



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत
पदव्युत्तर पदवी अभ्यासक्रम राष्ट्रीय शैक्षणिक
घोरण २०२० च्या अनुषंगाने शैक्षणिक वर्ष
२०२३-२४ पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, शासन निर्णय क्र. एनईपी २०२०/प. क्र. ०९/विशि-३/शिकाना दिनांक २० एप्रिल २०२३ व शासन पत्र. क्र. एनईपी २०२०/प. क्र. ०९/विशि-३, दिनांक १६ जून २०२३ अन्वयं सूचित केल्यानुसार राष्ट्रीय शैक्षणिक घोरण २०२० च्या अनुषंगाने दिलेल्या आराखड्या नुसार दिनांक १६ जून २०२३ रोजी संपन्न झालेल्या मा. विद्यापरिषदेच्या बैठकीत ऐनवेळचा विषय क्र. ११/५६-२०२३ अन्वये मान्यता दिल्यानुसार प्रस्तुत विद्यापीठाच्या वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत खालील पदव्युत्तर पदवी अभ्यासक्रम (AICTE,PCL,BCI,CoA, NCTE इ.सारख्या नियामक संस्थांची मान्यता आवश्यक असलेले अभ्यासक्रम वगळून) शैक्षणिक वर्ष २०२३-२४ पासून लागू करण्यात येत आहे.

1. M. Com. (संलग्नित महाविद्यालये),
2. M. Com. (विद्यापीठ परिसर संकुल, उपपरिसर लातूर व परभणी),
3. M. Com. (Banking & Insurance) (संलग्नित महाविद्यालये)
4. PGDTPP (संलग्नित महाविद्यालये)
5. PGDDM (संलग्नित महाविद्यालये)
6. B.B.A. पदवी अभ्यासक्रम (न्यु मॉडेल डीग्री कॉलेज हिंगोली)
- 7 B. Com. पदवी अभ्यासक्रम (न्यु मॉडेल डीग्री कॉलेज हिंगोली)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.:शै-१/एनईपी२०२०/ वाव्य.पीजी/२०२३-२४/126
दिनांक : ०६.०७.२०२३.




सहा कुलसचिव
शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत :

- १) मा. प्राचार्य, सर्व संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ
- ३) मा. प्राचार्य, न्यु मॉडेल डीग्री कॉलेज हिंगोली, प्रस्तुत विद्यापीठ.
- ४) मा. समन्वयक, कॅ. श्री उत्तमराव राटोड आदिवाशी विकास व संशोधन केंद्र, किनवट.

प्रत माहितीस्वरुप

- १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. प्र. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ३) मा. कुलसचिव, प्रस्तुत विद्यापीठ.
- ४) मा. सर्व आधिष्ठाता, प्रस्तुत विद्यापीठ.
- ५) सर्व प्रशासकीय विभाग प्रमुख साहाय्यक, प्रस्तुत विद्यापीठ.
- ६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED



**(R-23 Structure and Syllabus of Four Years Multidisciplinary UG
Program in Business Administration with Multiple Entry and Exit
Option)**

BACHELOR OF BUSINESS ADMINISTRATION
(New Model College Hingoli)

Under

FACULTY OF COMMERCE & MANAGEMENT

Effective from Academic year 2023 – 2024
(As per NEP-2020)

From Dean's Desk:

To meet the challenge of ensuring excellence in Commerce and Management education, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited. In line with this Faculty of Commerce and Management of SRTM University of Nanded has taken a lead in incorporating philosophy of outcome-based education in the process of curriculum development. Faculty of Commerce and Management, SRTM University, Nanded in one of its meetings unanimously resolved that, each Board of Studies shall prepare some Program Objectives (PO's) and give freedom to affiliated Institutes to add few (PO's) and course objectives and course outcomes to be clearly defined for each course, so that all faculty members in affiliated institutes understand the depth and approach of course to be taught, which will enhance learner's learning process. It was also resolved that, maximum senior faculty from colleges and experts from industry to be involved while revising the curriculum. I am happy to state that, each Board of studies has adhered to their solutions passed by Faculty of Commerce and Management, and developed curriculum accordingly. In addition to outcome-based education, semester-based credit and grading system is also introduced to ensure quality of Commerce and Management education.

Semester based Credit and Grading system enables a much-required shift in focus from teacher-centric to learner-centric education since the workload estimated is based on the investment of time in learning and not in teaching. It also focuses on continuous evaluation which will enhance the quality of education. SRTM University, Nanded has taken a lead in implementing the system through its affiliated Colleges and Faculty of Commerce and Management has devised a transparent credit assignment policy an adopted ten points scale to grade learner's performance. Credit assignment for courses is based on 15 weeks teaching learning process, however content of courses is to be taught in 12-13 weeks and remaining 3-2 weeks to be utilized for revision, guest lectures, coverage of content beyond syllabus etc.

Prof. D M Khandare,
Dean,
Faculty of Commerce and Management,

Prof. H S Patange,
Associate Dean,
Faculty of Commerce and Management,
Swami RamanandTeerthMarathwada University, Nanded

Chairman's Desk.....

Education is the movement which brings the students, people, and the whole society from darkness to light. Education is a natural melodious and enlightened development of man's instinctive supremacies. Education is the dynamic process which activates the inbuilt traits and develops the child according to the needy situation and time. Commerce and Management education is the platform for any common man to conduct the various business activities smoothly and progressively. Commerce and Management education is basically that form of instruction which directly and indirectly prepares the businessman for his work. Commerce and Management education is a living discipline and is totally different from other disciplines. Hence it must charter new routes to service the aspirations of the nation.

A Commerce and Management UG program must therefore have a mission statement which is in conformity with program objectives and program outcomes that are expected of the educational process. The outcomes of a program must be measurable and must be assessed regularly through proper feedback for improvement of the Program. There must be a quality assurance process in place within the Institute to make use of the feedback for improvement of the Program. The curriculum must be constantly refined and updated to ensure that the defined objectives and outcomes are achieved. Students must be encouraged to comment on the objectives and outcomes and the role play individual courses in achieving them. In line with this Faculty of Commerce and Management in Swami Ramanand Teerth Marathwada University - Nanded.

We the chairmen of Board of Studies in 01) Accounts and Applied Statistics 02) Business Economics 03) Business Studies 04) Commercial and Mercantile Law 05) Management Science and Business Administration (Including NGO) Swami Ramanand Teerth Marathwada University - Nanded, happy to state here that, Program Objectives were finalized in a meeting where more than 60 members from different Institutes were attended, who were either Heads or their representatives of all five Board of Studies .The Program Objectives and Program Outcomes finalized listed below:

Programme Objectives:

1. To provide conceptual understanding to the students in different areas of communication, decision making, innovations and problem solving in day-to-day business activities. Demonstrate knowledge and understanding in diverse subjects and apply these to their workplace.
2. To develop rational thinking among the students to Examine the contextual knowledge from different perspectives and compare it with real business scenarios.
3. To develop communication skill among the students to use appropriate media to speak, read, write, and listen effectively with all stakeholders.
4. To develop employability skills among the students to exhibit employability skills like inter-personal skills, teamwork, problem-solving skills, Accounting and ICT & computing skills to be employable citizens of the country. Students will be equipped to join the industry or setup own entities, pursue further professional courses like C.A., C.S., C.M.A and other courses.
5. To develop managerial skills among the students to face upcoming challenges in the industry and business as the specializations offered expose them to practical aspects such as business analysis, decision making, innovations and problem solving in day-to-day business activities.
6. To develop professional ethics and responsible citizenship among the students to understand the impact of the professional ethics and responsibilities and norms of the business practices and apply ethical principles in business and life. Learn to participate in nation building by adhering the professional ethics.
7. To make aware about environment and sustainability to analyze the business issues and actions that have an impact on environment and sustainability. Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
8. To provide self-directed and lifelong learning to the students to do their higher education and can make research in the field of Commerce and Management. Acquire the ability to engage in independent and lifelong learning in the changing business scenario.
9. To develop accounting and assessment skill among the students to get the sound knowledge of the important provisions of the Income Tax and Goods and Service Tax Laws with their applications in solving problems on computation of Income Tax and GST Liability.
10. To provide legal compliances to the students relating to business and accounting through important provisions of Auditing, Business Laws, Corporate Laws, Labour and Industrial laws and their applications in practice.

Programme Outcomes:

1. Conceptual Understanding - The students will acquire the knowledge, skill in different areas of communication, decision making, innovations and problem solving in day-to-day business activities. Demonstrate knowledge and understanding in diverse subjects and apply these to their workplace.
2. Rational Thinking - Examine the contextual knowledge from different perspectives and compare it with real business scenarios.
3. Effective Communication - Use appropriate media to speak, read, write and listen effectively with all stakeholders.
4. Employability Skills - Exhibit employability skills like inter-personal skills, teamwork, problem-solving skills, Accounting and ICT & computing skills to be employable citizens of the country. Students will be equipped to join the industry or setup own entities, pursue further professional courses like C.A., C.S., C.M.A and other courses.
5. Managerial Skills - Prepared to face upcoming challenges in the industry and business as the specializations offered expose them to practical aspects such as business analysis, decision making, innovations and problem solving in day-to-day business activities.
6. Professional Ethics and Responsible Citizenship - Understand the impact of the professional ethics and responsibilities and norms of the business practices and apply ethical principles in business and life. Learn to participate in nation building by adhering the professional ethics.
7. Environment and Sustainability - Analyze the business issues and actions that have an impact on environment and sustainability. Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
8. Self-directed and Lifelong Learning - Students will be able to do their higher education and can make research in the field of Commerce and Management. Acquire the ability to engage in independent and lifelong learning in the changing business scenario.
9. Accounting and Assessment Skill - The Students will get the sound knowledge of the important provisions of the Income Tax and Goods and Service Tax Laws with their applications in solving problems on computation of Income Tax and GST Liability.
10. Legal Compliances Related to Business and Accounting – Provides the candidates with sound Knowledge of the important provisions of Auditing, Corporate, Labour and Industrial laws and their applications in practice.

- Dr R S Pawar** - Chairman, BOS in Accounts and Applied Statistics
- Dr C K Harnawale** - Chairman, BOS in Business Economics
- Dr P T Pawar** - Chairman, BOS in Business Studies
- Dr D S Yadav** - Chairman, BOS in Commercial and Mercantile Law
- Dr M S Rode** - Chairman, BOS in Management Science & Business Administration
(Including NGO)



Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Commerce and Management

R-23 Structure for Four Year Multidisciplinary UG Program in Management with Multiple Entry and Exit

Bachelor of Business Administration (New Model College Hingoli)

Subject: Management

Year & Level	Sem	Major		Minor (DSM) (Choose any one from pool of courses from same discipline)	Generic/Open Elective (There are two baskets of GE) Select one course from each basket of other disciplines or faculty)	VSC, SEC (VSEC) (Choose any one from pool of Major)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. per Sem.	Cum. Cr. per Degree
		(DSC) Mandatory	(DSE) Elective (Choose any one from Pool of Courses)							
1	2	3		4	5	6	7	8	9	10
I 4.5	I	DSC101: 3Cr DSC102: 3Cr	-	-	GE101: 2Cr GE102: 2Cr	VSC101: 2Cr SEC101: 2Cr	AECEN101: 2Cr VEC101: 2Cr (Indian Constitution.) IKS101: 2Cr	CC101: 2Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	22	UG Certificate 44
	II	DSC151: 3Cr DSC152: 3Cr	-	DSM151: 2Cr	GE151: 2Cr GE152: 2Cr	VSC151: 2Cr SEC151: 2Cr	AECXX151: 2Cr (XX=MR/HN/PL/SK/KN) VEC151: 2Cr (Env. Studies)	CC151: 2Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	22	
	Cum.Cr	12	-	2	8	4+4	4+4+2	4	44	
Exit Option: Award of UG Certificate in Major with 44 Credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor										
II 5.0	III	DSC201: 4Cr DSC202: 4Cr	-	DSM201: 4Cr	GE201: 2Cr	VSC201: 2Cr	AECEN201: 2Cr	FP201: 2Cr CC201: 2Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	22	UG Diploma 88
	IV	DSC251: 4Cr DSC252: 4Cr	-	DSM251: 4Cr	GE251: 2Cr	SEC251: 2Cr	AECXX251: 2Cr (XX=MR/HN/PL/SK/KN)	CEP251: 2Cr CC251: 2Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	22	
	Cum.Cr	28	-	10	12	6+6	8+4+2	8+4	88	

Exit Option: Award of UG Diploma in Major with 88 Credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor										
III 5.5	V	DSC301: 4Cr DSC302: 4Cr	DSE301: 4Cr	DSM301:4Cr		VSC301: 4Cr		FP301/CEP301: 2Cr	22	UG Degree 132
	VI	DSC351: 4Cr DSC352: 4Cr DSC353: 2Cr	DSE351: 4Cr	DSM351:4Cr				OJT351: 4Cr	22	
	Cum.Cr	46	8	18	12	10+6	8+4+2	8+6+4	132	
Exit Option: Award of UG Degree in Major with 132 Credits OR Continue with Major and Minor										
IV 6.0	VII	DSC401: 4Cr DSC402: 4Cr DSC403: 4Cr DSC404: 2Cr	DSE401:4Cr	RM401: 4Cr					22	UG Honours Degree 176
	VIII	DSC451: 4Cr DSC452: 4Cr DSC453: 4Cr DSC454: 2Cr	DSE451:4Cr					OJT451: 4Cr	22	
	Cum Cr.	74	16	18+4=22	12	10+6	8+4+2	8+6+8	176	
Four Year UG Honours Degree in Major and Minor with 176 Credits										
IV 6.0	VII	DSC401: 4Cr DSC402: 4Cr DSC404: 2Cr	DSE401: 4Cr	RM401: 4Cr				RP401: 4Cr	22	UG Honours with Research Degree 176
	VIII	DSC451: 4Cr DSC452: 4Cr DSC454: 2Cr	DSE451: 4Cr					RP451: 8Cr	22	
	Cum.Cr	66	16	18+4	12	10+6	8+4+2	8+6+8+12	176	
Four Year UG Honours with Research Degree in Major and Minor with 176 Credits										
Abbreviations: <ol style="list-style-type: none"> DSC: Department/Discipline Specific Core (Major) DSE: Department/Discipline Specific Elective (Major) DSM: Discipline Specific Minor GE/OE: Generic/Open Elective VSEC: Vocational Skill and Skill Enhancement Course VSC: Vocational Skill Course SEC: Skill Enhancement Course AEC: Ability Enhancement course 						<ol style="list-style-type: none"> MIL: Modern Indian languages IKS: Indian Knowledge System VEC: Value Education Course OJT: On Job Training: (Internship/Apprenticeship) FP: Field Projects CEP: Community Engagement and Service CC: Co-Curricular Courses RM: Research Methodology RP: Research Project/ Dissertation 				

B.B.A (1stYear): Semester I (Level 4.5)
Teaching Scheme

Course Type	Course code	Course Title	Teaching Hours/Week		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Discipline Specific Core (DSC)Major	CMDSC101	Fundamentals of Management	03	--	03	--	03
	CMDSC102	Managerial Economics	03	--	03	--	03
Vocational Skill Course	CMVSC101	Financial Accounting	02	--	02	--	02
Skill Enhancement Course	CMSEC101	Tourism Management	02	--	02	--	02
Ability Enhancement course	AECEN101	Communication Skills	02	--	02	--	02
Value Education Course	VECIC101	Indian Constitution	02	--	02	--	02
Indian Knowledge System	IKS101	Indian Knowledge System	02	--	02	--	02
Co-Curricular Courses	CCXX101	(NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	--	04	--	02	02
Generic Elective 1 (Only Students of other Disciplines can opt anyone)	CMGE101.1	Business Communication	02	--	02	--	02
	CMGE101.2	Accounting for Everyone					
	CMGE101.3	Principles of Management					
		SWAYAM/NPTEL					
Generic Elective 2 (Only Students of other Disciplines can opt anyone)	CMGE102.1	Fundamentals of Entrepreneurship	02	--	02	--	02
	CMGE102.2	Principles of Banking					
	CMGE102.3	Fundamentals of GST					
		SWAYAM/NPTEL					
Total			20	04	20	02	22

B.B.A (1stYear): Semester I (Level 4.5)
Examination Scheme

Course Type	Course code	Course Title	Theory Marks		Practical Marks		Total Marks
			CA (Continuous Assessment)	ESE (End of (Semester Examination))	CA (Continuous Assessment)	ESE (End of (Semester Examination))	
Discipline Specific Core (DSC)Major	CMDSC101	Fundamentals of Management	15	60	--	--	75
	CMDSC102	Managerial Economics	15	60	--	--	75
Vocational Skill Course	CMVSC101	Financial Accounting	10	40	--	--	50
Skill Enhancement Course	CMSEC101	Tourism Management	10	40	--	--	50
Ability Enhancement course	AECEN101	Communication Skills	10	40	--	--	50
Value Education Course	VECIC101	Indian Constitution	10	40	--	--	50
Indian Knowledge System	IKS101	Indian Knowledge System	10	40	--	--	50
Co-Curricular Courses	CCXX101	(NSS/NCC/Sports/Culture/Health Wellness/ Fitness/ Yoga Edu)	--	--	20	30	50
Generic Elective 1 (Only Students of other Disciplines can opt anyone)	CMGE101.1	Business Communication	10	40	--	--	50
	CMGE101.2	Accounting for Everyone					
	CMGE101.3	Principles of Management					
		SWAYAM/NPTEL					
Generic Elective 2 (Only Students of other Disciplines can opt anyone)	CMGE102.1	Fundamentals of Entrepreneurship	10	40	--	--	50
	CMGE102.2	Principles of Banking					
	CMGE102.3	Fundamentals of GST					
		SWAYAM/NPTEL					
Total			100	400	20	30	550

NOTE: -

1. Learner / student must pass (with minimum 40%marks) separately in CA and ESE
2. 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory&2 hours (120 min.) for practical.

B.B.A (1stYear): Semester II (Level 4.5)
Teaching Scheme

Course Type	Course code	Course Title	Teaching Hours/Week		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Discipline Specific Core (DSC)Major	CMDSC151	Macro Economics	03	--	03	--	03
	CMDSC152	Organizational Behavior	03	--	03	--	03
Discipline Specific Minor (DSM)	CMDSM151	Business Management	02	--	02	--	02
Vocational Skill Course	CMVSC151	Business Statistics	02	--	02	--	02
Skill Enhancement Course	CMSEC151	Event Management	02	--	02	--	02
Ability Enhancement course	AECXX151	Personality Development	02	--	02	--	02
Value Education Course	VECES151	Environmental Studies	02	--	02	--	02
Co-Curricular Courses	CC151	(NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	--	04	--	02	02
Generic Elective 3 (Only Students of other Disciplines can opt anyone)	CMGE151.1	Principles of Marketing	02	--	02	--	02
	CMGE151.2	Financial Literacy					
	CMGE151.3	Advertising Skills					
		SWAYAM/NPTEL					
Generic Elective 4 (Only Students of other Disciplines can opt anyone)	CMGE152.1	Investment Awareness	02	--	02	--	02
	CMGE152.2	Salesmanship skills					
	CMGE152.3	Business Ethics					
		SWAYAM/NPTEL					
Total			20	04	20	02	22

B.B.A (1stYear): Semester II (Level 4.5)
Examination Scheme

Course Type	Course code	Course Title	Theory Marks		Practical Marks		Total Marks
			CA (Continuous Assessment)	ESE (End of (Semester Examination)	CA (Continuous Assessment)	ESE (End of (Semester Examination)	
Discipline Specific Core (DSC)Major	CMDSC151	Macro Economics	15	60	--	--	75
	CMDSC152	Organizational Behavior	15	60	--	--	75
Discipline Specific Minor (DSM)	CMDSM151	Business Management	10	40	--	--	50
Vocational Skill Course	CMVSC151	Business Statistics	10	40	--	--	50
Skill Enhancement Course	CMSEC151	Event Management	10	40	--	--	50
Ability Enhancement Course	AECXX151	Personality Development	10	40	--	--	50
Value Education Course	VECES151	Environmental Studies	10	40	--	--	50
Co-Curricular Courses	CC151	(NSS/NCC/Sports/Culture /Health Wellness/ Fitness/ Yoga Edu)	--	--	20	30	50
Generic Elective 3 (Only Students of other Disciplines can opt anyone)	CMGE151.1	Principles of Marketing	10	40	--	--	50
	CMGE151.2	Financial Literacy					
	CMGE151.3	Advertising Skills					
		SWAYAM/NPTEL					
Generic Elective 4 (Only Students of other Disciplines can opt anyone)	CMGE152.1	Investment Awareness	10	40	--	--	50
	CMGE152.2	Salesmanship skills					
	CMGE152.3	Business Ethics					
		SWAYAM/NPTEL					
Total			100	400	20	30	550



**Swami Ramanand Teerth Marathwada
University, Nanded**

**(R-23 Syllabus of Four Years Multidisciplinary UG
Program in Business Administration with Multiple
Entry and Exit Option)**

**B.B.A (1st Year): Semester I (Level 4.5)
(New Model College Hingoli)**

Subject: Management



Swami Ramanand Teertha Marathwada University, Nanded

(R-23) Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Fundamentals of Management

(Discipline Specific Core)

Course Code: CMDSC101

Course prerequisites:	General knowledge about the business environment, Basic communication skills, Lateral thinking.
Course Objectives	<ol style="list-style-type: none"> 1. Managers manage business organizations in the dynamic global environment 2. Organizations develop and maintain competitive advantage. 3. Business decisions are made using various tools and techniques to remain competitive. 4. Managers use problem-solving strategies and critical thinking skills in real-life situations.
Course Outcomes	<ol style="list-style-type: none"> 1. This course will enable students to develop short and long-range plans to effectively accomplish organizational goals. 2. Students will develop skills related to the manager's function as required in today's competitive environment. 3. This course examines the logic and working of organizations. 4. This course will develop managers for implement planning successfully.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
03	--	45	--	15	15	15	60	--	75

Continuous Assessment (CA):

Two tests must be conducted which should cover at least 80% of syllabus. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 3 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 15 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Management	12
	1.1	Meaning & Definition, Nature and Scope, Objective and Importance	
	1.2	Functions, Managerial Roles, Levels of Management, Managerial Skills	
	1.3	Challenges of Management	
	1.4	Management contribution of F.W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo, MBO, MBE.	
2.0		Planning & Decision Making	11
	2.1	Meaning and Definition of Planning	
	2.2	General framework of planning: Planning Process, Types of Plans	
	2.3	Development of Business Strategy,	
	2.4	Decision making and problem solving	
3.0		Staffing and Leading	11
	3.1	Nature of Staffing	
	3.2	Staffing Process	
	3.3	Leadership: Power and Authority, Leadership Styles, Leadership Skills	
	3.4	Leader as Mentor and Coach, Leadership during adversity and crisis	
4.0		Motivation & controlling	11
	4.1	Types of Motivation; Relationship between Motivation, Performance and Engagement	
	4.2	Content Motivational Theories- Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y.	
	4.3	Control, Types and Strategies for Control, Steps in Control Process,	
	4.4	Budgetary and Non-Budgetary Controls, Characteristics of Effective Controls.	

Reference Books:

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013.
2. Fundamentals of Management, Stephen P. Robbins, Pearson Education, 2009.
3. Harald Koontz & Heinz Weihrich: Management
4. Peter F. Drucker: Practice of Management
5. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill.
6. Management Essentials, Andrew DuBrin, 9e, Cengage Learning, 2012.
7. <http://nptel.ac.in/courses/109105121/>
8. <http://nptel.ac.in/courses/122105021/>



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Managerial Economics

(Discipline Specific Core)

Course Code: CMDSC102

Course Prerequisites:	Basic knowledge of Economics, Classroom, Blackboard, E-materials, Books etc
Course Objectives:	1. The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.
	2. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.
	3. To make able the students to apply various economic principles and theories as are applicable in business production
	4. To make help the students to apply economic reasoning to solve business problems.
Course Outcomes:	1. Apply the knowledge of the mechanics of supply and demand to explain working of markets
	2. Students will be able to Describe how changes in demand and supply affect markets
	3. Students will be able to Understand the choices made by a rational consumer
	4. Students will be able to Explain relationships between production and costs.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
03	--	45	--	15	15	15	60	--	75

Continuous Assessment (CA):

Two tests must be conducted which should cover at least 80% of syllabus. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 3 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 15 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Economics	
	1.1	Meaning and Definition, Nature and Scope of Economics	11
	1.2	Micro and Macro Economics, Role of Economics in Decision Making	
	1.3	Theory of utility, Cardinal and ordinal utility theory	
	1.4	Law of diminishing marginal utility,	
2.0		Concept of Demand and Supply	
	2.1	Different concepts of demand, demand curve, Determinants of demand	11
	2.2	Law of demand, demand forecasting methods, Market equilibrium	
	2.3	Concepts of Elasticity, Concept of Supply, Supply curve, Conditions of Supply, Elasticity of Supply,	
	2.4	Indifference curves, Consumer Equilibrium, Consumer Surplus	
3.0		Production and Cost Analysis	
	3.1	The production function, Short-run and Long-run production function	12
	3.2	Law of diminishing returns and returns to scale	
	3.3	Fixed, Variable and other cost concepts, least cost-input combination	
	3.4	Relationship between Production and Cost.	
4.0		Pricing in different Market Structures	
	4.1	Market-Types-Structures-Features-	11
	4.2	Price determination (long run and short run) in Perfect Competition,	
	4.3	Monopoly, Monopolistic and Oligopoly markets	
	4.4	Pricing Strategies	
		Total	45 Hrs

Reference Books:

1. Ahuja H.E. Business Economics; S.Chund and Co. New Delhi.
2. Koustsoyianni ; A Modern Micro Economics : Macmillan New Delhi.
3. D.M. Mithani, G.K.Murthy; Fundamentals Of Business Economics. Himalaya Publishing liouse,New Delhi.
4. G.N.Zambre : Business Economics : Pimplapure Publishers Nagpur.
5. V.G.Mankar : Business Economics. Himalaya Publishing House, Bombay, Delhi. Nagpur.
6. H.S. Patange; 'Business Economics,' Volume-I, Edition I, Shradha Publication, Solapur.
7. Dominick Salvatore (2009). Principles of Microeconomics (5th Edition). Oxford University Press (Chapter 2 and Chapter 5)
8. D.M. Mithani, G.K.Murthy; Fundamentals Of Business Economics. Himalaya Publishing liouse,New Delhi.
9. Pindyck, Rubinfeld and Mehta (2009). Micro Economics (7th Edition). Pearso



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Financial Accounting

(Vocational Skill Course/UGC Vocational Course)

Course Code: CMVSC101

Course Prerequisites:	General knowledge about the Financial Management.
Course Objectives:	1. To familiarize students with the mechanics of preparation of financial statements
	2. To understanding corporate financial statements, their analysis and interpretation,
	3. To study the role of IFRS in accounting discipline
	4. To study the concept of management quality analysis and wealth creation.
	5. To Understand the financial distress or bankruptcy prediction.
Course Outcomes:	1. Understand the process of recording and classifying the business transactions and events.
	2. Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.
	3. Understand the role of IFRS/Ind-AS in accounting discipline.
	4. Understand and analyse the financial statements from different the perspective of different stakeholders using ratio analysis.
	5. Understanding of financial distress or bankruptcy prediction and how to analyse management quality means the concept of beyond balance sheet.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

Two tests must be conducted which should cover at least 80% of syllabus. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 3 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 15 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Content

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Financial Accounting	
	1.1	Origin, Growth, Meaning, Definition, Objectives, Functions & Limitations	07
	1.2	Users of accounting information; Financial accounting-science or art;	
	1.3	Book Keeping versus Financial Accounting, Branches of accounting- Classification of expenditure.	
	1.4	Basics of accounting-terms used in financial accounting- Assets, liabilities, capital, equity, debtors, creditors, bills of exchange, revenue, income, expenses, expenditure, profits and loss account; types of accounts, rules of accounting.	
2.0		Journal, Journalizing, types of journal entries	
	2.1	Simple, compound, opening and closing entries;	08
	2.2	Books of primary entry; subsidiary books, cash book, posting simple cash book	
	2.3	Purchase book, Purchase Returns Book, Sales Book, Sales Book, Sales Returns Book,	
	2.4	Bills Receivable Book, Bills Payable Book, Bank Reconciliation Statement.	
3.0		Ledger	
	3.1	Ledger Account, Difference between Journal & Ledger; Ledger Posting, Balancing	08
	3.2	Preparation of Trial Balance; Types of Errors and their Rectification	
	3.3	Capital Profit versus Revenue Profit, Capital Loss versus Revenue Loss	
	3.4	Provisions and Reserves; Secret Reserve, General Reserve, Specific Reserve, Profit and Loss Account, Horizontal form of Balance Sheet.	
4.0		Joint Stock Company	
	4.1	Definition, Characteristics, Types of Companies	07
	4.2	Steps in formation of Company; Shares, Share Capital, Rights Shares, Bonus Shares.	
	4.3	Accounting entries with respect to issue shares of premium or at discount,	
	4.4	Calls in Advance, Calls in Arrears, Forfeiture, Surrender, reissue;	
		Total	30 Hours

Reference Books:

1. Narayanaswamy R. Financial Accounting: A Managerial Perspective. PHI Learning Pvt. Ltd., Delhi
2. Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant. Accountancy- text and cases. McGraw Hill Education (India) Private Limited, New Delhi.
3. Garg CA Kamal, and Sehrawat Neeraj Kumar. Beginner`s Guide to Ind AS & IFRS. Bharat Law House Pvt. Ltd., New Delhi
4. Maheshwari S. N., Maheshwari Sunil K., and Maheshwari Sharad K, An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in
Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Tourism Management

(Vocational Skill Course)

Course Code: CMSEC101

Course Prerequisites:	Basic knowledge of the Management and Tourism.
Course Objectives:	1. To understand the concept of Tourism Management
	2. To understand the tourism product and to differentiate them from other products.
	3. To study about the impact of tourism management on different industries.
Course Outcomes:	1. Students will be Understand concepts of Tourism within broader cultural, environmental, political and economic dimensions of the society
	2. Recognize the various types of Tourism.
	3. Students will be Estimate the importance of elements and components of Tourism.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

Two tests must be conducted which should cover at least 80% of syllabus. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Tourism Concept	07
	1.1	Concept of Tourism Management, Definition and Meaning of Tourism	
	1.2	Traveler, Visitor, Excursionist & Transit Visitor	
	1.3	International and Domestic Tourist Historical Development	
2.0		Tourism Product	08
	2.1	Tourism Product, Feature of Tourism Products	
	2.2	Types of Tourism Products (TOPs, ROPs, BTEs)	
	2.3	Difference between Tourism Products and other Products.	
3.0		Tourism Paradigms & Transport	08
	3.1	Eco Tourism, Green Tourism	
	3.2	Alternate Tourism, Heritage Tourism, Sustainable Tourism, Cultural Tourism	
	3.3	Modes of Transport; relative significance, challenges and measures to be taken by the travel operators.	
4.0		Tourism Motivation & Impact	07
	4.1	Tourism Motivations, Push and Pull factors in Tourism	
	4.2	Growth and Development of National and International Tourism-concerns and Problems	
	4.3	Impact of Industrialization on Tourism, Impact of Technological Advancements on tourism industry.	
		Total	30 Hrs

Suggested co-curricular activities:

1. Field Study, 2. Preparation of Tour Brochure, 3. Group discussion, 4. Field trip, 5. Map pointing, 6. Quiz, 7. Photo exhibition, 8. Collection of paper clippings

Reference Books:

1. Fundamentals of Planning and Developing tourism by Bulent I. Kastarlak, Brian Barber.
2. TRAVEL AND TOURISM MANAGEMENT eBook: ALI, MD. ABU BARKAT:
3. Sustainable Tourism Supply Chain Management by Sudhanshu Joshi;
4. Tourism Policy and Planning: Yesterday, Today and Tomorrow by David L. Edgell, Jason R. Swanson, Ginger Smith, Jason Swanson, and David L. Edgell Sr.
5. Archer, B. H. (1982). The Value of Multipliers and Their Policy Implications. *Tourism Management*, 3(4), 236-241.
6. Bramwell, B. (1993). Tourism and the environment: challenges and choices for the 1990s. *Journal of Sustainable Tourism*, 1(1), 61-63.
7. Bramwell, B. & Lane, B. (2010). Sustainable tourism: an evolving global approach. *Journal of Sustainable Tourism*, 1(1), 1-5.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23) Syllabus of Four Years Multidisciplinary UG Program in
Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Communication Skills

(Vocational Skill Course)

Course Code: CMAEC101

Course Prerequisites:	12 th level English
Course Objectives:	1. To provide an overview of Prerequisites to Business Communication.
	2. To put in use the basic mechanics of Grammar.
	3. To provide an outline to effective Organisational Communication and correct practices of the strategies of Effective Business Writing.
Course Outcomes:	1. To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing.
	2. To draft effective business correspondence with brevity and clarity.
	3. To demonstrate his/her verbal and non-verbal communication ability through presentations.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

Two tests must be conducted which should cover at least 80% of syllabus. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Historical Background of Communication:	07
	1.1	Definition and Process of Communication,	
	1.2	Essentials of Effective Communication, Barriers to Communication,	
	1.3	Role of Communication in Organizational Effectiveness.	
2.0		Public Speech:	08
	2.1	Composition, Principles, Speech Delivering Skills,	
	2.2	Group Discussion Do's & Don'ts of GD's	
	2.3	Communication in Committees, Seminars and Conference.	
3.0		Non-Verbal Communication:	08
	3.1	Meaning, Types and Importance	
	3.2	Listening: Difference between Listening and Hearing.	
	3.3	Facial Expression, Body Language, Posture, Eye contact.	
4.0		Business Correspondence:	07
	4.1	Essentials of Effective Business Correspondence.	
	4.2	Structure of Business Letter, Types of Business Letter	
	4.3	Drafting of Notices: Agendas, Minutes, Job Application Letters, Preparation of Curricular Vitae (CV).	
		Total	30 Hrs

Reference Books:

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.
4. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
5. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
6. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
7. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Business Communication

(Generic/Open Elective)

Course Code: CMGE101.1

Course Prerequisites:	Basic knowledge of Communication, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To improve Speaking, Writing & Interview skills of students.
	2. To make able the students to develop personality & communication skills.
	3. To make able the students to apply various communication principles as are applicable in communication skills in Business.
	4. To make able the students aware about use of modern technics of communication
Course Outcomes:	1. Students will be acquainted with the principles of communication as are applicable in communication skills in Business.
	2. Students will be able to adequate knowledge about good communication in business.
	3. Students will be able to write letters, to face the interviews and to deliver the good speech in business field.
	4. Students will be able to adequate knowledge about modern technics of communication

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Business Communication	
	1.1	Meaning and Definitions of Communication; Communication Process: Stages in Communication Process	07
	1.2	Meaning and Definitions of Business Communication	
	1.3	Importance of Business Communication	
2.0		Effective Business Communication	
	2.1	Definition of Effective Business Communication, Need of Effective Communication	08
	2.2	Barriers of Communication & solution to avoid Barriers	
	2.3	Principles of Effective Business Communication	
3.0		Types of Communication	08
	3.1	Types of Communication: Oral & Written Communication	
	3.2	Preparation of Job Application and Job Interview	
	3.3	Speech, Group Discussion, Seminar & Mock Interview	
4.0		Modern Tele Communication	07
	4.1	Modern Tele Communication: Telephone, E-Mailing, Tele Conferencing, Faxes etc.	
	4.2	Mobile Phone Conversation, Video Conferencing	
	4.3	Merits & Demerits of Modern media of Communication	
		Total	30 hrs

Reference Books:

1. D. D. Singhal, "Business Communication", Ramesh Book Depo Jaipur.
2. Rajendrapal, "Essential of Business Communication", Sultan Chand & Son, New Delhi
3. Dr. P. L. Pardesi, "Communication Skills", Nirali Publication, Pune.
4. Varinder Kumar, "Business Communication", Kalyani Publication, Ludhiyana.
5. H.S. Patange; "Business Communication" Nikita Publication, Latur.
6. C S Rayudu, "Communication" Himalaya Publishing House, New Delhi.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in
Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Accounting for Everyone

(Generic/Open Elective)

Course Code: CMGE101.2

Course Prerequisites:	Basic knowledge of transaction and its recording, firm visit, Boards, Lecture Hall.
Course Objectives:	1. To make the students be acquainted with the principles of accounting.
	2. To make the students be acquainted with the Double Entry System of Book-Keeping.
	3. To make the students be acquainted with the Preparation of Journal, Ledger and Subsidiary Books.
	4. To make the students be acquainted with the Preparation of Final Accounts.
Course Outcomes:	1. Students will be acquainted with the principles of accounting.
	2. Students will be acquainted with the Double Entry System of Book-Keeping.
	3. Students will be acquainted with the Preparation of Journal, Ledger, and Subsidiary Books.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Accounting	
	1.1	Accounting: Meaning, Definitions. Scope, Steps,	07
	1.2	Functions and Objectives of Accounting; Book-Keeping	
	1.3	Double Entry System - Advantages, Factors common to every business, Types of accounts and Accounting Rules	
2.0		Journal and Subsidiary Books	
	2.1	Journal and Subsidiary Books - Meaning and Definitions	08
	2.2	Preparation of Journal	
	2.3	Preparation of Subsidiary Books.	
3.0		Ledger and Trial Balance	08
	3.1	Ledger- Meaning and Definitions of Ledger, Distinguish between Journal and Ledger,	
	3.2	Preparation of Ledger.	
	3.3	Trial Balance- Meaning and Definition of Trial Balance, Classification of Errors, Preparation of Trial Balance	
4.0		Final Accounts of Sole Trading Concern	07
	4.1	Final Accounts: Trading and Profit & Loss Account- Meaning and Definitions, Purpose and Specimen Form Trading and Profit & Loss Account of Sole Trading Concern (Proprietor)	
	4.2	Final Accounts: Balance Sheet- Meaning, Purpose, Specimen Format, Classification of Assets and Liabilities	
	4.3	Preparation of Final Accounts: Practical Problems and Solution of Final Accounts.	
		Total	30hrs

Reference Books:

1. Gupta R.L. and Radhaswamy M: Financial Accounting: Sultan Chand and sons, New Delhi.
2. Shukla M.S. Garewal T.S. and Gupta S.C.; Advanced Accounts S.Chand and Co.New Delhi.
3. Mishra A.K.; Financial Accounting: Sahitya Bhavan Publisher and Distributors.
4. B.S. Raman, Financial Accounting: United Publisher, Manglore.
5. Jain & Narang; Jain Advanced Accounts: Books Agency 18th Edition Reprint.
6. S.AnilKumar,V. Rajeshkumar and Mariappa; Financial Accounting: Himalaya Publishing House.
7. H.R.Kotalwar, Advanced Accounting:, Discovery Publication, Latur.
8. J.R.Monga, Financial Accounting: Mayur Paper Books, New Delhi 32nd Edition.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Principles of Management

(Generic/Open Elective)

Course Code: CMGE101.3

Course Prerequisites:	Tutorial, E-Material, Projector, Workshop, Private, company visit, Boards, Lecture Hall.
Course Objectives:	1. To make the students be acquainted with the principles of management and its functions
	2. To make the students be acquainted with the importance of Planning and organizing.
	3. To make the students be acquainted with the importance of staffing and leading.
	4. To make the students be acquainted with the importance of controlling and coordination.
Course Outcomes:	1. Students will be acquainted with the principles of management and its functions
	2. Students will be acquainted with the importance of Planning and organizing.
	3. Students will be acquainted with the importance of staffing and leading.
	4. Students will be acquainted with the importance of controlling and coordination.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Business Management	07
	1.1	Meaning, Definition and Characteristics of Management	
	1.2	Importance of Management	
	1.3	Functions of Management	
2.0		Planning and Organizing	08
	2.1	Meaning, Nature, and Process of Planning and Organizing;	
	2.2	Importance and Limitations of Planning;	
	2.3	Principles of Organizing; Formal and Informal Organizational Structure	
3.0		Staffing and Leading	08
	3.1	Meaning, Definition and Process of Staffing and Leading;	
	3.2	Importance of Leadership;	
	3.3	Qualities of Good leader;	
4.0		Controlling and Coordination	07
	4.1	Meaning, Definition and Nature of Controlling and Coordination;	
	4.2	Importance of Controlling; Principles of Effective Controlling;	
	4.3	Importance of Coordination; Principles of Coordination;	
Total			30

Reference Books:

1. T. Ramasamy – Principles of Management- Himalaya Publishing House
2. Govindrajan and Natrajan- Principles of Management – PHI Learning
3. R. N. Gupta- Principles of Management- Sultan Chand and Sons
4. P. Subbarao- Principles of Management-Himalaya Publishing House.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

**Course Title: Fundamentals of Entrepreneurship
(Generic/Open Elective)**

Course Code: CMGE102.1

Course Prerequisites:	Basic knowledge of innovation, observation skills, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To orient the learner toward entrepreneurship as a career option and creative and innovative mind.
	2. To make the students familiar with Government Initiatives for Entrepreneurship Development.
	3. To develop entrepreneurial qualities and skills among the students.
	4. To motivate the students to become entrepreneurs.
Course Outcomes:	1. Students will be turned towards entrepreneurship with creative and innovative mind as a career option.
	2. Students will be familiar with Government Initiatives for Entrepreneurship Development.
	3. Students will be acquainted with entrepreneurial qualities and skills.
	4. Students will be motivated to become entrepreneurs.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Entrepreneurship	08
	1.1	Introduction, Meaning, Definition and Various Concepts of entrepreneurship, Nature of Entrepreneurship, Characteristics of Entrepreneurship.	
	1.2	Role, functions, and significance of Entrepreneurship;	
	1.3	Factors motivating entrepreneurship, Barriers to Entrepreneurship;	
2.0		Entrepreneur	08
	2.1	Introduction, Meaning and Definition of Entrepreneur, Characteristics of an Entrepreneur, Qualities of an Entrepreneur.	
	2.2	Functions of an Entrepreneur, Types of an Entrepreneur	
	2.3	Difference between Entrepreneurship and Entrepreneur	
3.0		Entrepreneurship Development Program (EDP)	07
	3.1	Introduction, Meaning, Need and Importance of EDP, Objectives of EDP, Role and achievements of EDP,	
	3.2	Role of Government in organizing EDPs, Problems and measures of EDP in India;	
	3.3	Institutions involved in Entrepreneurship Development – NIESBUD, TCOs, CEDOK, SFCs and KVIC.	
4.0		Introduction of Govt Initiatives for Entrepreneurship Development	07
	4.1	Start-up India, Make in India, Atal Innovation Mission (AIM)	
	4.2	Support to Training and Employment Program (STEP), Jan Aadhar Mobile (JAM), Digital India	
	4.3	Trade Related Entrepreneurship Assistance and Development (TREAD), Pradhan Mantri Kaushalya Vikas Yojana (PMKVY), National Skill Development Mission (NSDM)	
		Total	30Hrs

Reference Books:

1. Gupta C. B. and Srinivasan N. P., "Entrepreneurship Development" S. Chand Publication, New Delhi
2. Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011.
3. Sudha G. S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur & New Delhi 2006.
4. Girdhari D.G., उद्योजकतेचीमूलतत्वे , Vidya Books Publishers, Aurangabad 2003.
5. Ahirrao J. J. उद्योजकतेचीमूलतत्वे , Kailas Publications, Aurangabad 2003



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Principles of Banking

(Generic/Open Elective)

Course Code: CMGE102.2

Course Prerequisites:	Basic knowledge of banking and financial system, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To make the students be acquainted with the origin and history of banking in the world in general and in India in particular.
	2. To enable students to understand the different procedures and practices in banks.
	3. To make students understand the functions, role and significance of commercial banks in India.
	4. To make students understand the significance, role and functions of Reserve Bank of India.
Course Outcomes:	1. Students will be able to understand the history of banking system and its development in India.
	2. Students will be able to understand the different procedures and practices in day-to-day banking.
	3. Students will be able to understand the different functions of commercial banks in India.
	4. Students will be able to understand the significance of RBI as a central bank and its various functions.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Banking System	07
	1.1	Introduction, definitions of bank, Need & Importance of banking;	
	1.2	Indian Banking System- Brief history and it's structure;	
	1.3	Role of banking in economic development.	
2.0		Banking Procedures and Practices	07
	2.1	Types of bank accounts & types of loans;	
	2.2	Procedure of bank account opening; KYC Procedures; Banking services- ATM, Debit card & Credit card, Passbook, Bill Payment, Aadhar Enabled Banking, e-wallets.	
	2.3	Types of cheques, Demand Draft, RTGS, NEFT, Loan application	
3.0		Commercial Banks in India	08
	3.1	Meaning and concept of Commercial Banks;	
	3.2	Need, Significance and role of commercial banks;	
	3.3	Public Sector and Private sector banks; Bank Nationalization of 1969 & 1980;	
4.0		Reserve Bank of India (RBI)	08
	4.1	Introduction and brief history of RBI;	
	4.2	Objectives and organizational structure of RBI;	
	4.3	Significance and major functions of RBI;	
		Total	30 Hrs

Reference Books:

1. Bharti V. Pathak, Indian Financial System, 4th Edition, Pearson Publication, Chennai, 2018
2. M.Y. Khan, Indian Financial System, 11th Edition, McGraw Hill Publication, New Delhi, 2019
3. S. Natarajan & Dr. R. Parmeshwaran, Indian Banking, Revised Edition, S.Chand Publication, New Delhi, 2022.
4. CA S.M. Ojha, Principles & Practices of Indian Banking System, 1st Edition, HSRA Publication, Mumbai, 2021
5. प्रा. डॉ. मारुतीकच्छवे, प्रा. डॉ. रमाकांतघाडगेआणिडॉ. बालाजीकांबळे, भारतीयबँकिंगव्यवसाय, प्रथमआवृत्ती, श्रद्धापब्लिकेशन, सोलापूर, २०१८.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester I (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Fundamentals of GST

(Generic/Open Elective)

Course Code: CMGE102.3

Course Prerequisites:	Basic knowledge of innovation, observation skills, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To make acquainted the students with the Taxation System in India.
	2. To make the students familiar with fundamentals of GST.
	3. To make acquainted the students with registration under GST Act.
	4. To make acquainted the students with GST Returns.
Course Outcomes:	1. Students will be acquainted with the Taxation System in India.
	2. Students will be familiar with fundamentals of GST.
	3. Students will be acquainted with registration under GST Act.
	4. Students will be acquainted with GST Returns.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Taxation System in India:	07
	1.1	Concept and types of Taxes: Direct and Indirect Tax; History of Taxation System;	
	1.2	Advantages and Disadvantages of Direct and Indirect Taxes;	
	1.3	Difference between Direct and Indirect Taxes;	
2.0		Introduction of GST in India;	08
	2.1	Introduction of GST in India; History of GST;	
	2.2	Definition of important terms - Supply, Aggregate Turnover, Person, Business, Appropriate Government, Mixed Supply, Composite Supply GSTN, GSTIN, E-Commerce Input Tax Credit etc.,	
	2.3	Types of GST: - CGST, SGST/UTGST,IGST;	
3.0		Registration under GST Act:	08
	3.1	Persons liable to get registered, Compulsory Registration, Registration Procedure;	
	3.2	Reverse Charge Mechanism GST tax rate, Exemption from GST,	
	3.3	Input Tax Credit: Eligibility, and conditions for taking Input Tax Credit,	
4.0		GST Returns	07
	4.1	Types of GST Returns;	
	4.2	Types of Assessment & Assessment Procedures;	
	4.3	Tax Authorities and their powers;	
		Total	30Hrs

Reference Books:

1. S.K. Shukla: GST in India (Hindi & English)
2. Bare Act
3. Taxman: Goods and Service Tax (Hindi & English)



**Swami Ramanand Teerth Marathwada
University, Nanded**

**(R-23 Syllabus of Four Years Multidisciplinary UG
Program in Business Administration with Multiple
Entry and Exit Option)**

**B.B.A (1st Year): Semester II (Level 4.5)
Subject: Management**



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Macro Economics

(Discipline Specific Core)

Course Code: CMDSC151

Course prerequisites:	This course intends to provide the essentials of macroeconomic theory and policies that influence the households, business Firms. The course is centered on Indian macroeconomic environment. The students are expected to understand the various macroeconomic variables that determine income, output and employment.
Course Objectives	<ol style="list-style-type: none"> To provide a basic knowledge of macroeconomic principles and concepts relevant in managerial decision making. To provide an understanding on the economic and social issues to be considered while deciding on monetary and fiscal policies To enable the students to apply the knowledge in managerial decision-making process. To enable the students to prescribe business policies in the light of changing macroeconomic scenario.
Course Outcomes	<ol style="list-style-type: none"> Demonstrate the basic knowledge of macroeconomic principles and concepts used in managerial decision making. Demonstrate awareness of social issues involved while deciding on monetary and fiscal policies. Apply the macroeconomics principles knowledge in managerial decision-making process Students will be able to various macroeconomic variables that determine income, output and employment.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
03	--	45	--	15	15	15	60	--	75

Continuous Assessment (CA):

- Two tests must be conducted which should cover at least 80% of syllabus.
- The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 3 Credit Course):

- Question paper will comprise of 6 questions, each carrying 15 marks.
- Question No.1 will be compulsory and based on any module of entire syllabus.
- Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
- The students need to solve total 4 questions.

Course Contents

Module No.	UnitNo.	Topic	Teaching Hours
1.0		Measuring a Nation's Income and Cost of Living:	
	1.1	Basic Problems of an Economy	12
	1.2	Capitalism, Socialism and Democracy	
	1.3	Circular flow of National Income, National Income – Methods of Calculation and Difficulties in Calculation.	
	1.4	GDP – Measurement of GDP, Components of GDP	
2.0		Theory of Income & Employment:	
	2.1	Say's Law of Market, Basic Understanding of Tax System of India	11
	2.2	Theory of Income & Employment, Consumption Function.	
	2.3	Investment Multiplier & Accelerator, Direct & Indirect Taxation	
	2.4	Liquidity Preference Theory of Interest, Liquidity Trap.	
3.0		Banking & International Trade:	
	3.1	Monetary Policy of Central Bank	11
	3.2	Modern Theory of International Trade	
	3.3	Balance of Payments (BOP)	
	3.4	Exchange Rate (Concept)	
4.0		Macro-Economic Problems:	
	4.1	Typical Business Cycle	11
	4.2	Inflation-Meaning, Types, Causes Effects & Control of Inflation-Philips Curve.	
	4.3	Direct & Indirect Tax-Merits & Demerits.	
	4.4	Deficit Financing-Safe Limits.	

Reference Books:

1. Money, Banking Publish Finance & International Trade by D M Mithani Himalaya Publications, Mumbai.
2. Dwivedi M D N (2006) Macro Economics-Theory & Policy, Vikas Publishing House Pvt Ltd.
3. Manikw G.N (2003), Macro Economics (Vth Edition), Thomson South Western, Delhi.
4. Shapiro E (2003) Macro Economics Analysis (Vth Edition), Galgotia Publications, New Delhi.
5. Ahuja H.L (2007) Macro Economics Theory & Policy, Sultanchand& Co. New Delhi.
6. Datt&Sundharam: Indian Economy, S. Chand and Co., New Delhi
7. Misra and Puri : Indian Economy : Himalaya Publishing House, New Delhi.
8. Devit K.K.: Indian Economy: 4. Ishwaran: Indian Economy:
9. A.N. Agrawal: Indian Economy

Online resources to be used if available as reference material.

- <https://www.economicdiscussion.net/> - (creative commons)



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Organizational Behavior

(Discipline Specific Core)

Course Code: CMDSC152

Course Prerequisites:	Student must have basic understanding of General Management.
Course Objectives:	1. To learn the basic concepts of Organizational Behavior and its applications in contemporary organizations.
	2. To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
	3. To appreciate the theories and models of Organizations in the workplace.
	4. To creatively and innovatively engage in solving organizational challenges.
	5. To learn and appreciate different cultures and diversity in the workplace.
Course Outcomes:	1. Will be able to demonstrate the applicability of the concept of Organizational behavior to understand behavior of people in the organization.
	2. Will be able to demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
	3. Analyse the complexities associated with management of the group behavior in the organization.
	4. Will be able to how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
	5. Will be able to develop creative and innovative ideas that could positively shape the organization.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
03	--	45	--	15	15	15	60	--	75

Continuous Assessment (CA):

- Two tests must be conducted which should cover at least 80% of syllabus.
- The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 3 Credit Course):

- Question paper will comprise of 6 questions, each carrying 15 marks.
- Question No.1 will be compulsory and based on any module of entire syllabus.
- Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
- The students need to solve total 4 questions.

Course Contents

Module No.	UnitNo.	Topic	Teaching Hours
1.0		Introduction to Organizational Behavior:	10
	1.1	Meaning and Importance, Nature of Organizational Behavior	
	1.2	Perception – Definition and Nature of Perception,	
	1.3	Attitude – Definition and Importance, Types of Attitudes	
	1.4	Significance of Attitude in Organizational Behavior	
2.0		Leadership:	12
	2.1	Concept of Leadership,	
	2.2	Leadership theory – Trait Theory, Behavioral Theory, Situational Theory	
	2.3	Types of Leadership	
	2.4	Qualities of Good Leader	
3.0		Motivation:	12
	3.1	Meaning and Nature of Motivation, Theories of Motivation	
	3.2	Job Satisfaction – Meaning, Factors	
	3.3	Group Behavior – Definition and Types of Groups	
	3.4	Group Decision Making.	
4.0		Organizational Change	11
	4.1	Meaning and Nature of Organizational Change	
	4.2	Factors in Organizational Change, Planed Change, Process of Planned Change	
	4.3	Overcoming resistance to Change	
	4.4	Role of Change Agents	
		Total	45 Hrs

Reference Books:

1. S.K.



Swami Ramanand Teertha Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Business Management

(Discipline Specific Minor)

Course Code: CMGTDSM151

Course Prerequisites:	Tutorial, E-Material, Projector, Workshop, Private, company visit, Boards, Lecture Hall.
Course Objectives:	<ol style="list-style-type: none"> To make the students be acquainted with the process of business management and its functions To make the students be acquainted with the importance of Planning and organizing in business. To make the students be acquainted with the importance of leadership and motivation in business. To make the students be acquainted with the importance of decision making and controlling in business.
Course Outcomes:	<ol style="list-style-type: none"> Students will be acquainted with the process of business management and its functions Students will be acquainted with the importance of Planning and organizing in business. Students will be acquainted with the importance of leadership and motivation in business. Students will be acquainted with the importance of decision making and controlling in business.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

- Two tests must be conducted which should cover at least 80% of syllabus.
- The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

- Question paper will comprise of 6 questions, each carrying 10 marks.
- Question No.1 will be compulsory and based on any module of entire syllabus.
- Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
- The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Business Management	07
	1.1	Meaning, Definition and Characteristics of Business Management	
	1.2	Importance of Business Management	
	1.3	Functions of Business Management	
2.0		Planning and organizing	08
	2.1	Meaning, Nature, and Process of Planning and Organizing;	
	2.2	Importance and Limitations of Planning;	
	2.3	Principles of Organizing; Formal and Informal Organizational Structure	
3.0		Leadership and Motivation	08
	3.1	Meaning and Definition of Leadership and Motivation;	
	3.2	Importance of Leadership; Qualities of Good leader;	
	3.3	Types of Motivation; Significance of Motivation;	
4.0		Decision Making and Controlling	07
	4.1	Meaning, Definition and Process of Decision Making and Controlling;	
	4.2	Importance of Decision Making in Business;	
	4.3	Techniques of Controlling; Significance of Controlling.	
Total			30

Reference Books:

1. T. Ramasamy – Principles of Management- Himalaya Publishing House
2. Govindrajan and Natrajan- Principles of Management – PHI Learning
3. R. N. Gupta- Principles of Management- Sultan Chand and Sons
4. P. Subbarao- Principles of Management-Himalaya Publishing House.



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Business Statistics

(Vocational Skill Course/UGC Vocational Course)

Course Code: CMVSC151

Course Prerequisites:	Basic knowledge of Statistics, Classroom, Blackboard, E-materials, Set theory, permutation and combination, 12th level mathematics etc.
Course Objectives:	1. To understand the basic and important terms related to Business Statistics
	2. To acquire understanding oriented knowledge of various aspects of Business Statistics
	3. To develop the student's ability to deal with numerical and quantitative issues in business.
	4. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
	5. To have a proper understanding of Statistical applications in Economics and Management.
Course Outcomes:	1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
	2. Critically evaluate the underlying assumptions of analysis tools.
	3. Understand critically discuss the issues surrounding sampling and significance.
	4. Discuss critically the uses and limitations of statistical analysis.
	5. Solve a range of problems using the techniques covered.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Content

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction:	
	1.1	Concept, Feature, Significance & Limitations of Statistics.	07
	1.2	Types of data, Classification & Tabulation	
	1.3	Frequency distribution	
	1.4	Graphical representation	
2.0		Measures of Central Tendency:	
	2.1	Measures of Central Tendency (Mean, Median & Mode)	06
	2.2	Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Numerical Problems.	
	2.3	Significance & Properties of a good measure of variation,	
	2.4	Measures of Skewness & Kurtosis.	
3.0		Correlation and Regression:	
	3.1	Meaning and types of Correlation, Simple Correlation	10
	3.2	Scatter Diagram Method,	
	3.3	Karl Pearson's Coefficient of Correlation, Significance of Correlation	
	3.4	Regression Concept, Regression Lines, Regression equations and Regression Coefficient. Numerical Problems	
4.0		Probability:	
	4.1	Concept, Events, Conditional Probability	07
	4.2	Probability Distribution: Binomial, Poisson and Normal. Numerical Problems.	
	4.2	Sampling; Methods of Sampling and Non-Sampling Errors	
	4.4	Hypothesis; Concept, Types of Hypotheses, Test of Hypothesis	
		Total	30 Hours

Reference Books:

1. Gupta, S.P. & Gupta, M.P., Business Statistics
2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Event Management

(Skill Enhancement Course)

Course Code: CMSEC151

Course Prerequisites:	Basic knowledge of Management, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.
Course Outcomes:	1. Students will be able to Analyse the role of events in image building
	2. Students will be able to Explain all the steps of planning and organizing an event
	3. Students will be Plan and organize events and discuss ways of strategic marketing and media planning for event.
	4. Students will be able to demonstrate knowledge and ability to identify risk areas, evaluate safety measures.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Concept of Event Management	08
	1.1	Meaning, Features, Types & Objectives of Event Management	
	1.2	Activities in Event Management, Event Designing	
	1.3	5 Cs of Event Designing, 5 Ws of Events, 3 Es of Event Marketing,	
2.0		Brand Building	08
	2.1	Meaning, Concept of Brand Building	
	2.2	Event Sponsorship, Event Economy	
	2.3	Types of Event Sponsorship	
3.0		Factors of Event Management:	07
	3.1	Event Infrastructure, Target Audience, Clients & Right Event for a Client	
	3.2	Event Organizer, Role of Event Organizer	
	3.3	Venue, Types of Venue & Factors Considering While Selecting Venue	
4.0		Practical	07
	4.1	Explain the various aspects of executing an event	
	4.2	Draft an event proposal	
	4.3	Demonstrate an understanding of budgeting and sponsoring an event	
			30Hrs

Suggested co-curricular activities:

- Making Event Proposal
- Sponsorship
- Organizing Small Events
- Budgeting for Event

REFERENCE BOOKS:

Latest editions of the following to be used

1. Event Management for Dummies, Laura Capell.
2. Successful Event Management: A Practical Handbook, Anton Shone and Bryn Parry.
3. Event management and event tourism, Donald Getz



Swami Ramanand Teerth Marathwada University, Nanded

(R-23) Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Personality Development

(Ability Enhancement Course /UGC Vocational Course)

Course Code: CMAEC151

Course Prerequisites:	To get full benefit of this course, student needs to have basic idea about traits of Personality Development Basic idea of significance and reasons for Personality development and self-grooming.
Course Objectives:	<ol style="list-style-type: none"> To developing the effective communication skills among students. Learning about the essential factors for personality development and bringing them into practice. The course intends to develop talent, facilitate employability enabling the incumbent to excel and sustain in a highly competitive world of business. The programme aims to bring about personality development with regard to the different behavioral dimensions that have far reaching significance in the direction of organizational effectiveness. To make students know about self-awareness, life skills, soft skills, need for personal development etc.
Course Outcomes:	<ol style="list-style-type: none"> The student will be able to understand, analyse develop and exhibit accurate sense of self Think critically. demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment. Learn to balance confidence with humility and overcome problems associated with personality. Create understanding of the non-verbal forms of communication.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

- Two tests must be conducted which should cover at least 80% of syllabus.
- The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

- Question paper will comprise of 6 questions, each carrying 10 marks.
- Question No.1 will be compulsory and based on any module of entire syllabus.
- Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
- The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Managerial Personality:	08
	1.1	Definition of Personality, Basics of Personality	
	1.2	Determinants of Personality, Development of Personality	
	1.3	Theories of Personality	
2.0		Personality Traits:	08
	2.1	Meaning and Definition,	
	2.2	Nature and Importance of Perceptions	
	2.3	Factors Influencing the Perception	
3.0		Self-Development:	07
	3.1	Self-Awareness, Self Confidence	
	3.2	Goal Setting, Time Management and Effective Planning	
	3.3	Human Growth and Behavior	
4.0		Self-Management:	07
	4.1	Stress Management, Meditation and Concentration Techniques	
	4.2	Transactional Analysis; Ego, Super Ego, Transactions	
	4.3	Life Position, Winners and Losers, Interpersonal relation.	
		Total	30Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.
2. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002
3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005. 7. Smith, B. Body Language. Delhi: Rohan Book Company. 2004



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Principles of Marketing

(Generic/Open Elective)

Course Code: CMGE151.1.

Course Prerequisites:	Basic knowledge of Marketing, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	<ol style="list-style-type: none"> To help students to understand the basic concept of marketing and its applications. To make the students be acquainted with the principles and theories of Marketing as are applicable in business. To make able the students to understand market segmentation and importance of market segmentation. To make help the students to apply Marketing Concept to solve business problems.
Course Outcomes:	<ol style="list-style-type: none"> Students will be acquainted with the principles and theories of market segmentation as are applicable in business. Students will be able to utilize the concept of Market, Product Decision, Marketing mix and Consumer behaviour etc. Students will be able to apply various Marketing tools as are applicable in business problems. Students will be able to equip the student with knowledge and skills that will enable him/her to interpret and provide solutions to marketing problems.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

- Two tests must be conducted which should cover at least 80% of syllabus.
- The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

- Question paper will comprise of 6 questions, each carrying 10 marks.
- Question No.1 will be compulsory and based on any module of entire syllabus.
- Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
- The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Marketing	07
	1.1	Introduction: Nature and scope of marketing.	
	1.2	Importance and Functions Marketing; Marketing concepts- Traditional and Modern.	
	1.3	Digital/Online Marketing.	
2.0		Market Segmentation.	07
	2.1	Meaning of Market Segmentation and Importance of Market Segmentation.	
	2.2	Basis forMarket Segmentation	
	2.3	Advantages Market Segmentation	
3.0		Consumer Behavior.	07
	3.1	The Meaning and Importance of Consumer Behavior.	
	3.2	Factors Affecting on Consumer Behavior	
	3.3	Importance of Consumer Behavior	
4.0		Marketing Mix (4 P's)	09
	4.1	Product: Product Classification, Product life Cycle.	
	4.2	Price: Pricing Decision, Pricing Techniques	
	4.3	Place: Distribution Channels, Types of Distribution Channels	
	4.4	Promotion:Elements of Promotional Mix.	
		Total	30Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. Philip Kotler; "Marketing Management"
2. Theodore Levitt: "Marketing Management"
3. S. A. Sherlekar: "Marketing Management"
4. E. N. Sontakki: "Marketing Management"
5. WillamStauton: "Fundamentals of Marketing"
6. V. S. Ramaswami& S. Namakumari: "Marketing: Planning, Implementation & Control"



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Financial Literacy

(Generic/Open Elective)

Course Code: CMGE151.2

Course Prerequisites:	Basic knowledge of finance, Classroom, online platform, Case studies, Group discussion, Seminar & field work, E-materials, Books etc.
Course Objectives:	<ol style="list-style-type: none"> To create awareness in student about the need for possessing financial literacy education. To Prepare financial plan and budget and manage personal finances etc. To describe the importance of financial literacy and list out the institutions providing financial services. To make help the students to avail, and manage services offered by banks and post offices.
Course Outcomes:	<ol style="list-style-type: none"> The students will be able to understand the importance of financial literacy and prepare Financial plans. The students will be able to understand basic financial concepts. The students will be able to understand the purpose and functions of Banks, post offices and other financial institution. The students will be able to apply personal and family financial planning.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

- Two tests must be conducted which should cover at least 80% of syllabus.
- The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

- Question paper will comprise of 6 questions, each carrying 10 marks.
- Question No.1 will be compulsory and based on any module of entire syllabus.
- Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
- The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Financial Literacy	07
	1.1	Financial Literacy- Meaning, Importance and Scope.	
	1.2	Income, Expenses and Budgeting.	
	1.3	Saving: - Short Term, Medium Term, and Long Term.	
2.0		Credit and Debt Management	06
	2.1	Basic Rules to Budgeting and Money Management;	
	2.2	Personal Finance, Borrow within a limit;	
	2.3	Debt Management.	
3.0		Commercial Banking	09
	3.1	Commercial Bank: Importance and Functions of Commercial Bank	
	3.2	Introduction to loans, Qualify for a loan. Types of loans, repayments, Monthly payment formula	
	3.3	Deposit and Saving Schemes.	
4.0		Insurance, Investment and Pensions.	08
	4.1	Insurance: -Life Insurance, Vehicle insurance, Health insurance.	
	4.2	Investment: -Equity, Mutual Funds, Post office schemes.	
	4.3	Fraud protection and Grievance Redressal	
		Total	30 Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. NATIONAL INSTITUTE OF SECURITIES MARKETS – “Financial Literacy for people newly inducted into the Financial System” –RBI; – December 2015.
2. Prof. (Dr.) Amit Kumar Singh “Taxmann's Financial Literacy” Taxman Publication, March-2023.
3. Dr. Rajni & Dr. Abhishek Kumar Singh “FINANCIAL LITERACY” JSR PUBLISHING HOUSE, 1 January 2022.
4. Dr. T. S. Kavitha Dr. P. Savitha Dr. B. Vidya Ms. & N. Ramalakshmi
5. “An Introduction to Commercial Banking” Notion Press, 19 January 2023.



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Advertising Skills

(Generic/Open Elective)

Course Code: CMGE151.3

Course Prerequisites:	Basic knowledge of marketing and advertising, observation skills, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To make students familiar with different advertising skills.
	2. To enable students to understand the different advertising media.
	3. To make students understand the different advertisement techniques and elements of advertising budget.
	4. To introduce students with modern methods of advertising.
Course Outcomes:	1. Students will understand the core concept of advertising and its significance in sales promotion.
	2. Students will get knowledge about advertising media and its application.
	3. Students will be able to understand the different techniques of advertising and advertising budgets.
	4. Students will be acquainted with the different modern trends in advertising.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Advertising	07
	1.1	Introduction, Meaning, concept and definitions of advertising;	
	1.2	Need and significance of advertising;	
	1.3	Types of advertising, impact of advertising on customers and sales;	
2.0		Advertising Media	07
	2.1	Meaning and concept of advertising media;	
	2.2	Different types of advertising media, media planning;	
	2.3	Impact of advertising agencies, their role and relationship with clients.	
3.0		Advertising Techniques and Advertising Budget	08
	3.1	Advertising message, preparation of advertising message;	
	3.2	Elements of advertising copy, broadcast copy, copy for direct mail;	
	3.3	Advertising budget, factors affecting on advertising expenditure	
4.0		Modern Trends in Advertising	08
	4.1	Advertising through emails, social media advertising;	
	4.2	Video advertising, personalized advertising, display advertising;	
	4.3	Significance and Benefits of online advertising	
		Total	30 Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. William D. Wells, Sandra Moriarty, Nancy Mitchell, Charles Wood, Advertising and IMC Principles and Practice, 11th Edition, Pearson Publication, 2021
2. Aleksej Heinze, Ana Cruz, Gordon Fletcher, Tahir Rashid, Digital and Social Media Marketing (e-book), Taylor and Francis Publisher, 2016
3. S.A. Chunawalla, Advertising, Sales and Promotion Management, Himalaya Publication, 6th Revised Edition, New Delhi, 2015
4. P. Saravanavel& S. Sumathi, Advertising and Salesmanship, 1st Edition, Margham Publication, Chennai, 2010
5. N.K. Sahni&Meenu Gupta, Advertising and Sales Management Text & Cases, 1st Edition, Kalyani Publishers, Ludhiana, 2015



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in
Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Investment Awareness

(Generic/Open Elective)

Course Code: CMGE152.1

Course Prerequisites:	Basic knowledge of finance, Classroom, online platform, Case studies, Group discussion, Seminar & field work, E-materials, Books etc.
Course Objectives:	1. To create awareness in student about the need for possessing Investment Awareness
	2. To Prepare financial planning and budget etc.
	3. To describe the importance of Investment
	4. To make help the students to avail, and manage services offered by banks and post offices.
Course Outcomes:	1. The students will be able to understand the importance of Investment Awareness
	2. Understand basic Investment concepts.
	3. Understand the purpose and functions of Banks, post offices for Investment Awareness
	4. Students will be able to apply personal and family financial planning for Investment.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

3. Two tests must be conducted which should cover at least 80% of syllabus.
4. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

5. Question paper will comprise of 6 questions, each carrying 10 marks.
6. Question No.1 will be compulsory and based on any module of entire syllabus.
7. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
8. The students need to solve total 4 questions.

Course Contents

Module No.	UnitNo.	Topic	Teaching Hours
1.0		Fundamentals of Investments	07
	1.1	Meaning and definition, Need and importance of investment,	
	1.2	Investment objectives, Elements of Investment, Taxes and investments,	
	1.3	Importance of investment management, Investment avenues. Investment decisions.	
2.0		Investment Management	06
	2.1	Investment Goals: Short-term goals, Medium-term goals, Long-term goals,	
	2.2	Basic investment objectives, time frame of investment	
	2.3	Risk profile – concept of diversification	
3.0		Investment and Saving Alternatives	09
	3.1	Bank Saving Schemes	
	3.2	Post Office Saving Schemes	
	3.3	Government Bonds	
4.0		Modern Investment Options	08
	4.1	Equity Market, Bond Market	
	4.2	Mutual Fund, Debt Market, Gold.	
	4.3	NPS, Insurance, PPF, Real estate	
		Total	30 Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. Prof. (Dr.) Amit Kumar Singh “Taxmann's Financial Literacy” Taxman Publication, March-2023.
2. Dr. Rajni & Dr. Abhishek Kumar Singh “FINANCIAL LITERACY” JSR PUBLISHING HOUSE, 1 January 2022.
3. Dr. T. S. Kavitha Dr. P. Savitha Dr. B. Vidya Ms. & N. Ramalakshmi
4. “An Introduction to Commercial Banking” Notion Press, 19 January 2023.



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Salesmanship Skills

(Generic/Open Elective)

Course Code: CMGE152.2

Course Prerequisites:	Basic knowledge of marketing and advertising, observation skills, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To make students familiar with different Salesmanship skills.
	2. To develop qualities and skills of Salesmen among the students in a Changing Global Scenario.
	3. To make the student's career of in selling and to develop good salesperson.
	4. To make students be acquainted with Consumer Behaviour and Salesmanship.
Course Outcomes:	1. 1.Students will be acquainted with the basic selling techniques and skills.
	2. Students will be acquainted with the personal selling and buying motives and consumer behaviour
	3. Students will become good salesperson.
	4. Students will be acquainted with Consumer Behaviour and Salesmanship

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Salesmanship	08
	1.1	Meaning, Definition and Importance of Salesmanship, Objectives of Salesmanship,	
	1.2	Modern concept of Salesmanship; Types of Salesmen	
	1.3	Qualities of GoodSalesman.	
2.0		Personal Selling and Salesmanship	08
	2.1	Meaning, Nature and Characteristics of Personal selling, Importance of Personal Selling, Objectives of Personal Selling,	
	2.2	Personal Selling V/s Salesmanship; Process of Personal Selling,	
	2.3	Types of Personal Selling	
3.0		Buying Motives	07
	3.1	Introduction – Meaning, Definition, Characteristics and Importance of buying motives, Types of buying motives.	
	3.2	Consumer buying motives, Types of Markets – Consumer market and Industrial Market.	
	3.3	Nature of Consumers BuyingProcess.	
4.0		Consumer Behaviour and Salesmanship	07
	4.1	Introduction, Definition, Nature and Scope of Consumer Behaviour, Types ofCustomers.	
	4.2	Factors affecting Consumer Behavior – External Influences and Internal Influences.	
	4.3	Different theories of consumer behavior	
		Total	30Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. D.C. Kapoor- Marketing and Sales Management - S. Chand Publication.
2. Vinod N. Patel & Girish K. Rana - Dynamic Techniques of Sales Management – Oxford Book Company Jaipur.
3. Richard R. Still, Norman A.P. Govoni & Edward W. Cundiff – Sales Management – Prentice Hall of India Pvt. Ltd. New Delhi.
4. Dutta and Gupta C., Salesmanship, Himalaya Publishers, Nagpur.
5. R. Krishnamurty, Personal Selling and Sales Management, Himalaya Publishers, Nagpur.



Swami Ramanand Teerth Marathwada University, Nanded

(R-23 Syllabus of Four Years Multidisciplinary UG Program in Business Administration with Multiple Entry and Exit Option)

B.B.A (1st Year): Semester II (Level 4.5)

(New Model College, Hingoli)

Subject: Management

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Business Ethics

(Generic/Open Elective)

Course Code: CMGE152.3

Course Prerequisites:	Basic knowledge of business and ethics, observation skills, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	1. To equip the students with the ability to analyse, interpret and apply the basic concepts of ethical practices that affect business and future decision making.
	2. To equip the students with the Sustainable Development.
	3. To equip the students with Corporate Social Responsibility.
Course Outcomes:	1. Students will be acquainted with the ability to analyse, interpret, and apply the basic concepts of ethical practices that affect business and future decision making.
	2. Students will be acquainted with the Corporate Social Responsibility.
	3. Students will be acquainted with the Sustainable Development

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Test I Marks	Test II Marks	Average Marks of Two Tests			
02	--	30	--	10	10	10	40	--	50

Continuous Assessment (CA):

1. Two tests must be conducted which should cover at least 80% of syllabus.
2. The marks of the average of two tests will be considered for final Internal Assessment.

End Semester Examination (ESE for 2 Credit Course):

1. Question paper will comprise of 6 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Attempt any 3 questions (from Q.2 to Q.6) covering all the modules of the syllabus.
4. The students need to solve total 4 questions.

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		PRINCIPLES OF BUSINESS ETHICS	08
	1.1	Introduction to Ethics & Morals, Nature of Ethics	
	1.2	Need for Business Ethics, Ethical Dilemmas	
	1.3	Benefits of Business Ethics	
2.0		CORPORATE SOCIAL RESPONSIBILITY	07
	2.1	Introduction to Corporate Social Responsibility	
	2.2	Need For CSR	
	2.3	Benefits of Corporate Social Responsibility	
3.0		WORKPLACE ETHICS	08
	3.1	Factors Influencing Ethical Behaviour at Work,	
	3.2	Ethical Issues at work place – Discrimination	
	3.3	Ethical Issues at work place – Harassment	
4.0		ENVIRONMENT & ETHICS	07
	4.1	Introduction to Sustainable Development	
	4.2	Pollution and Resource Depletion	
	4.3	Eco-Friendly Business Practices	
		Total	30 Hrs

REFERENCE BOOKS:

Latest editions of the following to be used

1. S. K. Bhatia - Business Ethics and Corporate Governance; Deep & Deep Publications
2. C. S.V. Murthy - Business Ethics and Corporate Governance; Himalaya Publishing House
3. IPCC Booklet - Business Ethics; ICAI, Publication