familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.
3. Execute himself /herself and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.
4. Debate and interact in a simple way provided the other person talks slowly and clearly and is prepared to help.
5. Assess development in German language vocabulary by interacting with others
6. Construct presentation of how to use and scope of German Language.

Prerequisite:

Basic understanding of German Language

Course Content

Unit No.	Description	Hrs.
1	Introduction to German Language-I	





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	Introduction of the language, Greetings, to Introduce oneself, speaking about yourself and others, Alphabets and numbers, Listening of Alphabets and numbers, Reading Information about other people and understanding simple information about them, country names and languages ,Numbers 1 to 100 and listening of numbers Personal pronouns and verb conjugation of regular verbs	06
2	Introduction to German Language-II Speaking about Hobbies. Conjugation of strong verbs and revision of regular verbs. Learning articles and genders of nouns, Singular / Plural noun forms, Learning weekdays, months and Seasons. Speaking about informal appointments Grammar: yes/no questions, Verb position in normal statements and in questions Learning Professions, reading small texts and understanding information about working days, hours and profession	06
3	Demonstrative German Language-III Learning to name the famous places, buildings in a city, name the modes of transportation. Learning definite/ indefinite and negative articles in German to learn to describe the way, Imperative for Pronoun "Sie"	06
4	Demonstrative German Language-IV Words to speak about food, understanding food items, where one can buy what, Quantities and packing of the grocery items. Subject and object of the sentence and introduction of akkusativ case in German Conversation between shopkeeper and customer, Understanding of Grammar.	06

References -

Text Books:

- Kursbuch Netzwerk neu A1 (Deutsch als Fremdsprach) , Goyal Publishers and Distributors Private Ltd.
- Arbeitsbuch Netzwerk neu A1 (Deutsch als Fremdsprach) , Goyal Publishers and Distributors Private Ltd.
- Testheft ,Netzwerkneu A1 (Deutsch als Fremdsprach) , Goyal Publishers and Distributors Private Ltd.





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Department of B.B.A.

Class: -FY B.B.A.	Semester- I
Course Code : BBA1171	Course Name Foreign Language- Japanese- I

L	T	P	Credits
-	-	2	1

Course Description:

This course is designed to introduce students to the everyday language of Japan. Lessons will be 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,

1. Recognize basic grammar used in Japanese Language
2. Relate and demonstrate regional languages into Japanese language.
3. Experiment Japanese vocabulary in day-today speaking.
4. Debate and interact in a simple way with other persons.
5. Develop basic Japanese language skills (listening, speaking, writing, and reading).
6. Produce himself /herself with others and can ask and answer questions

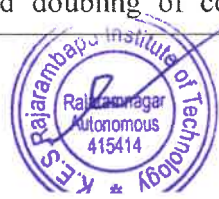
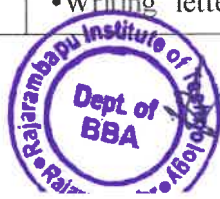
Prerequisite:

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

Knowledge of basic grammar of English Language, communicate moderately using English Language

Course Content

Unit No.	Description	Hrs.
1	Introduction to Japanese Language-I •Brief history of Japan & Japanese Language, introduction of 3 scripts. Writing Hiragana alphabets & words from あ to ぜ •Writing Hiragana alphabets from た to ぽ and Daily expressions & greetings.	06
2	Introduction to Japanese Language-II •Writing letters from ま to ん and doubling of consonants and	





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	compound letters. •Katakana alphabets from ア to ゼ and Numbers from 1 to 100 •Katakana alphabets from タ to ヌ and classroom expressions. •Doubling of consonants and compound words in Katakana.	06
3	Demonstrative pronouns in Japanese Language • Uses of pronouns • Uses of demonstrative pronouns これ、それ、あれ Substitution for a noun	06
4	Demonstrative pronouns for Places The こ、そ、あ、ど system of demonstrative. Demonstrative pronouns ここ、そこ、あそこ、どこ and their polite forms.	06

References -

Text Books:

- 3A Corporation , Minna No Nihongo I , 3A Corporation, Japan
- Japan Foundation , Nihongo Shoho, Vol. I ,Japan Foundation, Tokyo, Japan
- Japan Foundation , Kanji Picture Book, Vol. I & II ,Japan Foundation
- Dr. V. N. Kinkar, Sulabh Janani Vyakaran, Part I, JALTAP (Japanese Language Teachers' Association).
- Eri Banno, Yutaka Ohno, Yoko Sakane & Chikako Shinagawa ,Genki , The Japan Times
- Osamu Mizutani & Nobuko Mizutani ,Aural Comprehensions in Japanese , The Japan Times
- Osamu Mizutani & Nobuko Mizutani , An Introduction to Modern Japanese , The Japan Times
- Y. Yoshida , Japanese for Today , Gakken Co., Ltd., Japan
- Alphonsa ,Japanese Language Patterns
- Japan Foundation , Nihongo Dekimasu





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Class:-FY B.B.A.	Semester- I	L	T	P	Credits
Course Code : BBA1191	Course Name: Computer Fundamentals	-	-	2	1

Course Description:

MS Office is a powerful and popular application software that is used in business around the world. Main components of the package include MS Word, MS Excel and MS PowerPoint. Through this course, students will be able to demonstrate practically different applications of computers and use them for their educational needs.

Course Learning Outcomes:

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

1. Identify basic computer components, hardware generations, and operating system functions.
2. Explain the fundamentals of computer networking, internet architecture, and its applications.
3. Create, edit, and format professional text documents and tables using MS Word.
4. Build electronic worksheets, configure page setups, and apply formulas to calculate data in MS Excel.
5. Design structured business presentations using slide layouts, text alignment, and WordArt in MS PowerPoint.
6. Integrate custom animations, transitions, and multimedia elements (audio, video, charts) into MS PowerPoint.

Prerequisite:

Basic Understanding of Computer Instruments

Course Content

Unit No.	Description	Hrs.
1	Introduction to Computer Definition, Characteristics of Computer, Generations of Computers- Types of Computers, Input Devices and Output devices,	06



	Operating System, Computer Networking, Internet	
2	MS Word Introduction to MS Word: Working with documents, starting with Word, getting familiar with menu bars and toolbars, Editing Documents: Working with text, editing a document- finding and replacing text, spelling and grammar. Presenting data in table format: creating a table, adding information to a table, working with cells in a table, and formatting a table. Changing the layout of text: Formatting text as you like, Page formatting options- styles – Drawing simple graphs and diagrams.	06
3	MS Excel Introduction to Excel: Description about workbooks, worksheets and cells, creating, saving and closing a workbook- working with worksheets, Formatting and Printing Worksheet: Changing the appearance of data- formatting the worksheet; page setup and page breaks- Print preview and printing, Calculation of Data: Creating a formula for creating values	06
4	MS PowerPoint Introduction to PowerPoint: Getting started with PowerPoint, creating, saving and opening a presentation, adding new slides, viewing a presentation, and preparing a print. Working with Text: Adding and manipulating text and word art, adding colours and word wrap, creating bullets. Animating the Presentation: Applying slide transitions, applying custom animation using slide sorter, working with images and inserting clip art, using charts. Using Images and Clip art: Linked file, sound, video clips and photos, selecting and deleting objects. Moving, rotating.	06

References -

- E. Balagurusamy, Fundamentals of Computers, McGraw Hill Education (India) Pvt. Ltd.
- Ellis Horowitz & Sartaj Sahni, Fundamentals of Computer Algorithms, Universities Press (India) Pvt. Ltd.
- Reema Thareja, Fundamentals of Computers, Oxford University Press (India)
- M. S. Rozera & Deepak Rohilla, Computer Fundamentals, Vayu Education of India
- S. Sudalaimuthu & S. Anthony Raj, Computer Applications in Business, Himalaya Publishing House Pvt. Ltd.



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- Pradeep K. Sinha & Priti Sinha, Computer Fundamentals, BPB Publications

Class: -FY B.B.A.	Semester- II
Course Code : BBA1211	Course Name: Fundamental of Stock Market

L	T	P	Credits
-	-	2	1

Course Description:

Fundamentals of Share Market is a course designed to build deeper understanding of equity markets, trading mechanisms, investment strategies, and market analysis techniques. The course focuses on stock valuation, technical and fundamental analysis, derivatives basics, portfolio management, and risk control strategies. Students will gain practical knowledge of Indian capital market operations, regulatory framework, and trading systems governed by institutions such as the Securities and Exchange.

Course Learning Outcomes:

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

1. Explain advanced concepts of equity markets and trading systems.
2. Analyze stocks using fundamental and technical analysis techniques.
3. Understand derivatives markets and their role in risk management.
4. Construct and manage a diversified investment portfolio.
5. Evaluate market risks and investor protection mechanisms.
6. Apply ethical and regulatory standards in securities trading

Prerequisite:

Students should have basic knowledge of Mathematics, accounting

Course Content

Unit No.	Description	Hrs.
1	Structure of Indian Capital Market Primary and Secondary markets, Stock exchanges and trading mechanism. Market participants – brokers, investors, institutions, Role	





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	of Securities and Exchange Board of India, Demat system and settlement process.	06
2	Fundamental Analysis Economic analysis, Industry analysis, Company analysis, Financial statement analysis, Valuation models – EPS, P/E ratio, Dividend Discount Model. Technical Analysis Price charts and trends, Support and resistance levels, Technical indicators – Moving Averages, RSI, MACD, Volume analysis, Trading strategies.	06
3	Derivatives Market Introduction to derivatives, Futures and options, Hedging and speculation, Index derivatives, Risk management using derivatives. Portfolio Management and Risk Control Portfolio diversification, Risk and return analysis, Capital Asset Pricing Model (CAPM), Systematic and unsystematic risk, Asset allocation strategies	06
4	Investor Protection and Ethical Practices Investor protection measures, Role of Securities and Exchange Board of India in grievance redressed, Insider trading and market manipulation, Code of conduct for market participants, Financial literacy and responsible investing	06

References -

Text Books

- Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education (India) Pvt. Ltd.
- S. Kevin, Security Analysis and Portfolio Management, PHI Learning Pvt. Ltd.
- Aswath Damodaran, Investment Valuation: Tools and Techniques for Determining the Value of Any Asset, John Wiley & Sons Publication

Reference Books:

- Burton G. Malkiel, A Random Walk Down Wall Street. W. Norton & Company
- Benjamin Graham, The Intelligent Investor, Harper Business
- National Stock Exchange of India Ltd., Investor Education Materials, National Stock Exchange of India Ltd.





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Class: -FY BBA	Semester- II
Course Code : BBA1021	Course Name : Human Resource Management

L	T	P	Credits
3	-	-	3

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,

1. Explain the role and strategic importance of Human Resource Management in functional business settings and global organizations.
2. Illustrate the employee life cycle by applying HR planning, recruitment, training, and career management techniques.
3. Analyze employee engagement, performance management, compensation structures, and industrial relations within legal and ethical frameworks.
4. Examine the role of technology, HR analytics, and Green HRM, DEI, and wellness initiatives in transforming modern HR practices.
5. Compare global HRM practices including cross-cultural issues, expatriate management, CSR, and ethical responsibilities in MNCs.
6. 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.
1	Nature of HRM	





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	Human Resource Management-An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management	06
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, 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

References -

Text Books:





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Department of B.B.A.

- DeNisi, A.S., Griffin, R.W and Sarkar, Anita Human Resource Management, Cengage Learning
- Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms
- Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
- DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
- Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
- Rao, V. S. P., Management Principles and Applications. Taxmann Publications.
- Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
- Jones, G. R., and George, J. M. Essentials of contemporary management, New York, NY: McGraw-Hill Education.
- Robbins, S. P. & Coulter, M. A., Management, Pearson Publication
- Kumardatta A. Ganjre, Prafulla Pawar and Laxman Renapure, Indian Ethos-Modern Management Mantra- Himalaya Publishing House
- H.C. Mrutunjaya, Business Ethics and Value System, PHI Learning Publication





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Department of B.B.A.

Class:-FY BBA	Semester- II
Course Code : BBA1041	Course Name : Digital Marketing

L	T	P	Credits
3	-	-	3

Course Description:

This course introduces the students to the basic aspects of Digital Marketing. It provides a comprehensive introduction to practices of digital marketing in today's technology-driven world. It equips learners with the knowledge and skills required to promote products and services through various online channels, including search engines, social media platforms, email, and websites. Students will explore key areas such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, social media marketing, email marketing, and web analytics. The course also emphasizes developing effective digital marketing strategies, understanding consumer behavior online, and measuring campaign performance using modern tools and techniques

Course Learning Outcomes:

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

1. Explain digital marketing fundamentals, visibility, and visitor engagement.
2. Apply SEO techniques and SEM tools to maximize search engine presence.
3. Design targeted social media and mobile marketing campaigns.
4. Formulate content marketing strategies and execute email marketing.
5. Analyze campaign ROI using web analytics and paid advertising (PPC).
6. Develop integrated digital plans using AI, automation, and ethical practices.

Prerequisite:

Basic understanding of Management.

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	06





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	outbound marketing, Advantages of digital Medium over other media, Digital medium in today's Marketing plan	
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
3	Digital Marketing Types-I 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, Planning, implementing, and optimizing your mobile marketing program	06
4	Digital Marketing Types-II 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.	06
5	Web Analytics and Online Advertising Introduction to Web Analytics, Importance of Data in Digital Marketing, Overview of Google Analytics, Key Metrics: Traffic, Bounce Rate, CTR, Conversion Rate, Campaign Tracking and Reporting, Online Advertising Basics, Display Advertising and Banner Ads ,Pay-Per-Click (PPC) Advertising ,Remarketing / Retargeting Measuring ROI of Digital Campaigns ,Introduction to Affiliate Marketing	06
6	Emerging Trends and Digital Marketing Strategy Digital Marketing Strategy Development , Creating Integrated Digital Marketing Plans , Influencer Marketing , Video Marketing and YouTube Marketing , Marketing Automation , Artificial Intelligence in Digital Marketing , Chatbots and Conversational Marketing , Voice Search Optimization , Ethical Issues and Digital Marketing Laws , Future Trends in Digital Marketing	06

References -

Text Books:

- Babu KG, Raja Sabarish, Anbazhagan B, Meenakumari S, Digital Marketing: Sultan Chand & Sons





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- Vibha Mathur and Saloni Arora Digital Marketing: PHI Publication
- Raghvendra K and Shruti P., Digital Marketing, Himalaya Publishing House
- Dr. Satinder Kumar, Dr. Supreet Kaur , Taxmann's Digital Marketing
- Murray Chichester, John Wiley Distributor, Online Marketing: a user's manual. Newlands: McGraw-Hill Education.
- Seema Gupta, Digital Marketing: McGraw Hill Publication
- Reedly, J., Schullo, S. and Zimmerman, K., Electronic Marketing: Harcourt College Publishers
- Stephanie Diamond, Digital Marketing for Dummies: John Wiley& Sons Publication





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Department of B.B.A.

Class: -FY BBA	Semester- II
Course Code : BBA1061	Course Name : Business Economics

L	T	P	Credits
3	-	-	3

Course Description:

Business Economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

Course Learning Outcomes:

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

1. State fundamental concepts of microeconomics.
2. Discuss the Demand and Supply Schedule
3. Illustrate problem of reallocation and distribution of the scarce resources.
4. Compare forms of market and analyze their pricing strategies.
5. Evaluate the calculation of national income and true measure for increasing economic welfare.
6. Assess various challenges associated with the Indian economy and help to balance the economy

Prerequisite:

Basic knowledge of different economics concept

Course Content

Unit No.	Description	Hrs.
1	Fundamentals and Basic elements of Micro Economics The Economic Problem: Scarcity and Choice, Nature and Scope- Positive and Normative Economics. Scope of Study and Central Problems of Micro and Macroeconomics	06



2	Demand Schedule Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.	06
3	Supply Schedule Individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply	06
4	Analysis of Market Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.	06
5	National Income Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.	06
6	Various Indian Economy Challenges A Brief Introduction of Indian Economy - Pre-and Post-Independence. Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.	06

References -

Reference Books:

- Varian. H.R, Micro Economics A modern Approach, W. W. Norton & Company
- Mc Connell & Brue, Micro Economics Principal, problems & policies, McGraw Hills Professional Publication.
- Ahuja, H.L. Advanced Economic Theory, S. Chand Publishing
- Jain K.P. Advanced Economic theory, Atlantic Publishers & Distributors
- Jhingan M.L. Modern Micro Economics, Vrinda Publications (P) Ltd.
- J. Shapiro: Macro Economic Theory and Policy, Harcourt Brace Jovanovich
- W.H. Bransin: Macro-Economic Analysis, Harper & Row Publishers
- M.L. Jhingan: Macro-Economic Theory and Policy, Vrinda Publications (P) Ltd.
- M.C. Vaishya: Macro-Economic Theory, Vikas Publishing House Pvt. Ltd
- Sunil Bhaduri: Macro Economic Analysis, Pearson Education India
- H.L. Ahuja: Micro Economic Theory; Modern Publisher



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Department of B.B.A.

Class:-FY BBA	Semester- II
Course Code : BBA1081	Course Name : Management and Cost Accounting

L	T	P	Credits
3	-	-	3

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,

1. Prepare Cost Sheets and manage inventory levels (EOQ, ABC analysis).
2. Calculate material issue pricing, labor wages, and allocate overheads.
3. Solve break-even problems and construct flexible and cash budgets.
4. Analyze financial statements using comparative, trend, and ratio tools.
5. Prepare a Cash Flow Statement split by operating, investing, and financing activities.
6. Draft and format structured performance reports for different management levels.

Prerequisite:

Basic knowledge of basic concept of Accounting

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-	06



	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.	
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, Tailors 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



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References -

Text 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 Publishers
- Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House
- Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education





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Class: -FY BBA	Semester- II
Course Code: BBA1101	Course Name: Design Thinking and Innovation

L	T	P	Credits
3	-	-	3

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.

Course Learning Outcomes:

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

1. Explain the concepts of innovation, creativity, customer-centricity, and the Design Thinking process in solving business and social problems.
3. Identify customer needs, empathize with users, and define problem statements using Design Thinking tools and techniques.
4. Analyze real-world challenges and wicked problems by examining customer experiences, individual differences, and stakeholder requirements.
5. Generate innovative solutions using ideation techniques such as brainstorming, systems thinking, and customer journey mapping.
6. Develop and test prototypes, evaluate user feedback, and redesign solutions to improve product and service experiences.

Prerequisite:





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Students should have knowledge about different innovations in businesses.

Course Content		
Unit No.	Description	Hrs.
1	Foundations of Innovation and Design Thinking Significance of innovation in business; creative thinking processes and problem-solving approaches; introduction to the Design Thinking approach, its objectives, and its core phases (Empathize, Define, Ideate, Prototype, Implement).	06
2	Customer Centricity and Experience Design Understanding customer-centricity; parameters of product experience; aligning customer expectations with products; analyzing real-world customer challenges and global success stories (Apple, Airbnb, IDEO, Netflix).	06
3	Empathy and User Research Importance of empathy in the innovation process; tools for observing and assimilating user information; understanding, accepting, and appreciating individual differences and uniqueness through group activities.	06
4	Feedback, Re-Design & Re-Create Feedback loop, focus on User Experience, address ergonomic challenges, user focused design, Final concept testing, Final Presentation – Solving Problems through innovative design concepts & creative solution	06
5	Defining Problem Statements and Wicked Problems Identifying and framing "wicked problems" in society and business; exploring the potential impact of their solutions; converting user research into actionable, user-focused problem statements.	06





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6	Ideation Templates and Rapid Prototyping Brainstorming techniques and reaching consensus on complex problems; alternative ideation methods like systems thinking; customer experience mapping; introduction to prototyping methods and the purpose of rapid prototyping.	06
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References –

Reference Books

1. E. Bala Guruswamy, Developing Thinking Skills: The Way to Success, Khanna Book Publishing Company
2. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business
3. R. T. Krishnan & V. Dabholkar, Steps to Innovation, Collins Business
4. Nigel Cross, Design Thinking: Understanding How Designers Think and Work, Bloomsbury Publishing





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Class:-FY BBA	Semester- II	L	T	P	Credits
Course Code : BBA1121	Course Name : English Proficiency and Soft Skills-II	2	-	-	2

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,

1. Recall Basics of English Grammar
2. Describe verbal and non-verbal communication skills, including active listening, clear articulation of ideas, and effective presentation techniques.
3. Develop critical thinking skills by analyzing situations, identifying problems, and evaluating alternative solutions.
4. Demonstrate heightened emotional intelligence, showing self-awareness, self-regulation, empathy and strong interpersonal skills
5. Examine the dynamics of teamwork, including roles and responsibilities, collaboration strategies, and effective delegation.

Prerequisite:

Basic understanding of English Grammar and Soft Skills

Course Content

Unit No.	Description	Hrs.
1	Foundations of English Proficiency Importance of English in global communication, Basic grammar review: parts of speech, sentence structure, Vocabulary building strategies.	06
2	Advanced Grammar and Writing Skills Verb tenses and their uses, Sentence types: simple, compound, complex, Punctuation rules and usage, Essay structure and organization, Research skills and citing sources	06





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3	Speaking and Presentation Skills Effective Speaking Techniques- Pronunciation practice and accent reduction, Fluency development through role-plays and debates, Public speaking skills: delivery, body language, vocal variety.	06
4	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

References -

Text Books:

- Stephen R. Covey, The 7 Habits of Highly Effective People, Free Press
- Travis Bradberry & Jean Greaves, Emotional Intelligence 2.0, TalentSmart
- Carol S. Dweck, Mindset: The New Psychology of Success, Random House
- Simon Sinek, Leaders Eat Last: Why Some Teams Pull Together and Others Don't – Portfolio (Penguin Group)
- Rosamund Stone Zander & Benjamin Zander, The Art of Possibility: Transforming Professional and Personal Life , Harvard Business Review Press
- Angela Duckworth, Grit: The Power of Passion and Perseverance , Scribner.



Class:-FY BBA	Semester- II	L	T	P	Credits
Course Code : BBA1141	Course Name : Indian Constitution	2	-	-	2

Course Description:

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

Course Learning Outcomes:

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

1. State an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Explain the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Illustrate the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Connect the legal history of competing claims between economic development and principles of equity and justice in India.
5. Investigate the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Revise the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

Prerequisite:

Basic knowledge of India economy and constitution

Course Content

Unit No.	Description	Hrs.
1	An Economic History of the Constitution of India Historical understanding of the constitution as an economic	



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	document. Understanding the Preamble, Important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice, Land reform cases in the 1950s	06
2	Fundamental Rights and Business in India Article 19(1)(g), grants every citizen the right, to practice any profession, or to carry on any profession, occupation, trade, or business.	06
3	Fiscal Federalism Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution	06
4	Constitutional battles that shaped the economy Case studies demonstrating the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies on Demonetization, Aadhaar.	06

References -

Reference Books:

- Mithilesh Garg v. Union of India , Case Law on Right to Carry on Business and Liberalization , 1 SCC 168; AIR 1992 SC 221
- Chintamanrao v. State of Madhya Pradesh, Case Law on Reasonable Restrictions on Trade and Occupation ,AIR 1951 SC 118
- State of Bombay v. R. M. D. Chamarbaugwala , Case Law on Trade, Commerce, and Gambling Activities , SCR 874
- G. K. Krishnan v. State of Tamil Nadu – Case Law on Regulation of Trade and Business Activities , 1 SCC 375
- Sujit Choudhry, Madhav Khosla & Pratap Bhanu Mehta ,The Oxford Handbook of the Indian Constitution – Oxford University Press.





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Class:-FY BBA	Semester- II	L	T	P	Credits
Course Code : BBA1161	Course Name : Foreign Languages-German-II	2	-	-	1

Course Description:

This course is designed to make familiar student with German Language. German language is a structured curriculum created to instruct students in speaking, reading, writing, and gaining an understanding of the language. These classes include vocabulary, grammar, pronunciation, and cultural quirks, and they are designed for students at all skill levels, from absolute beginners to fluent speakers.

Course Learning Outcomes:

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

1. Recall everyday familiar expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Make use of the basic grammar concepts correctly
2. Demonstrate familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.
3. Execute himself /herself and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.
4. Debate and interact in a simple way provided the other person talks slowly and clearly and is prepared to help.
5. Assess development in German language vocabulary by interacting with others
6. Construct presentation of how to use and scope of German Language.

Prerequisite:

Student should have basic knowledge of English and German

Course Content

Unit No	Description	Hrs
1	German Language Fundamentals-I Learning the professions around food and eating. Comprehensions.	





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	Understanding and learning of routine activities. To understand the watch timings, giving information about time, Prepositions and Wh questions related to watch timings.	06
2	German Language Fundamentals-II Speaking about family and vocabulary related to family ,Grammar: Possessive articles in Nominative and akkusativ case, Continuation and exercises of possessive articles, Learning of Modalverbskönnen, wollen, müssen. Telling birthdates and birth year, how to tell years and dates in German. Ordinal numbers, Listening based on ordinal numbers	06
3	Conversation in German Language-I To plan something together, speaking about birthday, to understand invitation and to write an invitation, Separable verbs,to order and to pay in restaurant, to speak about own experiences, Vocabulary related to topic Restaurant. Learning, understanding and speaking about ordering and paying in restaurant.	06
4	Conversation in German Language -II Learning personal pronouns in akkusativ and Preposition für+ akkusativ, Simple past tense of the verbs haben and sein. ,Vocabulary related to "Contacts", Information and words related to internship and activities related to internship, To understand particular information from the texts and writing it into the points (comprehension). Learning Prepositions with Dative,Articles in Dative, extra exercises and practice for Prepositions with Dativ,	06

References -

- Kursbuch Netzwerk neu A1 (Deutsch als Fremdsprach) , Goyal Publishers and Distributors Private Ltd.
- Arbeitsbuch Netzwerk neu A1 (Deutsch als Fremdsprach) , Goyal Publishers and Distributors Private Ltd.
- Testheft ,Netzwerkneu A1 (Deutsch als Fremdsprach) , Goyal Publishers and Distributors Private Ltd.





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Class: -FY BBA	Semester- II	L	T	P	Credits
Course Code : BBA1181	Course Name : Foreign Language Japanese-II	-	-	2	1

Course Description:

This course is designed to introduce students to the everyday language of Japan. Lessons will be 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,

1. Recognize basic grammar used in Japanese Language
2. Demonstrate an awareness of the relevance of Japanese language to professions and careers.
3. Execute information about cultures and civilizations of the country of Japan.
4. Compare an environment where Japanese is used exclusively.
5. Demonstrate reading and writing skills.
6. Produce himself /herself with others and can ask and answer questions

Prerequisite:

A student, who is going to enroll for this course, should have following abilities:
Knowledge of basic grammar of English Language, Communicate moderately using English Language.

Course Content		
Unit No	Description	Hrs
1	Expressing time in Japanese Language •Multiples of 100, 1000, 10,000 Days and time & duration in Japanese Language. Affirmation and negation in simple present tense.	06



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	•Uses of particles から、まで。	
2	Use of various particles and Interrogative pronouns for daily life. Uses of particles へ、で、と、よ •Uses of interrogative pronouns なん、いつ、なに	06
3	Japanese Language Grammer-II Expression used to invite someone to something, Expressions used to invite someone to do something,	06
4	Japanese Language Grammer -III How to say a word or sentence in another language. Different verbs indicating imparting things, information or action, Omission of particles.	06

References -

Text Books:

- 3A Corporation , *Minna No Nihongo I* , 3A Corporation, Japan
- Japan Foundation , *Nihongo Shoho, Vol. I* ,Japan Foundation, Tokyo, Japan
- Japan Foundation , *Kanji Picture Book, Vol. I & II* ,Japan Foundation
- Dr. V. N. Kinkar, *Sulabh Janani Vyakaran, Part I*, JALTAP (Japanese Language Teachers' Association.
- Eri Banno, Yutaka Ohno, Yoko Sakane & Chikako Shinagawa ,*Genki* , The Japan Times
- Osamu Mizutani & Nobuko Mizutani ,*Aural Comprehensions in Japanese* , The Japan Times
- Osamu Mizutani & Nobuko Mizutani , *An Introduction to Modern Japanese* , The Japan Times
- Y. Yoshida , *Japanese for Today* , Gakken Co., Ltd., Japan
- Alphonsa ,*Japanese Language Patterns*
- Japan Foundation , *Nihongo Dekimasu*





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Class:-FY BBA	Semester- II
Course Code : BBA1201	Course Name : Advance Excel

L	T	P	Credits
-	-	2	1

Course Description:

This hands-on Advanced Excel course transforms standard spreadsheet users into proficient data analysts ready to handle complex business data. Students will master advanced financial and statistical formulas, logical conditioning, and powerful lookup tools like INDEX, MATCH, and nested VLOOKUP. The course also covers data security and visualization techniques, such as dynamic charts and sparklines, to turn raw data into clear, compelling insights. Ultimately, participants will gain the practical skills needed to automate everyday workflows, build professional reports, and make confident, data-driven business decisions.

Course Learning Outcomes:

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

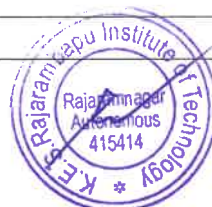
1. Apply advanced Excel functions for cleaning, managing, and analyzing data.
2. Perform financial calculations and business computations using formulas and functions.
3. Create logical workflows and apply worksheet security features.
4. Develop linked multi-sheet and integrated Office-based workflows.
5. Use advanced lookup and reference functions for accurate data retrieval.
6. Create effective charts and visualizations for data interpretation and reporting.

Prerequisite:

Basic understanding of Basic Computer

Course Content

Unit No.	Description	Hrs.
1	Advanced Excel Course - Functions	



	Features, Core Functions-Date and time functions, Text functions, Database functions, Power Functions (CountIf, CountIF S, Sum IF, Sum IfS) Finance Functions (PV, FV, PMT, INTRATE),Statistical functions(Average, Median, Mode, STDEVA)	06
2	Advanced Excel Course - Working with Functions Writing conditional expressions (using IF), Using logical functions (AND, OR, NOT) DATA Analysis: Sub Total Reports, Auto Filter, Password Protecting Worksheets Linking Multiple Sheets, Sheet Referencing, Linking Between Word/Excel/PPT	06
3	Advanced Excel Course - Working with Functions Functions: - LOOKUP, VLOOKUP, HLOOKUP, COUNTIF, SUMIF ~ Using lookup and reference functions (VLOOKUP, HLOOKUP, MATCH, INDEX),Vlook UP with Exact Match, Approximate Match,Nested Vlook UP with Exact Match ,Vlook UP with Tables, Dynamic Ranges Nested Vlook UP with Exact Match	06
4	Advanced Excel with Charts New Features of Excel, Sparklines, Inline Charts, data Charts Histograms, Combo charts, Area Chart, Overview of all the new features	06

References -

Text Books:

- Excel with Microsoft Excel-Naveen Sharma-Penman Books
- Mastering Advance Excel-Ritu Arora-Epitome Books
- Advance Excel with VBA Macros-Swarup Das-Bluw Rose Publisher





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Class:-FY BBA	Semester- II
Course Code : BBA1221	Course Name : Fundamentals of Mutual Funds

L	T	P	Credits
-	-	2	1

Course Description:

The course Fundamentals of Mutual Funds provides an introduction to the concepts, structure, and functioning of mutual funds as an important investment avenue. The course focuses on different types of mutual fund schemes, investment procedures, risk and return analysis, portfolio diversification, and performance evaluation. It also explains the regulatory framework, taxation policies, and investor protection measures related to mutual funds in India. The course is designed to develop basic financial literacy and investment awareness among students and help them understand the practical aspects of mutual fund investments.

Course Learning Outcomes:

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

1. Explain the basic concepts and structure of mutual funds.
2. Identify different types of mutual fund schemes and their features.
3. Analyze mutual fund investment procedures and portfolio diversification.
4. Evaluate risk and return associated with mutual fund investments.
5. Understand the regulatory framework governing mutual funds in India.
6. Apply knowledge of taxation and investor protection measures in mutual fund investments.

Prerequisite:

Students should possess basic knowledge of financial systems, banking, and investment concepts. Familiarity with elementary commerce, economics, or financial management principles will be helpful for understanding the course effectively.

Course Content

Unit	Description	Hrs.
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No.		
1	Introduction to Mutual Funds Meaning and Concept of Mutual Funds, History and Growth of Mutual Funds in India, Structure and Organization of Mutual Funds, Role of Sponsors, Trustees, AMC, and Custodians, Advantages and Limitations of Mutual Funds, Net Asset Value (NAV) – Meaning and Calculation	06
2	Types and Classification of Mutual Funds Equity Mutual Funds, Debt Mutual Funds, Hybrid Mutual Funds, Open-ended and Close-ended Funds, Index Funds and Exchange Traded Funds (ETFs), SIP (Systematic Investment Plan) and SWP (Systematic Withdrawal Plan)	06
3	Mutual Fund Investment Process and Risk Analysis Investment Objectives and Financial Planning, Mutual Fund Investment Procedure, Risk and Return in Mutual Funds, Diversification and Portfolio Management, Performance Evaluation of Mutual Funds, Factors Affecting Mutual Fund Investments	06
4	Regulation, Taxation, and Investor Protection Role of Securities and Exchange Board of India (SEBI) in Mutual Funds, AMFI and Code of Conduct, Taxation of Mutual Funds, Investor Rights and Protection Measures, Grievance Redressal Mechanism, Recent Trends in Mutual Fund Industry	06

References -

Text Books:

- Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education.
- M. Y. Khan & P. K. Jain, Indian Financial System – McGraw Hill Education.
- Ronald E. Fischer and Ronald J. Jordan, Security Analysis and Portfolio Management – Pearson Education.
- Gordon E. Natarajan and K. Natarajan, Financial Markets and Services – Himalaya Publishing House.



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- H. Sadhak, Mutual Funds in India – SAGE Publications.
- Association of Mutual Funds in India (AMFI) – Study material, investor awareness resources, and industry updates.
- Securities and Exchange Board of India (SEBI) – Regulations, guidelines, and investor protection framework related to mutual funds.

