



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty:
Subject: Research Methodology

Prof. Aadil Rashid
(SUBJECT CODE-)

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	Chapter 2 : Research Design and Research Sampling 2.1 Research Design 2.2 Meaning of Research Design, 2.3 Need for Research Design,
		2	2.4 Features of a Good Design, 2.5 Types of Research Design 2.6 Concept of Research Sampling
		3	2.7 Steps in Sampling Design, 2.8 Types of Sampling, 2.9 Determination of Sampling Size
		4	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
3	SEP	1	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
		2	3.7 Data Analysis 3.7.1 Meaning of Data Analysis, 3.7.2 Need of Data Analysis,
		3	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	OCT	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
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Amina Qadri
Subject: Database Administration and Data Mining (SUBJECT CODE-502)

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	Chapter 2 : Database Administration 2.1 Introduction to Database Administration Purpose of Database Administration 2.2
		2	2.3. Concept of Database Administration
		3	2.4 Transaction management, Properties of Transaction (ACID Properties)
		4	Chapter 3: Data Warehousing 3.1 Introduction to Data Warehousing 3.2 Purpose related to Data Warehousing
3	SEP	1	3.3 Data Warehousing Concepts
		2	3.4 Need of Data Warehousing, Applications, Advantages, Limitations 3.5
		3	Chapter 4: Data Analytics and Data Mining 4.1 Introduction to Data Analytics and Data Mining 4.2 Purpose related to Data Analytics and Data Mining
4	OCT	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
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty:
Subject: Business Ethics

**Dr. Asha Yadwadkar
(SUBJECT CODE-503)**

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	Chapter 2 : Corporation and Stakeholder Ethics 2.1 Impact of Business Decisions on Stakeholders 2.2 Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and regulations of an organization, Upskilling and Ethical knowledge of
		2	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
		3	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.
		4	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.
3	SEP	1	3.3 CSR – Strategy in building community relationships. 3.4 Corporate Citizenship and – Concept and Stages
		2	3.5 Ethical behaviour in Advertising Practices and Advertising ethics. 3.6 Ethical and Unethical Target Marketing in Business
		3	3.7 Advertising abuses and Regulation 3.8 Media Industry – Role, Impact and Ethical Practices
4	OCT	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
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Fazilat Jagot
Subject: Management of Corporate Social Responsibility (SUBJECT CODE-504)

Sr.No.	Month	Week	Topic
1	JULY	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 1.5 Relation 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	AUG	1	Chapter 2 :Modules of Corporate Social Responsibility 2.1 Models of CSR- Trusteeship, Stakeholders
		2	2.2 Ethical Model, Statist Model, Liberal Model
		3	2.3 International Framework of CSR
		4	2.4 Sustainable Development Goals
3	SEP	1	Chapter 3 : CSR-Legislation in India and the World 3.1 Section 135 of Companies Act
		2	3.2 Scope of CSR Activities under Schedule VII,
		3	3.3 Appointment of Independent Directors on Board 3.4 Computation of Net Profit's implementation in India
4	OCT	1	Chapter 4: Identifying key stakeholders and their Roles and recent trends and opportunities in CSR 4.1 Role 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	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Geethu T
Subject: Marketing Environment Analysis and Strat (SUBJECT CODE-505 A)

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	Chapter 2: Business Analysis 2.1 Business Analysis process, 2.2 Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns,
		2	2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis
		3	2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope, and its importance concerning marketing strategies
		4	2.4.1 Types of Data Analytics. 2.4.2 Challenges of Business Data Analytics.
3	SEP	1	Chapter 3 : Marketing Research 3.1 Need of Marketing research 3.2 marketing research process,
		2	3.3 Consumer Buying Behavior, Marketing environment affecting consumer-buying behaviour
		3	3.4 Big Data Analytics – Concerning Consumer Psychologies
4	OCT	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.
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty:
Subject: Analysis of Financial Statements

Dr. Asha Yadwadkar
(SUBJECT CODE-505 B)

Sr.No.	Month	Week	Topic
1	JULY		Chapter 1: Introduction of Analysis & Interpretation of Financial Statements
		2	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 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	AUG	1	Chapter 2 : Ratio Analysis Meaning, Importance, Advantages & Limitations of Ratio,
		2	2.2 Classification of Ratios Liquidity ratios,
		3	2.2.2 Turnover ratios, 2.2.3 Profitability ratios and
		4	2.2.4 Solvency ratios (Practical Problems based on the ratios- Problems based on reverse ratio is excluded.)
3	SEP	1	Chapter 3: Cash Flow Statement Meaning, Objectives, Uses, and Limitations of Cash Flow Statement,
		2	3.2 Methods of Cash Flow Statements- Direct methods and indirect methods.
		3	3.3 Practical sums on an indirect method
4	OCT	1	Chapter 4: Fund Flow Statement 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 Capital
		3	4.3 Practical sums on Preparation of Fund Flow Statement-
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Vishwanath Jha
Subject: Cross-Cultural HR & Industrial Relations (SUBJECT CODE-505 C)

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	2.4 Leadership and Decision MakingAcross Cultures 2.5 Communication & NegotiationAcross Cultures 2.6 Rewards Across Cultures 2.7 Training Across Cultures
		2	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)
		3	Chapter 3: Fundamentals of Industrial Relations 3.1 Meaning and definition of Industrial Relations, 3.2 Evolution of Industrial Relation,
		4	3.3 Importance of Industrial Relations, 3.4 Scope of Industrial relations
3	SEP	1	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
		2	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,
		3	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	OCT	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
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Geethu T
Subject: Legal Aspects in Marketing Managemnt (SUBJECT CODE-506 A)

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	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
		2	2.3 Claims for Misleading Advertisement 2.4 2.4 Harms and Offence – Children, Medicine and Health, National and Societal Interest
		3	2.5 Meaning and Importance of Pricing related laws
		4	2.6 Laws related to price/payment consumer rights surcharge payment regulations
3	SEP	1	Chapter 3: Online Marketing & CRM 3.1 Meaning and Definition of Online Marketing 3.2 Legal
		2	3.3. Cookies- Monitoring and governing of cookies, security and confidentiality of client data while online marketing
		3	3.4 Concept of CRM, Terms and conditions related to CRM
4	OCT	1	Chapter 4: Project preparation on any topic from the marketing syllabus. Refer the guidelines for preparation of project report.
		2	Case Studies
		3	Case Studies
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started

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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Fazilat Jagot
Subject: Legal Aspects of Finance & Security Laws **(SUBJECT CODE-506 B)**

Sr.No.	Month	Week	Topic
1	JULY	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	AUG	1	Chapter 2: The issue, Listing of Securities&Investor Protection 2.1 Listings of Securities 2.2 Issue of Capital and Disclosure Requirements (ICDR)
		2	2.3 Procedure for Issue of Various Types of Shares and Debentures,
		3	2.4 Employee Stock Option Scheme and Employee Stock Purchase Scheme, 2.5 Delisting of Securities.
		4	Chapter 3: Companies Act 2013 & Investor Protection 3.1 Introduction to the Companies Act 2013, 3.2 Overviews of Companies Act 2013,
3	SEP	1	3.3 Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA).
		2	3.4 Importance of Preparation of Financial Statements & its disclosure.
		3	3.5 Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013,
4	OCT	1	Chapter 4: Goods &ServiceAct 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
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started



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

BBA -- Semester: V

Teaching Plan 2020-2021

Name of Faculty: Prof. Geethu T
Subject: Cases in Human Resource Management + I (SUBJECT CODE-506 C)

Sr.No.	Month	Week	Topic
1	JULY	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 Analysis)
		4	1.4 Guidelines (Dos and Don'ts in Case Study Analysis).
2	AUG	1	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 Evaluation
		2	2.5 Manpower Planning and Forecasting, 2.6 Recruitment and Selection
		3	2.7 Training and Executive Development, 2.8 Employee Compensation, Performance Appraisal, 2.9 Career Planning,
		4	2.10 Employee Morale, Job Satisfaction, 2.11 Workforce Diversity, 2.12 International HRM, E-HRM,
3	SEP	1	2.13 Human Resource Information System, 2.14 Work from Home, Change Management 2.15 Out-Sourcing
		2	2.17 Legal issues related to HR in the Organization, 2.18 Wage & Salary Administration, 2.19 The Workmen's Compensation Act, 1923
		3	2.20 The Payment of Gratuity Act, 1972, 2.21 Sexual Harassment of Women at Workplace, 2.22 Workers Participation in Management,
4	OCT	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,
		4	Online Viva Conducted
5	NOV	2	DIWALI VACATION
6	NOV-DEC		University Examination Started