



Pragnya education trust's
Pragnya college of management & computer studies,
Handewadi, Pune-411060

BBA -- Semester: I

Teaching Plan 2021-2022

Name of Faculty:

prof.fazilat jagot

Subject: Principles of Management

(SUBJECT CODE-101)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Nature of management 1.1 Meaning & Importance of management Functions of management Role of managers 1.2
		3	1.3 Management as an Art, Management as a Science, Management as a Profession and a Social System
		4	1.4 Concept of Management, Administration, Organization & Universality of Management
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Evolution of management thoughts 2.1 Concept of Managerial Thoughts
		3	2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker
		4	2.3 Indian Management ethos (Indian)anddifferent Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, Verghese Kurien)...
3	DEC	1	Chapter 3: Major managerial Functions 3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits ,Disadvantages
		2	3.2 Planning: Meaning, Need Types ,methods, Advantages, merits, Disadvantages
		3	3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance
		4	3.4 Decision Making: Types, Process, and Techniques Directions nature and principles
4	Jan-22	1	3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling :Meaning, Needs, Process, Techniques
		2	Chapter 4: Recent trends in Management 4.1 Management of change , management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits ,stress management .(Principles ,concepts merits)
		3	4.2 Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits

Fazilat



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BBA – Semester: I

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Accounting

dr.asha yadwadkar
(SUBJECT CODE-103)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Financial Accounting concepts of financial accounting Theoretical Definition and Scope
		3	Objectives related to financial accounting Accounting concepts
		4	Principles and conventions. Classification of accounts
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Accounting Transactions and Final Accounts Problems on Voucher system
		3	Accounting Process, Journals, Ledger,
		4	Cash Book , subsidiary books ,
3	DEC	1	Trial Balance preparation of Final Accounts of Sole Proprietorship
		2	(Trading and Profit & Loss Account and Balance Sheet)
		3	Chapter 3: Bank Reconciliation Statements Theoretical concepts related to the chapter Meaning of Bank Reconciliation
		4	Importance and important terms related to Bank Reconciliation
4	Jan-22	1	Preparation of Bank Reconciliation Statement
		2	Chapter 4: Computerized Accounting of computers and Financial application Role
		3	Accounting Software packages

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BBA – Semester: I

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Mathematics

prof.aadil rashid
(SUBJECT CODE-105)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Numerical Methods for Business Managers Commission, Brokerage and Premium Pre-requisites (Natural numbers, HCF, LCM, ratio, proportion, variation) Ration Proportion and Percentage
		3	Banking and taxation and Calendar and Work compound interest Time Simple and
		4	Profit and loss Percentages , Ratio and proportion , Averages
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Numerical Methods for Business Managers Stocks and Shares Interest and Annuity
		3	Determinants Determinant of order three, Properties Introduction,
		4	Matrices Types of Matrices, transpose, singular and non-singular, minors and co-factors, adjoint of a square matrix, Inverse of matrix, system of linear equations.
3	DEC	1	Permutation And Combination
		2	Chapter 3 : Numerical Methods for Business Managers Sequence and series Geometric Progression, Harmonic and Arithmetic Progression, Summation of series
		3	Logarithm Definition and Solved examples Introduction,
		4	Problems related to Log, Antilog , Base
4	Jan-22	1	Chapter 4: Numerical Methods for Business Managers Data Interpretation Problems related to Data Analysis
		2	Linear Programming Problem Meaning of LPP formulation of LPP graphical method Mathematical Solution of LPP by
		3	Surface Area and Volume of Solids Surface area, volume, cube, parallelepiped, cylinder, right circular cylinder, cone, right circular cone, sphere



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BBA – Semester: I

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Economics - Micro

prof,geethu t
(SUBJECT CODE-104)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Concept of Business Economics Importance of economics in life, scope, forms of economy, economic activities, economic problems, circular flow of economy.
		3	Meaning and definition of business economics, Scope of business economics, Importance of business economics in life,
		4	Central problems of economics, market forces in solving economic problems, 5 sector flow of income and expenditure.
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Demand and Supply analysis Concept of demand analysis Concept of demand, determinants of demand, individual demand, market demand
		3	elasticity of demand, types of elasticity of demand,
		4	Practical implementation of elasticity of demand. Methods of measuring elasticity of demand.
3	DEC	1	Concept of supply analysis determinants of supply, elasticity of supply.
		2	Chapter 3 : Revenue and Cost analysis Concept and types of revenue , methods of calculation of revenue,
		3	Interrelationship between marginal , total, and average revenue
		4	Concept of cost definition and importance of cost ,typology of cost analysis of cost
4	Jan-22	1	Chapter 4: Pricing under various market conditions Concept of market and competition Meaning of market, types of markets - perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly
		2	Price and output determination in different market conditions. Concept of Total Revenue,
		3	Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR



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BBA -- Semester: I

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Communication Skills

prof.amina qadri
(SUBJECT CODE-102)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Concept of Communication and Introduction to Communication Role of Communication in social and economic system
		3	Need for effective communication, meaning and definition,
		4	Principles of effective communication, Barriers to communication and over comings
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Methods and types of Communication Methods of Communications]: Linguistics, Non- Linguistics and Para- Linguistics, Art of Listening
		3	Written communication, Forms of written communication. Qualities, difficulties in written communication,
		4	Constraints in developing effective written communication
3	DEC	1	Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine
		2	External- Inward, Outward ,Merits and Limitations of methods & types of communication
		3	Chapter 3: Business Correspondence Concept ,need and functions of Business .Correspondence , Types of Business letters ,Layout Drafting of business
		4	Business Correspondence : Sales , Orders sales circulars and business promotion and resignation letterleave , application letters
4	Jan-22	1	Complaint , Credit verification, Correspondence with bank, Job application , and Reference check
		2	Chapter 4: Analysis of different Media of Communication Fax communication ,voice mail ,emails
		3	Tele conferencing , communication through social media

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BBA – Semester: I

Teaching Plan 2021-2022

Name of Faculty:
Subject: Fundamentals of Rural Development

prof.vaishali marguje
(SUBJECT CODE-304)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Rural Development 1.1 Concept of Rural Development- Meaning and Definition.
		3	1.2 Scope and Importance of Rural Development.
		4	1.3 Approaches of Rural Development. 1.4 Need of Rural Development.
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Rural Development Planning & Management 2.1 Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure
		3	2.2 Functions of DRDA
		4	2.3 NGO's and Rural Development
3	DEC	1	2.4 Self Help Groups (SHG's) formation
		2	Chapter 3 : Agriculture Enterprise & Agro-based industries. 3.1 Agricultural Entrepreneur- Meaning, Definition and Importance.
		3	3.2 Agri-business Enterprises-Issues and prospectus Micro-financing 3.3
		4	3.4 Food and Agricultural Marketing and Management of agro products. 3.5 Agro-based industries
4	Jan-22	1	Chapter 4: Information Technology and Rural Development 4.1 Rural Development and Internet
		2	4.2 Information & Communication Technology (ICT) for Rural Development
		3	4.3 IT –Enable Services for an e-village 4.4 Challenges of Rural Development

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BBA -- Semester: I

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Demography

prof.vaishali marguje
(SUBJECT CODE-106)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Concept of Demography Meaning, importance and need of demography Studies.
		3	Studies Study of demography. As an essential discipline of social economic change, Scope and components of Demography
		4	Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Distribution of population and population growth Density and population distribution
		3	Concept of over and under population
		4	Method of assessment of population growth
3	DEC	1	Chapter 3 : Population as resources Importance of human resource as development of the nation
		2	Concept of literacy and its importance in modern society
		3	Concept of sex ratio age and sex pyramid
		4	Concept of working and dependent population
4	Jan-22	1	Chapter 4: Urbanization and its implications Concept of urbanization factors affecting urbanization. and rural population
		2	Features and importance Urbanization.
		3	Behavioural and demographic Structure and various factors responsible for urbanization

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BBA -- Semester: II

Teaching Plan 2021-2022

Name of Faculty:
Subject: Principles of Marketing

prof.geethu t
(SUBJECT CODE-202)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Concepts and functions of marketing concepts, its objectives Marketing Importance and functions of marketing
		3	Various Approaches of marketing Challenges and marketing manager in international market Opportunity of
		4	Chapter 2:Marketing Environment and marketing Segmentation Marketing environment – meaning Internal and external factors influencing marketing environment
2	MAY	1	Political ,social economical international , technological multi cultural environme
		2	Segmentation: concepts, importance and its types of segmentation.
		3	Chapter 3: Constituents of marketing mix Meaning scope and importance of marketing mix Product mix concept of a product , product characteristics Marketing Mix Intrinsic and extrinsic, PLC.
		4	Price mix - meaning ,element , importance of price mix ,factors , influencing pricing , pricing methods Place mix , Promotion mix Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement
3	JUNE	1	People mix meaning & concepts, elements, importance. Process mix -stages, meaning& importance. Physical evidence- meaning, importance &
		2	Chapter 4: Classifications and types of markets Conventional classification of markets. Services marketing its main features importance, growth functions
		3	Rural marketing features and its contribution to Indian economy ,problems and measures to improve Recent trends in Marketing 1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing, 4.Hybrid Marketing

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BBA – Semester: II

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Statistics

prof.aadil rashid
(SUBJECT CODE-205)

Sr.No.	Month	Week	Topic
1	APR	2	UNIT 1: Frequency Distribution 1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.
		3	1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram
		4	Chapter 2: Measure of Central Tendency E-Marketing: 2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode,
2	MAY	1	2.3 Determination of Mode and Median graphically. 2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems.
		2	Chapter 3 : Measure of Dispersion 3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion. 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V).
		3	Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4. Combined Standard Deviation 3.5 Numerical Problems
		4	Chapter 4: Correlation & Regression 4.1. Concept and meaning of Correlation, Types of correlation. 4.2. Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) 4.3 Numerical Problems on Correlation
3	JUNE	1	Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y. 4.5 Regression coefficients, properties of regression coefficients, 4.6 Numerical problems on Regression
		2	Chapter 5: Index Numbers 5.1 Concept and meaning of Index Number, Notations 5.2 Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number
		3	5.3 Uses of Index Number 5.4. Numerical Problems.



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BBA-- Semester: II

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Name of Faculty:

dr.asha yadwadkar

Subject: Basics of Cost Accounting

(SUBJECT CODE-204)

Sr.No.	Month	Week	Topic
1	APR	2	UNIT 1: Basic concept in cost – Concept of Cost, Costing, Cost Accounting & Cost Accountancy
		3	Origin, Objectives and Features of Cost Accounting Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre
		4	Chapter 2: Elements of cost and Cost Sheet Material, Labour and other Expenses,
2	MAY	1	Classification of Cost & Types of Costs,
		2	Preparation of Cost Sheet
		3	Chapter 3: Overheads Meaning and Definitions, Classification of Overheads, Collection, allocation
		4	Apportionment and reapportionment of overheads over absorption – Definition and Reasons Under and
3	JUNE	1	Chapter 4: Contract and process cost and Methods of costing Contract Costing – Meaning and features of contract costing, works certified and uncertified
		2	escalation clause, cost plus contract, work in progress, profit on incomplete contract
		3	Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,

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BBA -- Semester: II

Teaching Plan 2021-2022

Name of Faculty:
Subject: Fundamentals Of Computers

prof. amina qadri
(SUBJECT CODE- 206)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Computers Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages
		3	Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive I/O Device- Monitor and
		4	Printer and types of printer, Scanners, Digitizers, Plotters Number Systems-Introduction to Binary, Octal, Hexadecimal system Types of computers
2	MAY	1	Chapter 2 : Basics of Computer Networks & Internet Definition- Operating System, Functions of O.S., Types of O. S. - Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS
		2	Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,
		3	Chapter 3: Introduction to Spreadsheet Software and Presentation Software MS-Excel Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel
		4	MS-PowerPoint: Animation Effects, Transition Effects, Slide Show Setting
3	JUNE	1	Chapter 4 : Introduction to Internet & cyber security WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine,
		2	Information security overview - current scenario Background and
		3	Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature

Amina Qadri



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BBA -- Semester: II

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Organizations and Systems

prof.vishwanath jha
(SUBJECT CODE-201)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Nature and Evolution of Business Concept of business and its characteristics. Objectives of business and prerequisites of a successful business. Development and evolution of trade, Commerce and Industry.
		3	Recent trends in Modern Business i.e. BPO, KPO. Entrepreneur & Homepreneur and online trading. Digital marketing and payment methods.
		4	Chapter 2: Forms of Business Organisation Forms of Business Organisation and its selection. Meaning, characteristics, advantages and limitations of sole proprietorship.
2	MAY	1	Partnership Firm, Limited Liability partnership Firms and private company
		2	Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)
		3	Chapter 3: Setting Up a Business Enterprise Identification of Ideas and Opportunities. Influencing factors while setting up of business enterprise. Feasibility report of a business enterprise.
		4	Size and location of a business enterprise. Licensing and basic legal formalities to start a new business enterprise.
3	JUNE	1	Chapter 4: Study of Domestic and Foreign trade Introduction to domestic and foreign trade
		2	Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing
		3	Foreign Trade: Concept of Export and Import; Export and Import Procedure

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BBA -- Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Principles of Human Resource Management

prof,vishwanath jha
(SUBJECT CODE-301)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to HRM Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, Principles of HRM,
		3	Evolution of HRM, Functions of HRM, Challenges of HRM, Role of HR Manager
		4	Difference between HRM& Personnel Management, Challenges before HRM
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Job Analysis & Planning for Human Resources Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation
		3	Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation,
		4	Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning
3	DEC	1	Chapter 3: Career Planning , Employee Morale & Job Satisfaction Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages.
		2	Employee Morale & Job Satisfaction Employee Morale- Meaning, Definition, causes of low Morale
		3	Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction
		4	Caselets on Career Planning, Employee Morale & Job Satisfaction.
4	Jan-22	1	Chapter 4: HRM in Changing Environment & Trends in HRM Work force Diversity, Technological Changes & HRM, International HRM,
		2	E- Human Resource Management, Human Resource Information System (HRIS),
		3	HRM in Virtual Organisations, Work from Home, Out-Sourcing, Changing Role of HRM.

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BBA -- Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Supply Chain Management

prof.aadil rashid
(SUBJECT CODE-302)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Supply Chain Management (SCM) Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy
		3	Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect,
		4	Concept, Importance and Objectives of Green Supply Chain Management.
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Manufacturing and Warehousing Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation,
		3	Material Handling System Design and Decision
		4	Warehousing and Store Keeping, Strategies of Warehousing and Storekeeping, Space Management.
3	DEC	1	Chapter 3: Logistics Management and IT in Supply Chain Management Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy
		2	Inventory Management and its Role in Customer Service. Information and Communication Technology in SCM
		3	Role of IT in SCM, Current IT Trends in SCM, RFID, Barcoding. Retail SCM, Problems and Prospects.
		4	Chapter 4: Key Operation Aspects in Supply Chain Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design,
4	Jan-22	1	Factors Influencing Design, Role and Importance of Distributors in SCM,
		2	Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with Suppliers
		3	Customers and Employees, Linkage between HRM and SCM.



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BBA -- Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Global Competencies and Personality Development

dr.asha yadwadkar
(SUBJECT CODE-303)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Personality and its Development <input type="checkbox"/> Definition and nature of personality <input type="checkbox"/> Characteristics of good personality <input type="checkbox"/> Determinants of personality development
		3	<input type="checkbox"/> Theories of personality development i. Psychoanalytical Theory by Sigmund Freud
		4	ii. Trait Theory by Allport and Big Five model iii. Social Cognition Theory by Albert Bandura
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Global Competence and Self Development <input type="checkbox"/> Meaning and need of global competence.
		3	Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, problem-solving ability, critical and comparative thinking).
		4	Building self-esteem and self confidence SWOT Analysis and Personal Goal Setting
3	DEC	1	Chapter 3: Development of Social and Interpersonal Skills Effective communication skills, Preparation for self-introduction. Working on attitude i.e. Aggressive, assertive and submissive
		2	Development of leadership skills and introduction to Leadership styles. Team Building: develop ability to work under pressure, flexibility at workplace.
		3	Social empathy, building blocks of social empathy and development of social empathy.
		4	Social Responsibilities Workplace ethics
4	Jan-22	1	Chapter 4 : Projecting a Positive Social Image Definition and importance of social image Grooming basics and use of body language
		2	Time management <input type="checkbox"/> Public-speaking
		3	Proper e-mail and telephone etiquettes <input type="checkbox"/> International and social etiquettes

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BBA -- Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Management Accounting

dr.asha yadwadkar
(SUBJECT CODE-305 B)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations.
		3	Distinction between Financial Accounting and Management Accounting.
		4	Distinction between Cost Accounting and Management Accounting
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Analysis and interpretation of Financial statement Introduction of Schedule III as per Company Act 2013, (Statement of Profit & Loss, Statement of Balance sheet format)
		3	Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement.
		4	Introduction of ratio Analysis- meaning, necessity & advantages of ratio analysis. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios
3	DEC	1	(Introduction and Problems on following ratios only) Current ratio, Quick ratio, Gross profit ratio, Net profit ratio, Operating expenses ratio, Debt equity ratio, Debtors turnover ratio Stock turnover ratio
		2	Chapter 3: Marginal Costing Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing,
		3	Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP), Margin of Safety,
		4	problems on contribution, P/Ratio, BEP and MOS
4	Jan-22	1	Chapter 4: Budget & Budgetary control Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control
		2	Types of budget- as per time, functions and variability, Objectives of budget and budgetary control
		3	Steps in budgetary control, advantages and disadvantages of budgetary control, Problems on cash budget.

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BBA -- Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Legal Aspects in Human Resources

prof.vishwanath jha
(SUBJECT CODE-306 C)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction Employer, employee, Rights of an employee at work place.
		3	HR Policy- Meaning and its importance.
		4	Legal issues related to HR in the Organisation
2	NOV	1	DIWALI VACATION
		2	Chapter 2: Wage & Salary Administration and The Workmen's Compensation Act, 1923 Wage & Salary Administration- Meaning & Definition of Wage & Salary
		3	Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels
		4	The Workmen's Compensation Act, 1923- Introduction, Main Features of the Act, Definitions, Provisions under the Act.
3	DEC	1	Chapter 3: The Payment of Gratuity Act, 1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013 The Payment of Gratuity Act, 1972
		2	Introduction, Scope and Application,
		3	Definitions and Provisions under this Act.
		4	Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013
4	Jan-22	1	Introduction to the topic
		2	Main Features of the Act, Provisions, Vishaka Guidelines
		3	Chapter 4: Practical Experience

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BBA – Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Consumer Behaviour & Sales Management

prof.vishwanath jha
(SUBJECT CODE-305 A)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction and Determinants of Consumer Behaviour Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing Culture & Sub-Culture: Meaning, Characteristics & Relevance to Marketing Decisions.
		3	Social Class: Meaning, Measurement, Effect on Lifestyles Social Groups: Meaning & Group Properties & Reference Groups. Family: Family Life Cycle & Purchasing Decisions.
		4	Marketing Mix: Influence of marketing mix variables. Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions. Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement.
2	NOV	1	DIWALI VACATION
		2	Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall. Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes, Intentions Behaviours.
		3	Chapter 2: Consumer Decision Making Process Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information
		4	Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications Situational Influences on Purchase Decisions
3	DEC	1	Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns. Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post- Purchase Dissonance.
		2	Chapter 3 : Basics to Sales Management & its Organization Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting methods,
		3	Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.
		4	Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.
4	Jan-22	1	Chapter 4: Training, Managing & Motivating the Sales Force A. Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description
		2	B. Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added Selling
		3	C. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non Monetary compensation – fine tuning of compensation package Supervising. D. Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.

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BBA -- Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Banking & Finance

prof, fazilat jagot
(SUBJECT CODE-306 B)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction Introduction- Origin, meaning and definition of bank,
		3	evolution of banking in India
		4	structure of banking system in India
2	NOV	1	DIWALI VACATION
		2	Chapter 2: Functions of Banks Functions of Banks- 1. Primary functions- Accepting deposits and granting loans
		3	2. Secondary functions- Public utility services and agency services
		4	Chapter 3: Regulatory Authorities in India Reserve Bank of India (RBI) – Role and functions of RBI
3	DEC	1	Credit control measures, Qualitative and quantitative credit control
		2	Insurance Development Authority (IRDA)-
		3	Objectives, Powers and functions of IRDA
		4	SEBI- Objectives, power and functions of SEBI
4	Jan-22	1	Chapter 4: Technology in banking and importance of technology in banking Need
		2	ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking
		3	RTGS, NEFT, Swift (Society for worldwide interbank financial telecommunication) cyber security in E- banking

Fazilat Jagot



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BBA – Semester: III

Teaching Plan 2021-2022

Name of Faculty:
Subject: Organisational Behaviour

prof.fazilat jagot
(SUBJECT CODE-305 C)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Organisational Behaviour (OB) Meaning, Definition, Nature, Scope, Importance, Key Elements of OB
		3	Disciplines that contribute to the OB field, Models of OB, Challenges for OB
		4	Chapter 2 : Individual Determinants of Organisational Behaviour Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors
2	NOV	1	DIWALI VACATION
		2	Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality Value & Attitude- Meaning, Definition and Types.
		3	Motivation- Meaning, Definition, Importance, Types, Theories Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory Caselets on Personality, Motivation, Value & Attitude
		4	Chapter 3: Group Interaction & Organisational Behaviour Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
3	DEC	1	Conflict - Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating
		2	Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership Caselets on Group Dynamics, Conflict Management & Leadership
		3	Chapter 4 ; Dynamics of Organisation Organisational Culture- Meaning, Definition, Levels, Formation & Sustaining Organisational Culture
		4	Organisational Change- Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change
4	Jan-22	1	Caselets on Organisational Culture & Change Management
		2	Project/ Tutorial Students can prepare project on any topic which they have learnt under this subject.
		3	Project/ Tutorial Students can prepare project on any topic which they have learnt under this subject.

Fazilat



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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Entrepreneurship and Small Business
Management

prof.vishwanath jha
(SUBJECT CODE-401)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Entrepreneurial Perspective of Entrepreneur, Manager, Intrapreneur Entrepreneur and Entrepreneurship Definition, Evolution. Types of Entrepreneurs, Qualities and Functions of Entrepreneur. Concept Meaning,
		3	Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors.
		4	Role of Entrepreneur in growth and development of the small business. Problem of Unemployment and Importance of wealth creation.
2	MAY	1	Chapter 2: Business Opportunity Identification -Definition of business, industry & commerce and their interrelationship in today's environment. Opportunity Search: Divergent Thinking Mode: Meaning Objectives
		2	Tools and Techniques: Environmental scanning for business opportunity Identification. Opportunity Selection: Convergent Thinking Mode: Meaning, Objectives, Tools And Techniques: Market Survey
		3	Chapter 3: Management of MSMEs and Sick Enterprises : Meaning, Objectives and Functions of MSMEs Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems,
		4	Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. - Financial Assistance for Small
3	JUNE	1	Enterprise: Institutional: a)Bank Loan b) Angel Funding c) Venture Funding d) Self Employment Schemes of Government of Maharashtra.
		2	e) Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi UdyamiMitraYojana (RUGMY) f) Prime Minister Employment Generation Programme (PMEGP).
			Chapter 4: Study of Women-founded Start-ups in India and Entrepreneurs' biography UpasanaTaku, Anisha Singh, Sabina Chopra. Azim H. Premji, Ratan Tata, DR. Shiva Nadar.

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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Financial Services

prof fazilat jagot
(SUBJECT CODE- 406 B)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Indian Financial system: an overview Introduction to Indian Financial System Structure of Financial system- financial institutions,
		3	Financial markets, financial instruments and financial services. Overview of Indian Financial System
		4	Financial intermediaries in Financial System- Merchant Bankers, underwriters, depositors, Brokers, Sub brokers, bankers.
2	MAY	1	Chapter 2: Fundamental of Financial Markets Primary Markets: Meaning, functions, Role in Economic Development. Secondary markets: Meaning, functions, Role in Economic Development.
		2	Issue & Management of IPOs Role of stock Exchanges in economic development. BSE, NSE, OTCEI- Functions.
		3	Money Market Instruments. Difference between Money Market & Capital Market.
		4	Chapter 3: Financial Services in India and Derivatives & Commodity Market Mutual Funds- Meaning, Types, Advantages and Disadvantages, Factors affecting investment in mutual fund. Mutual fund investment- Selection of best mutual funds. Factoring- Meaning, types, advantages and disadvantages.
3	JUNE	1	Venture Capital- meaning, importance, process. Credit rating Agencies-Importance & Role. Derivatives- Meaning & Definition, Importance. Future and Options- meaning, types, importance
		2	Basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc. Commodities, Multi Commodity Exchange of India Limited (MCX)- Functioning & Importance. Exchange traded funds- Functioning & Importance.
		3	Chapter 4: Computer Laboratory Work (Based on the full syllabus)

Fazilat Jagot



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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Banking and Insurance Management

prof.fazilat jagot
(SUBJECT CODE- 405 D)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Customer Relationship Management in Banking and Insurance Sector Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.
		3	Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas. Customer Relationship Management through Call Centres in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market.
		4	Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.
2	MAY	1	Chapter 2 : Retail Banking Services Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone Understand the ancillary retail banking services offered and its importance. Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities, Top ups Loans.
		2	E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking. Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.
		3	Chapter 3: Universal Banking Services Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.
		4	Mobile Banking, App based Banking, Point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.
3	JUNE	1	Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector
		2	Chapter 4 : Insurance Services and Types Introduction, emerging trends, Need and Importance, Purpose. Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.
		3	Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.

Fazilat Jagot



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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Decision Making and Risk Management

prof.fazilat jagot
(SUBJECT CODE- 403)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Decision making and Risk Management Decision Making and Risk Management – Introduction, Concept, Problem definition and framing. Rational Models of decision making. Other models - Myers Briggs, Bounded Rationality model, Retrospective decision model, OODA Loop Model, Ladder of Inference etc.
		3	Types of Decisions, Steps in Decision making process, Creative decision making process. Why rational models fail ?, Traps and cognitive barriers that lead to sub-optimal decisions
		4	Chapter 2: Decision making Tools and Models Decision Making - Groupthink versus the wisdom of crowds; Avoiding decision-making traps. Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis.
2	MAY	1	EQ (Emotional Intelligence) versus IQ as essential decision making traits to manage risks. Dealing with conflict and Risk - Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision making leadership and brain chemistry
		2	Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept, Decision Models in strategic management, Decision making systems.
		3	Chapter 3: Role of Decision Making and leadership Definitions of leadership and followership, Motivational theory; common motives of leaders and followers. Identifying resources that affect your power and influence; use and misuse of power, Role of competition and conflict in leadership roles.
		4	Charisma, heroes, bullies and jerks – aspects to be considered in decision making and leadership. Decision making and Leadership - Values as underpinnings of leadership.
3	JUNE	1	Chapter 4 : Organizational Values in Decision Making and Risk Management Importance of Team composition, Understanding your own value system and how it influences choices, political views, personal and organizational decisions
		2	Organizational values –examples of values for well-known corporations. Importance of shared values in decision making and avoiding risks. Vision statements as organizing templates for where organizations or individuals are aiming. Examples of individual and corporate vision statements
		3	Developing and communicating your own view of what needs changing or what is possible to avoid risks. Risk communication, Risk Sharing, Strategic and integral planning of projects.



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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Digital Marketing

prof.vishwanath jha
(SUBJECT CODE- 406 A)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Digital Marketing Concept and meaning of Digital Marketing, Digital Marketing Process Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility.
		3	Concept of Engagement, Visitors Engagement, its importance and examples of engagement. Bringing Targeted Traffic Inbound and outbound marketing
		4	Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process Tools of Digital Marketing
2	MAY	1	Chapter 2 : Digital Marketing Planning and Structure Creating initial digital marketing plan, Target group analysis, Inbound vs Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.
		2	WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Optimization of Web sites, Design of WordPress web, SEO Optimization, Introduction to Web analytics, Web analytics – levels
		3	Chapter 3: Social Media Marketing Introduction of Social Media Marketing, Procedure and Fundamentals of – Facebook Marketing
		4	Fundamentals of Google AdWords, YouTube Marketing, Email Marketing - Content Writing
3	JUNE	1	Chapter 4: Computer Laboratory Work Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. (UI and UX)
		2	PPC Advertising With Google Ad-words Create Search Campaigns Creating Display Campaign Optimising Display Campaign Remarketing Google Ad-words
		3	Social Media Marketing like Creating Search Engine Campaign Ads ,Creating Display Campaign ,Optimising Display Campaign ,Creating Facebook Advertising Campaign and other social media campaign Create Remarketing Campaign PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Use of Marketing Communication tools effectively Prepare the MARCOM strategy

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BBA-- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:

prof.geethu t

Subject: International Business Management-

(SUBJECT CODE-404)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to International Business Meaning, Nature and Scope of International Business Globalization – Effects on Economy, Advantages and Challenges
		3	International Trade Theories and its applications – Reasons for international trade Ricardo's Theory, Heckscher Ohlin Theory, Michael Porter's Diamond model.
		4	Chapter 2: International Business Environment International Corporations – Meaning, Scope and Nature Role and Importance of Multi National Corporations in International Business.
2	MAY	1	Foreign Direct Investment – Meaning, Concept, Importance. Legal Aspects of FDI from Indian Context. Cultural and Demographic Environment – Meaning and Importance in International Business
		2	Chapter 3: Overheads Meaning of Exchange Rate Determination of exchange rate – Fixed, flexible and managed. Concept of Spot Rate, Forward rate and Futures.
		3	Balance of Trade and Balance of Payments – Introduction, Concept and Importance. Documentation in International Trade and EXIM Finance.
		4	Financing Techniques and Export Promotion Schemes - World Bank and International Monetary Fund – Objectives and Functions
3	JUNE	1	Chapter 4: International Economic Zones and Foreign Trade World Trade Organization (WTO) – Evolution and Functions Regional Trading Agreements, India and Trade Agreements, Regional Integration.
		2	Global Sourcing – Introduction, Concept, Challenges, Advantages (Indian Context) Composition and Direction of India's Foreign Trade since 2000.
		3	Case Studies in International Business with reference to Indian Economy on – International Marketing International Finance International Human Resource Management International Strategic Management Ethics in International Business



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BBA – Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Production and Operation Management

prof.geethu t
(SUBJECT CODE-402)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction Introduction to Production and Operation Management – Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management,
		3	Variety of business, Methods of manufacturing, Plant layout, Service layout, Safety considerations and environmental aspects.
		4	Chapter 2: Production Design, Planning , Control Production Design: Meaning, Objectives, product policy, Techniques of product development
2	MAY	1	Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up.
		2	Production Control –Meaning, Objectives, Factors affecting production control. Caselets on design, planning and control.
		3	Chapter 3: Productivity and Ergonomics Productivity and Quality Control- Meaning, Definition, Importance
		4	Measurement techniques, Quality control, Quality circles, TQM.
3	JUNE	1	Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.
		2	Chapter 4: Maintenance Management Maintenance Management : Introduction , Meaning, Types, Planning, Scheduling, Techniques.
		3	Modern Scientific maintenance methods , Automation and computer integrated manufacturing.



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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Taxation

dr.asha yadwadkar
(SUBJECT CODE- 405 B)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Income Tax act 1961. Income Tax Act - 1961 (Meaning, Concepts and Definitions) History of Income Tax in India
		3	Fundamental concepts and definitions under Income Tax Act 1961, Canons of Taxation, Objectives of Income Tax
		4	Taxation structure in India, Concept and definitions- Income, Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee. Permanent Account Number (PAN)- Uses & Benefits.
2	MAY	1	Chapter 2 : Heads of Income and computation of total income as per Income Tax 1961. Different heads of Income: - a) Income from Salary: Salient features, meaning of salary, allowances and tax Liability-Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)
		2	b) Income from House Property: Basis of Chargeability Annual Value- Self occupied and let out property Deductions allowed. (Theory and Basic Practical cases) c) Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and isallowed.
		3	d) Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Only Theory) e) Income from Other Sources Chargeability- Meaning and concept -Inclusion and deduction.(only Theory).
		4	Chapter 3: Computation of Total Taxable Income & Filing of Online ITR. Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year. Form 26 AS-
3	JUNE	1	Various types of ITR, Procedure to file various online ITRs. Refund of Tax
		2	Chapter 4 : Other important aspects of Income tax act 1961 Tax deducted at source (TDS), (TDS section 192-194) Tax Collection at Sources (TCS)
		3	Advance payment of Tax, Methods of payment of Tax, (Theory Only).

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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty: prof.geethu t
Subject: Employee Recruitment & Record Management (SUBJECT CODE- 406 C)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Manpower Planning and Forecasting Manpower planning, Meaning, Definition, Need, Objectives, Levels, Importance, Process, Techniques of Manpower Forecasting,
		3	Factors influencing estimation of Manpower, Barriers to Manpower Planning
		4	Chapter 2: Recruitment and Selection Recruitment : Meaning, Definition, Need, Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages
2	MAY	1	Traditional and New Methods of Recruitment- E Recruitment, Talent Acquisition, Difference between Recruitment and Talent Acquisition
		2	Selection: Meaning, Definition, Process, Difference between Recruitment and Selection,
		3	Chapter 3: Employee Record Management Meaning, Definition, Essentials of a Good Record Principles of Record Keeping, Precautions in
		4	Maintaining Records, Importance of Employee records, Types of Employee records.
3	JUNE	1	Chapter 4: Computer Course Blockchain integration. ... People analytics tools. ... Real-time performance management. ... Biometric time tracking. ... Connected platforms in the workplace. ... Harassment-reporting tools.
		2	HRMS Business Value , HCM cloud application , Employees engagement Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT).
		3	Data Security and Privacy Controls HRMS to Oracle HCM Cloud, • Core Human Resources □ To familiarise Computer applications used in particular department and understanding jargons of the field. □ To understand various concepts and steps relating to designing of computer technologies and its applications in various field. • Onboarding • Benefits • Absence Management • Workforce Modeling and Predictions • Workforce Directory • HR Help Desk • Work Life Solutions • Advanced HCM Controls

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BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:

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Subject: Human Resource Management Functions & Practices

(SUBJECT CODE- 405 C)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to HRM Functions, Performance Appraisal, Training and Executive Development Introduction to HRM Functions , Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process,
		3	Methods Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal. Promotion, Demotion, Transfer and Separation. Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training
		4	Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development.
2	MAY	1	Chapter 2 : Employee Compensation and Other Functions of HRM Employee Compensation :Meaning, Definition, Objectives, Employee Compensation Administration.
		2	Determinants of Employee Compensation, Methods, Fringe Benefits.
		3	Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management
		4	Chapter 3: Introduction to HRM Practices, Workers Participation in Management Introduction to HRM Practices
3	JUNE	1	Workers Participation in Management: Definitions, objectives, Importance, Forms, Workers participation in Management practices in India.
		2	Chapter 4 : Organisational Development Organisational Development: Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD
		3	Organizational learning organizational Development Interventions.

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BBA – Semester: IV

Teaching Plan 2021-2022

Name of Faculty:
Subject: Advertising and Promotion Management

prof.geethu t
(SUBJECT CODE-405 A)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction and Advertising Effectiveness. Meanings, Definition, Functions, Criticism, Ethics, Social issues.
		3	Strategic advertising decisions -advertising budget, advertising framework planning and organisation. Advertising agency- Definition, functions, types structure.
		4	Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness.
2	MAY	1	Chapter 2: Copy and medias decisions Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format.
		2	Copy creations, pre-testing methods and measurements. Media decisions – advertising media, media planning , media research , media selection .
		3	Chapter 3 :Promotion Management Promotion – Meaning, Definition, Objectives; Different factors affecting promotion.
		4	Growth and techniques used for the promotions, Media technology used for promotions.
3	JUNE	1	Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion.
		2	Chapter 4 : Online advertising advertising of online advertising Online Pre-requisites
		3	Internet Advertising Today, purpose, types, advantages, social media advertising.

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BBA – Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Research Methodology

prof.aadil rashid
(SUBJECT CODE-501)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Research Methodology and Research Problem 1.1 Introduction to Research 1.2 Objectives of Research, 1.3 Motivations in Research, 1.4 Types of Research
		3	1.5 Research Approaches, 1.6 Significance of Research, 1.7 Research Process, 1.8 Criteria of Good Research, 1.9 Challenges before Researchers in India.
		4	1.10 Meaning of Research Methodology 1.11 Concept of Research Problem, 1.12 Selecting the Research Problem, 1.13 Techniques involved in defining Research Problem, 1.14 Formulation of Research Hypothesis and its importance
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Research Design and Research Sampling 2.1 Research Design 2.2 Meaning of Research Design, 2.3 Need for Research Design,
		3	2.4 Features of a Good Design, 2.5 Types of Research Design 2.6 Concept of Research Sampling
		4	2.7 Steps in Sampling Design, 2.8 Types of Sampling, 2.9 Determination of Sampling Size
3	DEC	1	Chapter 3: Methods of Data Collection and Processing and Analysis of Data 3.1 Collection of Primary Data 3.2 Meaning and definition of Primary Data, 3.3 Advantages and Limitations of Primary Data, 3.4 Methods of Collecting Primary Data: 3.4.1 Observation Method, 3.4.2 Interview Method, 3.4.3 Questionnaire Method, 3.4.4 Scheduling/ Schedule Method 3.4.5 Other Method
		2	3.5 Collection of Secondary Data 3.5.1 Meaning and definition of Secondary Data, 3.5.2 Advantages and Limitations of Secondary Data, 3.5.3 Sources of collecting Secondary Data 3.6 Data Processing 3.6.1 Editing, 3.6.2 Codification, 3.6.3 Classification, 3.6.4 Tabulation, 3.6.5 Scaling & Measurement
		3	3.7 Data Analysis 3.7.1 Meaning of Data Analysis, 3.7.2 Need of Data Analysis, 3.7.3 Methods of Data Analysis
		4	3.8 Testing of Hypothesis 3.8.1 Concepts in Testing of Hypothesis 3.8.2 Steps in the testing of hypothesis, 3.8.3 Chi-square Analysis, 3.8.4 Analysis of Variance
4	Jan-22	1	Chapter 4: Interpretation and Report Writing 4.1 Interpretation 4.1.1 Meaning of Interpretation, 4.1.2 Need of Interpretation, 4.1.3 Techniques of Interpretation, 4.1.4 Precaution in Interpretation
		2	4.2 Report Writing – 4.2.1 Significance of Report Writing, 4.2.2 Steps in Writing Report, 4.2.3 The layout of the Research Report
		3	4.3 Research Paper Writing– 4.3.1 Meaning of Research Paper, 4.3.2 Structure of Research paper, 4.3.3 Referencing Styles 4.3.4 Ethics in Report Writing and Research Paper Writing

Aadil Rashid



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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Analysis of Financial Statements

dr. asha yadwadkar
(SUBJECT CODE-505 B)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction of Analysis & Interpretation of Financial Statements 1.1 Introduction of Schedule III as per Companies Act 2013, 1.2 Meaning and importance of Analysis of Financial Statements,
		3	1.3 Tools and Techniques of financial analysis 1.4 Comparative Financial Statements, 1.5 Trend Analysis,
		4	1.6 Common Size Financial Statements, 1.7 Ratio Analysis, Fund Flow Statement and C 1.8 Cash Flow Statement
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Ratio Analysis 2.1 Meaning, Importance, Advantages & Limitations of Ratio,
		3	2.2 Classification of Ratios 2.2.1 Liquidity ratios,
		4	2.2.2 Turnover ratios, 2.2.3 Profitability ratios and
3	DEC	1	2.2.4 Solvency ratios (Practical Problems based on the ratios- Problems based on reverse ratio is excluded.)
		2	Chapter 3: Cash Flow Statement 3.1 Meaning, Objectives, Uses, and Limitations of Cash Flow Statement,
		3	3.2 Methods of Cash Flow Statements- Direct methods and indirect methods.
		4	3.3 Practical sums on an indirect method
4	Jan-22	1	Chapter 4: Fund Flow Statement 4.1 Meaning, Objectives, Uses, and Limitations of Fund Flow Statement,
		2	4.2 Preparation of Fund Flow Statement-Fund from operations & statement of changes in Working Capita
		3	4.3 Practical sums on Preparation of Fund Flow Statement-

Pragnya



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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Ethics

dr.asha yadwadkar
(SUBJECT CODE-503)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Business Ethics 1.1 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies
		3	1.4 Why Ethical Problems occur in Business 1.5 Difference between workplace Ethics and Laws
		4	1.6 Ethical Code of Conduct in Global Business 1.7 Government protection policies against illegal business practices. 1.8 Influence of Interest Groups on the Government
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Corporation and Stakeholder Ethics 2.1 Impact of Business Decisions on Stakeholders 2.2 Leadership Ethics at the organizational level – Training Ethics, imbining organizational values and cultures, Awareness of rule and regulations of an organization, Upskilling and Ethical knowledge of employees.
		3	2.3 Organization of Modern corporation and Interaction with stakeholders 2.4 Whistleblower Act and Employee Rights: Privacy and Safety 2.5 Collective Bargaining and Role of Management in implementing Ethics.
		4	2.6 Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation. 2.7 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well being of employees.
3	DEC	1	Chapter 3: Corporate Social Responsibility and Marketing Ethics 3.1 Role and Responsibility of Organizations towards government and society. 3.2 CSR Performance – Meaning and Responsibility.
		2	3.3 CSR – Strategy in building community relationships. 3.4 Corporate Citizenship and – Concept and Stages
		3	3.5 Ethical behaviour in Advertising Practices and Advertising ethics. 3.6 Ethical and Unethical Target Marketing in Business
		4	3.7 Advertising abuses and Regulation 3.8 Media Industry – Role, Impact and Ethical Practices
4	Jan-22	1	Chapter 4 : Environmental and Consumer Ethical Issues 4.1 Environmental Ethics and Human values – Meaning and Impact on Environmental problems
		2	4.2 Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization. 4.3 Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth's ecosystem.
		3	4.4 Difference between Customer and Consumerism 4.5 Government regulation agencies for Consumer protection and Protecting consumer privacy online.

Pragnya



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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Cases in Human Resource Management + Project Viva

prof.geethu t
(SUBJECT CODE-306 C)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Case Study Introduction: 1.1 Case – Meaning – Objectives of Case Studies, 1.2 Characteristics & Importance of Case Studies
		3	1.3 Case Study analysis methodology (steps in Case Study
		4	1.4 Guidelines (Dos and Don'ts in Case Study Analysis).
2	NOV	1	DIWALI VACATION
		2	Chapter 2: Areas of Case Study 2.1 Functions of HRM, 2.2 Challenges before HRM, 2.3 Role of HR Manager, 2.4 Job Analysis- Job Description, Job Specification, Job
		3	2.5 Manpower Planning and Forecasting, 2.6 Recruitment and Selection
		4	2.7 Training and Executive Development, 2.8 Employee Compensation, Performance Appraisal, 2.9 Career Planning,
3	DEC	1	2.10 Employee Morale, Job Satisfaction, 2.11 Workforce Diversity, 2.12 International HRM, E-HRM,
		2	2.13 Human Resource Information System, 2.14 Work from Home, Change Management 2.15 Out-Sourcing,
		3	2.17 Legal issues related to HR in the Organization, 2.18 Wage & Salary Administration, 2.19 The Workmen's Compensation Act, 1923
		4	2.20 The Payment of Gratuity Act, 1972, 2.21 Sexual Harassment of Women at Workplace, 2.22 Workers Participation in Management,
4	Jan-22	1	2.23 Organizational Development, 2.24 Employee Record Management,
		2	2.25 Individual Behavior, Group Behavior, Personality,
		3	2.26 Values and Attitude, 2.27 Group Dynamics, Conflict Management,

Geethu



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BBA – Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Legal Aspects in Marketing Managemnt

prof.geethu t
(SUBJECT CODE-506 A)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction and Doorstep Selling/Home Delivery 1.1 Introduction to Legal Aspects of Marketing 1.2 Importance, Scope and Features
		3	1.3 Door Step Selling/Home Delivery – Rules, Order Fixation and Cancellation, Applicability of Rules, Terms and Conditions, and Documents needed for Doorstep Selling/ Home Delivery.
		4	1.4 Tele sales and Direct Mail Sales Concepts
2	NOV	1	DIWALI VACATION
		2	Chapter 2: Advertising & Pricing 2.1 Meaning and Definition, Importance, Types of Advertising (TV, Radio, Print form Advertising) 2.2 Laws for Broadcasting the Advertisement
		3	2.3 Claims for Misleading Advertisement 2.4 2.4 Harms and Offence – Children, Medicine and Health, National and Societal Interest
		4	2.5 Meaning and Importance of Pricing related laws
3	DEC	1	2.6 Laws related to price/payment consumer rights surcharge payment regulations
		2	Chapter 3: Online Marketing & CRM 3.1 Meaning and Definition of Online Marketing 3.2 Legal Consideration for data Protection (data collected from potential customers, its usage, security)
		3	3.3. Cookies- Monitoring and governing of cookies, security and confidentiality of client data while online marketing
		4	3.4 Concept of CRM, Terms and conditions related to CRM
4	Jan-22	1	Chapter 4: Project preparation on any topic from the marketing syllabus. Refer the guidelines for preparation of project report.
		2	Project preparation on any topic from the marketing syllabus. Refer the guidelines for preparation of project report.
		3	Project preparation on any topic from the marketing syllabus. Refer the guidelines for preparation of project report.

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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Legal Aspects of Finance & Security Laws

prof.fazilat jagot
(SUBJECT CODE-506 B)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to legal aspects to finance 1.1 Overview of Indian Financial System 1.2 Introduction to Legal aspect: Finance, Securities market
		3	1.3 Basics of insurance, Derivatives, Commercial Banking,
		4	1.4 Capital Markets, Money markets, Forward market Commission of india (FMC), Pension Fund Regulatory and Development Authority (PERDA)
2	NOV	1	DIWALI VACATION
		2	Chapter 2: The issue, Listing of Securities& Investor Protection 2.2 2.1 Listings of Securities Issue of Capital and Disclosure Requirements (ICDR)
		3	2.3 Procedure for Issue of Various Types of Shares and Debentures,
		4	2.4 Employee Stock Option Scheme and Employee Stock Purchase Scheme, 2.5 Delisting of Securities.
3	DEC	1	Chapter 3: Companies Act 2013 & Investor Protection 3.1 Introduction to the Companies Act 2013, 3.2 Overviews of Companies Act 2013,
		2	3.3 Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA).
		3	3.4 Importance of Preparation of Financial Statements & its disclosure.
		4	3.5 Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013,
4	Jan-22	1	Chapter 4: Goods & Service Act 2017 4.1 Introduction to GST, 4.2 Types of GST, Overview of CGST, SGST,IGST& UTGST Act 2017
		2	4.3 Eligibility to register under GST, Benefits of GST Registration.
		3	4.4 Procedure of GST Registration, 4.5 Introduction to GST Network, Functions of GSTN

Fazilat Jagot



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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Management of Corporate Social Responsibility

prof.fazilat jagot
(SUBJECT CODE-504)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to CSR 1.1 Meaning and Definition 1.2 Sustainability and Stakeholders Management, 1.3 Concept of Charity
		3	1.4 Corporate Philanthropy 1.5Relation between CSR and Corporate Governance 1.6 Evolution of CSR in India
		4	1.7 Models of CSR in India 1.8 Carroll's Model 1.9 Initiatives in India
2	NOV	1	DIWALI VACATION
		2	Chapter 2 :Modules of Corporate Social Responsibility 2.1 Models of CSR- Trusteeship, Stakeholders
		3	2.2 Ethical Model, Statist Model, Liberal Model
		4	2.3 International Framework of CSR
3	DEC	1	2.4 Sustainable Development Goals
		2	Chapter 3 : CSR-Legislation in India and the World 3.1 Section 135 of Companies Act
		3	3.2 Scope of CSR Activities under Schedule VII,
		4	3.3 Appointment of Independent Directors on Board 3.4 Computation of Net Profit's implementation in India
4	Jan-22	1	Chapter 4: Identifying key stakeholders and their Roles and recent trends and opportunities in CSR 4.1 of Public Sector in Corporate, Government programmes that encourage voluntary responsible action of corporate
		2	4.2 Role of Non-profit &Local Self-Governance in implementing CSR
		3	4.3 CSR as. Strategic Tool for Sustainability and Challenges 4.4 Case Studies CSR initiatives

Fazilat



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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:

Prof. Geethu T

Subject: Cross-Cultural HR & Industrial Relations

(SUBJECT CODE-505 C)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to cross Cultural Management 1.1 Understanding Culture and Cross-Culture 1.2 Meaning of Culture, 1.3 Six Dimensions of National Culture by Professor Geert Hofstede 1.4 Cultural differences and similarities,
		3	1.5 Cultural Variables in Multinational 1.6 EnterprisesCommunicating across Cultures 1.7 Negotiating across Cultures 1.8 Multicultural Teams 1.9 Cross-Cultural Management and business etiquette
		4	Chapter 2 : Cross-Culture and Human Resource Management 2.1 Cross-Culture and Human Resource Management 2.2 Cross-cultural Human Resource Management 2.3 Motivation Across Cultures
2	NOV	1	DIWALI VACATION
		2	2.4 Leadership and Decision MakingAcross Cultures 2.5 Communication & NegotiationAcross Cultures 2.6 Rewards Across Cultures
		3	2.8 Power and Conflict Across Cultures 2.9 Skills for a Global Manager 2.10 Cross-cultural Differences and Managerial Implications (The Role of Human Resource Management in Cross-Cultural Environment)
		4	Chapter 3: Fundamentals of Industrial Relations 3.1 Meaning and definition of Industrial Relations, 3.2 Evolution of Industrial Relation,
3	DEC	1	3.3 Importance of Industrial Relations, 3.4 Scope of Industrial relations
		2	3.5 Approaches towards the study of Industrial Relations (Psychological Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach) 3.6 Ethical Codes & Industrial Relation
		3	Chapter 4 : The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017 4.1 The Industrial Disputes Act,1947 - 4.2 Definitions, 4.3 Authorities under the Act,
		4	4.4 Power & Duties of authorities, 4.5 Strike & lockout, 4.6 Lay-off, 4.7 Grievance Redressal Machinery 4.8 The Factories Act, 1948
4	Jan-22	1	4.9 Definitions, 4.10 Authorities under the Act, 4.11 Provisions regarding Safety, 4.12 Provisions regarding Health, 4.13 Provisions regarding Welfare
		2	4.14 Provisions regarding Leave with Wages, 4.15 Provisions regarding Working hours of adults 4.16 The Maternity Benefit Act 2017 4.17 Application of Act
		3	4.18 Definition 4.19 Right to payment of maternity benefit 4.20 Payment of maternity benefit in case of death of a woman 4.21 Provision of creche' facility

Geethu



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BBA – Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: Database Administration and Data Mining

prof.amina qadri
(SUBJECT CODE-502)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1: Introduction to Database Management System 1.1 Introduction DBMS 1.2 Objectives related to DBMS
		3	1.3 DBMS Concepts
		4	1.4 Purpose of Database System, 1.5 Advantages and Disadvantages of Database System
2	NOV	1	DIWALI VACATION
		2	Chapter 2 : Database Administration 2.1 Introduction to Database Administration Purpose of Database Administration 2.2
		3	2.3. Concept of Database Administration
		4	2.4 Transaction management, Properties of Transaction (ACID Properties)
3	DEC	1	Chapter 3: Data Warehousing Introduction to Data Warehousing Purpose related to Data Warehousing 3.1 3.2
		2	3.3 Data Warehousing Concepts
		3	3.4 Need of Data Warehousing, Applications, Advantages, Limitations 3.5
		4	Chapter 4: Data Analytics and Data Mining Introduction to Data Analytics and Data Mining Purpose related to Data Analytics and Data Mining 4.1 4.2
4	Jan-22	1	4.1.2 Data Analytics Scope, and it's Business Relevance. 4.1.3 Types of Data Analytics. Data Mining concepts
		2	4.1.4 Need of Data Mining, Applications, Advantages, 4.1.5 Limitations to Data Mining
		3	4.1.6 Cloud Computing Introduction, Purpose, Cloud 4.1.7 Computing concepts, Need of Cloud Computing, 4.1.8 Applications, Advantages, Limitations



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BBA -- Semester: V

Teaching Plan 2021-2022

Name of Faculty:
Subject: : Marketing Environment Analysis and Strategies

prof.vishwanath jha
(SUBJECT CODE-505 A)

Sr.No.	Month	Week	Topic
1	OCT	2	Chapter 1:Marketing Environment 1.1 Introduction – Marketing Microenvironment – 1.1.1 Company, 1.1.2 Suppliers, 1.1.3 Marketing intermediaries, 1.1.4 Competitors, Customers
		3	1.2.1 Macro Environment – 1.2.2 Demographic environment, 1.2.3 Economic environment, 1.2.4 Natural environment,
		4	1.2.5 Technological environment, 1.2.6 Political environment, 1.2.7 Social environment, 1.2.8 Cultural environment
2	NOV	1	DIWALI VACATION
		2	Chapter 2: Business Analysis 2.1 Business Analysis process, 2.2 Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns,
		3	2.3 Growth Drivers, Competition CSF, KPL BCG matrix, Porter's 5 force analysis
		4	2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope, and its importance concerning marketing strategies
3	DEC	1	2.4.1 Types of Data Analytics. 2.4.2 Challenges of Business Data Analytics.
		2	Chapter 3 : Marketing Research 3.1 Need of Marketing research 3.2 marketing research process,
		3	3.3 Consumer Buying Behavior, Marketing environment affecting consumer-buying behaviour
		4	3.4 Big Data Analytics – Concerning Consumer Psychologies
4	Jan-22	1	Chapter 4: Marketing Strategies 4.1 Introduction, 4.2 Product and Pricing Strategies,
		2	4.3 Market Segmentation and Targeting Strategies
		3	4.4 Distribution Strategies, Communication Strategies. 4.5 Digital Marketing Strategies – Importance, and Challenges.

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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: International Brand Management

prof.vishwanath jha
(SUBJECT CODE-605 A)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Understanding Brand 1.1 Introduction to Brands 1.2 Different brand concepts
		3	1.3 Purpose of Brands 1.4 Characteristics of strong brands 1.5 The purpose of Branding 1.6 Fundamental concepts of Branding
		4	1.5 The purpose of Branding 1.6 Fundamental concepts of Branding
2	MAY	1	Chapter 2 : Developing Brand 2.1 Process and methods of developing brand elements 2.2 Creating brand associations and introducing a new brand in the international market
		2	2.4 Including the use of social/digital platforms, 2.5 Design marketing and marketing communications programs that build brand equity in the international
		3	Chapter 3: Evaluating Brand 3.1 Processes and methods of measuring brand performance
		4	3.2 Qualitative and quantitative tools for measuring brand image and strength,
3	JUNE	1	3.3 Interpret brand performance data, Brand evaluation plans in the international scenario
		2	Chapter 4 : Managing Brand 4.1 Concepts and tools for managing brands over time, international geographic areas, and market segments,
		3	4.2 Consumer-brand relationships, Strategic alliances, Brand portfolios, and Brand repositioning/revitalization.

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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: Cases in Marketing Management

prof.vishwanath jha
(SUBJECT CODE- 606 A)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Case Study- Introduction Meaning – Objectives of Case Studies 1.2 Characteristics & Importance of Case Studies 1.1 Case –
		3	1.3 Guidelines for Case Studies & Cases Discussion.
		4	Chapter 2: Areas of Case Study Mix with PLC 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods. 2.1 Product
2	MAY	1	2.3 Place Mix – Physical Distribution Management System, Types, Intermediaries, strategies, trends in SCM. 2.4 Promotion Mix – Elements, Advertising, Media Mix, AIDA, DAGMAR, IMC.
		2	2.5 Extended Ps of Marketing Mix Product Development Extension and Product Diversification 2.6 New 2.7 Product
		3	2.8 Traditional Marketing and Modern Marketing 2.9 Rural Marketing
		4	2.10 Services Marketing Organised&Unorganised Retail Marketing 2.11
3	JUNE	1	2.12 E-Marketing and Digital Marketing 2.13 Green Marketing
		2	2.14 Market Segmentation 2.15 Targeting
		3	2.16 Positioning and Niche Market

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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:

prof.vishwanath jha

Subject: Essentials of E-Commerce

(SUBJECT CODE-601)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: E-Commerce and Business Model Concepts 1.1- Introduction to E-Commerce Role of E-Commerce in Business Economy. Growth of E-Commerce in India 1.2 - Factors responsible for the growth of E-Commerce in India Opportunities and Challenges for E-Commerce in India
		3	1.3- E-Commerce Business Models – Introduction, Types, howto choose e-commerce business models. 1.4- Modern Procurement in E-Commerce -E-Procurement – Introduction, E-Commerce and Technological tools 1.5- E-Distribution – Introduction, Features, Scope and Advantages.
		4	Architectural Models in B2B 1.6- E-Commerce and Infrastructure – Electronic Data Interchange, Internet, Intranet, Extranet, Backend Informatics System Integration etc
2	MAY	1	Chapter 2: E-Money and E-Payment Systems 2.1 - E-Money – FIAT Currency, E-Money classification, Advantages of E-Money. Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market
		2	2.2- Modern Digital Payment trends – Credit/Debit Cards, QRCode Scanners, Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung Pay/Apple Pay and use of NFC Technology. 2.3 - Unified Payment Interfaces (UPI) and Mobile Wallets Role of modern digital payment systems and Challenges facedin Indian Retail Sector.
		3	Chapter 3: Role of E Marketing 3.1- Search Engine Optimization (SEO), Content Marketing, Pay Per Click (PPC) Advertising, Business E -Branding Social Media Marketing and Analytical tools used, Internet Banking, Mobile Retailing.
		4	3.2 - Use of Artificial Intelligence and Augmented Reality – Programmatic Advertising, Chatbots, Conversational marketing, Home assistants, Messaging apps, Personalized marketing, Website Designing.
3	JUNE	1	3.3 - Visual Search – Social Media Stories, Google lens, Blogs, Use of user-generated content, Privacy Marketing, Semantic Keyword search, Neuro-marketing.
		2	Chapter 4: Cyber Security and Technology 4.1 - Cyberwarfare - Automotive hacking, Cloud services vulnerability, Mobile Hacking.Data Privacy as a discipline, Insider threats, Phishing, ATM frauds. 4.2- Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets, Infringement of IT property, DigitalSignature.
		3	4.3 - Social Media Crimes, Data Theft, Transfer of data without permission, Spread of Virus/worms, Trojans, Child Pornography, Forgery, Anti-National posts, Cyber-crime againstgovernment institutions. 4.4 - Information Technology Act -2000: Role, Need and Importance, Software development and legal issues,Shrink-wrap contracts

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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: Management Information System

Prof. Geethu T
(SUBJECT CODE-602)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Basic Concepts of Information Technology and Management Information System 1.1 Meaning and basic concept of Information Technology, 1.2 Meaning and basic concept of Information System
		3	1.3 Meaning and basic concept of Management Information System 1.4 Role of Information Technology in Management Information System 1.5 Management Information System as an instrument for organizational change.
		4	Chapter 2: Decision Making and Information 2.1 Decision Making 2.2 Models of Decision Making,
2	MAY	1	2.3 Classical Model, Administrative Model and 2.5 Herbert Simon's Model 2.4
		2	Information of information, 2.7 Attributes of Information and its relevance to decision making. 2.6 Types
		3	Chapter 3: System Analysis and Design 3.1 System 3.2 Meaning and definition 3.3 System Analysis 3.4 Meaning and definition of system analysis
		4	3.5 Need for system analysis, 3.6 System analysis of the existing system, 3.7 System analysis of new requirements,
3	JUNE	1	3.8 System Development Model, 3.9 Structured System Analysis and Design 3.10 Object-Oriented Analysis.
		2	Chapter 4: Information system applications a. MIS applications, b. DSS – GDSS - DSS applications in E enterprise, c. Knowledge Management System and Knowledge Based Expert System
		3	d. Enterprise Model System and E-Business, e. E-Commerce, f. E-communication, g. Business Process Reengineering

Geethu T.



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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:

prof.geethu t

Subject: Global Human Resource Management

(SUBJECT CODE- 605 C)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Global HRM 1.1 Meaning and definition of Global HRM, 1.2 Features of Global HRM, 1.3 Objectives of Global HRM,
		3	1.4 Development of Global HRM, 1.5 Significance of Global HRM in International Business
		4	1.6 Categorization of countries and employees in the concept of Global HRM 1.7 Difference between Global HRM and Domestic HRM
2	MAY	1	Chapter 2 : Global HR Functions-I 2.1Global Staffing, 2.2 The role of expatriates and non-expatriates, 2.3 Staffing Policy Approaches in International HRM 2.4 Recruiting staff for Global Assignment
		2	2.5 Global labour market 2.6 Global Recruitment function; head-hunters, cross-national advertising, e- recruitment; 2.7 Selecting staff for Global Assignment 2.8 Criteria and techniques,
		3	Chapter 3: Global HR Functions-II (Global Training & Development) 3.1 Meaning definition, 3.2 Objectives, 3.3 Importance, 3.4 The role of expatriate training,
		4	3.5 Key components of effective pre-departure training, 3.6 Developing staff through international assignments, 3.7 Barriers in Global Training & Development 3.8Global Compensation Meaning & definition, Objectives,
3	JUNE	1	3.9 Key components of Global Compensation program, 3.10 Approaches to Global Compensation 3.11 Barriers in Global Compensation
		2	Chapter 4 : Global HRM Trends and Future Challenges 4.1 Strategic HRM in multinational enterprises, 4.2 Ethics-related challenges for the HR function of the multinational enterprise 4.3 Challenges in an uncertain world: Safety, security and counterterrorism
		3	4.4 The evolving role of the HRM function in MNCs Role of Technology in Global HRM Knowledge Management and Global HRM

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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: Business Project Management

prof.geethu t
(SUBJECT CODE- 603)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Introduction to Project Management 1.1 Defining Business Project Management 1.2 Exploring opportunities in the project management field 1.3 Developing Project management skills
		3	1.4 Categorising different types of Business Projects 1.5 Understanding the difference between Projects & Programmes.
		4	Chapter 2: Planning & Implementing your Project 1.1 Planning a Project 1.2 Developing a Business Project Management Plan 1.3 Assessing the feasibility of a Project
2	MAY	1	1.4 Identifying & Managing the Risk 1.5 Managing a Project & Setting up a Project Database. 1.6 Creating an effective work schedule
		2	1.7 Monitoring a business project 1.8 Managing Change 1.9 Address of Problems
		3	Chapter 3: Business Project Management Techniques a. Identifying Organisational Structures b. Estimation of Costs & Budget c. Using CPM tools (Gantt Chart, WBS, Project Network Diagram)
		4	d. Establishing the CPM e. Implementing PERT Tool f. Using Process improvement tools (Fishbone, SIPOC)
3	JUNE	1	Chapter 4 : Managing Project issues & their commencement 4.1 Identifying Project Costs 4.2 Calculating Return on Investment (ROI)
		2	4.3 Calculating the Payback Period 4.4 Determining Net Present Value (NPV) 4.5 Identifying the life cycle of a Project
		3	4.6 Handling over a Project 4.7 Closing a Project 4.8 Reviewing a Project

Geethu



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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: Financial Management

prof.fazilat jagot
(SUBJECT CODE- 605 B)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Sources of Finance 1.1 Long term Sources of Finance- Owned Funds & Borrowed Funds, Equity shares, Preference Shares, Debentures, Term Loan, Lease Financing, Hire Financing.
		3	1.2 Short term Sources of Finance- Bank overdraft, Cash Credit, Bills Discounting, Ploughing back of Profit,
		4	Chapter 2: Capital Structure 2.1 Meaning, Concept, Importance, 2.2 Factors affecting Capital Structure-Internal Factors, External Factors & General Factors
2	MAY	1	2.3 Cost of Capital- Meaning, weighted Average Cost, Operating leverages,
		2	2.4 Financial leverages, Combined Leverages (Problem on Leverages)
		3	Chapter 3: Capitalisation 3.1 Meaning, Modern Concept of Capitalisation, Need,
		4	3.2 Under capitalisation-Meaning, Causes & Remedies
3	JUNE	1	3.3 Over Capitalisation- Meaning, Causes, & Remedies
		2	Chapter 4 : Capital Budgeting 4.1 Meaning of Capital Budgeting
		3	4.2 Techniques of Capital Budgeting, Mutually Exclusive Proposals 4.3

Fazilat



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BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: Cases in Finance

prof fazilat jagot
(SUBJECT CODE- 606 B)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Fund Raising & Capital Budgeting 1.1 Fund Raising: Meaning, Importance, Process. (Theory)
		3	1.2 Investment Decisions: Long term, Medium-term, Short Term, its importance (Theory)
		4	1.3 Capital Budgeting: Meaning, Importance, Types (Practical cases)
2	MAY	1	Chapter 2: Working Capital Management 2.1 Working Capital:- Meaning, Importance
		2	Cases on Working capital.
		3	Chapter 3: Cost of Capital 3.1 Return of Capital Employed (ROCE): Meaning, Importance (Theory)
		4	3.2 Return on Investment: Meaning, Importance. (Theory)
3	JUNE	1	3.3 Cost of Capital: Meaning, Importance, Cases on Cost of Capital
		2	Chapter 4: Project Report Project- based on core areas of finance/ based on internship. (Refer to the suggested topics given below) Internship guidelines are attached separately
		3	Project-based on core areas of finance/ based on internship.



Pragnya education trust's
Pragnya college of management & computer studies,
Handewadi, Pune-411060

BBA-- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:

prof.vishwanath jha

Subject: Management of Innovations and Sustainability

(SUBJECT CODE-604)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Management of Innovation Sustainability: An Introduction 1.1 Introduction 1.2 Defining innovation 1.3 Approaches to innovation 1.4 Differences between invention and innovation
		3	1.5 Product innovation and process 1.6 Technological innovation, commercial or organizational Innovation 1.7 Indicators Characteristics of innovation in different sectors
		4	1.8 Sustainable innovation 1.9 Defining Sustainability Innovation 1.10 Sustainability as Key Driver of Innovation 1.11 Innovation for Sustainable Development
2	MAY	1	Chapter 2: Managing Innovation with Firms & Strategies and Concepts for Innovation 2.1 Organisation and Innovation 2.2 The dilemma of Innovation Management 2.3 Organisational characteristics that facilitate the innovation process
		2	2.4 Organisation structure and Innovation 2.5 The role of Individual in the Innovation Process 2.6 IT System and Their Impact on Innovations 2.7 The innovation imperative: Why innovate
		3	Chapter 3: Service Innovation and Sustainability Innovation in Business 3.1 The Growth in Service 3.2 Different Types of Services
		4	3.3 Characteristics of service and how they differ from product 3.4 Classification of Service innovation 3.5 Service innovation and the consumer
3	JUNE	1	3.6 Energy and Materials: New Challenges in the First Decade of the Twenty-first Century 3.7 Defining Sustainability Innovation
		2	Chapter 4: Management of sustainable development 4.1 Economic aspects of sustainable development 4.2 Socio-political aspects of sustainable development
		3	4.3 Ecologic aspects of sustainable development 4.4 Green organisations



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Handewadi, Pune-411060

BBA -- Semester: VI

Teaching Plan 2021-2022

Name of Faculty:
Subject: Recent Trends & HR Accounting

profgeethu t
(SUBJECT CODE- 606 C)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Employee Engagement 1.1 Meaning and definition of employee Engagement, 1.2 Factors Influencing Employee Engagement,
		3	1.3 Strategies for Enhancing Employee Engagement, 1.4 Company values and building employee loyalty,
		4	1.5 Challenges in engaging employees, 1.6 Employee engagement and company branding strategies
2	MAY	1	Chapter 2: Human Resource Information System and Personnel Research 2.1 Human Resource Information System 2.2 Meaning and definition of Human Resource Information System
		2	2.3 Components of Human Resource Information System, 2.4 Advantages and Limitations of Human Resource Information System
		3	2.5 Process of designing of Human Resource Information System 2.6 Personnel Research 2.7 Meaning and definition of Personnel Research,
		4	2.8 Approaches to Personnel Research, 2.9 Process of Personnel Research
3	JUNE	1	Chapter 3: Human Resource Accounting and Human Resource Audit 3.1 Human Resource Accounting 3.2 Meaning and definition of HR Accounting,
		2	3.3 Need and Objectives of HR Accounting, Advantages and Limitations of HR Accounting 3.4 3.5 Human Resource Valuation: Monetary and Non Monetary methods of Human Resource Valuation
		3	3.6 Human Resource Audit 3.7 Meaning, definition and objectives of Human Resource Audit, 3.8 Areas and levels of Human Resource Audit

Geetha