



**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: 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, 2.4 Administrative Model and 2.5 Herbert Simon's Model
		2	Information of information, 2.6 Types 2.7 Attributes of Information and its relevance to decision making.
		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



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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



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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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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:

prof.fazilat jagot

Subject:Financial Management

(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, 4.3 Mutually Exclusive Proposals



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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 CompensationMeaning and 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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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 1.1 Case – Meaning – Objectives of Case Studies 1.2 Characteristics & Importance of Case Studies
		3	1.3 Guidelines for Case Studies & Cases Discussion.
		4	Chapter 2: Areas of Case Study 2.1 Product Mix with PLC 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods.
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 2.6 New Product Development Extension and Product Diversification 2.7 Product
		3	2.8 Traditional Marketing and Modern Marketing 2.9 Rural Marketing
		4	2.10 Services Marketing 2.11 Organised&Unorganised Retail Marketing
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:
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.



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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 Resource Valuation: Monetary and Non Monetary methods of Human Resource Valuation 3.4 3.5 Human
		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