



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

BBA -- Semester: IV

Teaching Plan 2021-2022

Name of Faculty:

prof.vishwanath jha

**Subject: Entrepreneurship and Small Business
Management**

(SUBJECT CODE-401)

Sr.No.	Month	Week	Topic
1	APR	2	Chapter 1: Entrepreneurial Perspective Concept of Entrepreneur, Manager, Intrapreneur Entrepreneur and Entrepreneurship Meaning, Definition, Evolution. Types of Entrepreneurs, Qualities and Functions of Entrepreneur.
		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:

prof.geethu t

Subject: Production and Operation Management

(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:

prof.fazilat jagot

Subject: Decision Making and Risk Management

(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:

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 Resource Management International Strategic Management Ethics in International Business



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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 Online Pre-requisites of online advertising
		3	Internet Advertising Today, purpose, types, advantages, social media advertising.



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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:

prog geethu t

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:

prof.fazilat jagot

Subject: Banking and Insurance Management

(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.



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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:
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)



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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