

JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE &
JT LALVANI COLLEGE OF COMMERCE
AND
SHEILA GOPAL RAHEJA COLLEGE OF MANAGEMENT
AUTONOMOUS



Proposed Draft
for
Bachelor of Business Administration
BBA
(INDUSTRY INTEGRATED)
Program

In collaboration with

TATA CONSULTANCY SERVICES(TCS)

2021-22

Bachelor of Business Administration (BBA) (Industry Integrated)

Course Coordinator: Dr Rakhi Sharma
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Overview

Due to the widening gap between educational institutions and the requirement of the Industry, there is a necessity to ensure that education reflects changing work tasks and employment structures. This program blends Industry Exposure with Academic Knowledge and is intended to prepare ready to be employed Business Graduates .BBA (Industry Integrated) program is more application oriented and gives practical exposure to the students along with the classroom theoretical knowledge of business & industry.

This special programme - designed in collaboration with Tata Consultancy Services (TCS) - facilitates students to conveniently pursue careers in sectors like Banking, Insurance, Financial Services, Retail etc.

Course Outline

MoU with Tata Consultancy Services Ltd., brings the real world to the classroom. This is a uniquely designed program to create full-fledged corporate oriented professional which is first of its kind in India. The curriculum of this course is specially designed based on the industry requirements, giving ample opportunities for placement. The following TCS designed electives will equip students with relevant skills to manage business processes apart from relevant concepts in management:

- Finance & Accounting for Business Process Services
- Banking for Business Process Services
- Insurance for Business Process Services
- Capital Markets for Business Process Services
- Market Research and Retail
- Campus to Corporate Transition
- Managing Business Processes – I
- Managing Business Processes - II

GOALS OF THE PROGRAMME

1. To provide conceptual knowledge and application skills in the domain of Commerce & management studies.
2. To provide knowledge and skills in almost all areas of business to be able to meet expectations of business and to handle basic business tasks, thus equipping student to take up jobs in different sectors of commerce, trade and industry.
3. To sharpen the students' analytical and decision making skills.
4. To provide a good foundation to students who plan to pursue professional Programs.
5. To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
6. To develop entrepreneurship abilities and managerial skills in students so as to enable them to establish and manage their own business establishments effectively.

7. To develop ethical Business professionals with a broad understanding of Business from an interdisciplinary perspective

Key Features

- The exclusive feature of this Programme is the integration of subjects specially prepared by industry experts to incorporate the implementation of analytical and decision making skills.
- The Programme is taught by faculty who would be trained by these industry experts. The faculty would undergo several “Train the trainer” initiatives for this purpose.
- Due to the hands-on experience and training in critical thinking and practical skills, students are very well equipped to pursue careers in ITeS and other business sectors.
- The industry-academia interface allows for a seamless transition into the workplace.
- In the fifth semesters students undertake an exclusive “Campus to Corporate” paper, to train them to enter the practical business environment.

Program Objectives

- To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.
- To create awareness about the industry environment and demonstrate a thorough understanding of the internal structures and processes of businesses at multinational level.
- To demonstrate competence in applying the tools and techniques of business management in the major domains of business process industry.
- To identify, articulate and disseminate core organizational values and to propose feasible solutions for the ethical, global and social issues of various business options for all stakeholder groups.
- To transform the students to play a leading role in the community.
- To sharpen the students’ analytical, critical thinking and decision making skills.
- To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
- To develop entrepreneurship skills in students so as to enable them to establish and manage their own business establishments & start their venture effectively.
- To develop ethical Business professionals with a broad understanding of Business from an interdisciplinary perspective.

Program Outcome

PO1. Demonstrate an understanding of every dimension of business & to analyse the character of future business environment.

PO2. Propose and implement appropriate decisions in all areas of business management including finance, marketing and operation.

PO3. Demonstrate the diverse knowledge of business and corporate laws and their applicability in business, finance and audit.

PO4. Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option.

PO5. Develop broad-based business skills and knowledge, development of general and specific capabilities to meet the current and future expectations of the business, industry and economy, at the national and global level.

PO6.Appreciate the significance of sustainable development.

PO7.Achieve higher levels of proficiency and self-actualization through the pursuit of life-long learning.

PO8.Create, select and apply appropriate techniques, resources, modern management to complex management activities with an understanding of the limitations.

PO9.Exhibit the competencies required to undertake Business Process Management as a viable career option.

Program Specific Outcomes (PSOs)

PO10- Demonstrate adequate preparation for career development through the acquisition of a solid foundation in the ITES industry.

PO11- Apply the competencies and creativity required to undertake Business Process Management as a desirable and feasible career option

Program Educational Objectives (PEO)

BBA – (Industry Integrated) program will produce graduates who will be able to:

1. Be competent, creative and highly valued professionals in the industry, academia or government.
2. Be flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, leadership and teamwork opportunities- all affording sustainable management careers.
3. Continue their professional development by obtaining advanced degrees in Management or other professional fields.
4. Act with global, ethical, societal, ecological and commercial awareness, as is expected of practicing management professionals.
5. Adapt to a rapidly changing environment with learned and applied new skills, become socially responsible and value driven citizens, committed to sustainable development.

Eligibility

A candidate for being eligible for admission to the B.B.A. Program shall have passed H.S.C. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent examination, or Diploma in any Engineering branch with two/three years duration, after S.S.C. conducted by the Board of Technical Education, Maharashtra State, or its equivalent examination from other Boards by securing minimum 45% marks for general category (in one attempt) at the respective examination and minimum 40% marks for the reserved category (in one attempt) shall have to appear for the entrance exam .

Duration of the program

The programme of study is 3 years of Six Semesters.

Teaching Pedagogy

- Web based learning
- Guest lectures
- Seminars and Workshops with relevant companies and organizations
- Presentations and group discussions
- Role play and practical assignments

Program Structure

	Semester I	
Course Code	Course Title	Credits
CBBA101	Financial Accounting	3
CBBA102	Business Law	3
CBBA103	Business Statistics	3
CBBA104	Business Communication	3
CBBA105	Foundation Course	2
CBBA106	Principles of Management	3
CBBA107	Principles of Marketing	3

	Semester II	
Course Code	Course Title	Credits
CBBA201	Business Statistics	3
CBBA202	Business Environment	3
CBBA203	Industrial Law	3
CBBA204	Managerial Economics	3
CBBA205	Cost Accounting- Elements & Methods	3
CBBA206	Information Technology In Business Management	3
CBBA207	Environmental Science	2

Semester III		
Course Code	Course Title	Credits
CBBA301	Entrepreneurship	4
CBBA302	Business Economics	3
CBBA303	Digital Marketing & E Commerce	3
CBBA304	Finance and Accounting for BPS	4
CBBA305	Retail & Market Research	4
CBBA306	Insurance for BPS-I	4
CBBA307	Corporate Finance	3
Semester IV		
Course Code	Course Title	Credits
CBBA401	Insurance for BPS-II	4
CBBA402	Strategic Management	3
CBBA403	Managing business process-1	4
CBBA404	Capital markets-I	4
CBBA405	Taxation-I	3
CBBA406	Banking for BPS-I	4
CBBA407	Strategic Cost Management	3

*Internship in Service industry Mandatory after Semester IV

Semester V		
Course Code	Course Title	Credits
CBBA501	Research Project	5
CBBA502	Banking for BPS-II	5
CBBA503	Managing business process-II	5
CBBA504	Capital markets-II	5
CBBA505	Campus to Corporate	5
CBBA506	Design Thinking for Business Operations	5
Semester VI		
Course Code	Course Title	Credits
CBBA601	Logistics & supply Chain Management	5
CBBA602	Behavioural Finance	5
CBBA603	Taxation-II	5
CBBA604	Business Ethics & CSR	5
CBBA605	Brand Management	5
CBBA606	International Finance	5

Evaluation

Evaluation for BBA programme consists of two components, viz. Continuous Assessment (CA) and Semester End Examination (SEE) with the weightage of 40% and 60% respectively.

Continuous Assessment (CA) includes Test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc. The End Semester Examination will be conducted at the end of each semester. The duration and maximum marks for the End Semester Examination is 2 hours and for 60marks.

Course Title: **Financial Accounting**
Course Code CBBA101
(Credits : 3 Lectures/Week: 4)

Objectives: To enhance the ability of the student to recognize economic events that need to be recorded in the accounting records

Unit I	Introduction a) Accounting: Meaning, Scope, Need, development, Branches and Objectives b) Accounting principles: Introduction to concepts and conventions c) Introduction to framework of IAS	15 L
Unit II	Accounting transactions a) Accounting Transactions: Day books, Journal & ledger, Rules regarding posting: Trial balance, Bank Reconciliation Statement b) Expenditure Classification, Effects of error, Criteria test c) Receipts: Capital receipt and Revenue receipt d) Profit or Loss: Revenue Profit or Loss, capital profit or loss, Goodwill e) International Financial Reporting Standards: IAS-1, IAS-2 f) Accounting in Computerized Environment: Introduction, Features and application	15 L
Unit III	Depreciation accounting and trial balance a) Depreciation accounting- IndAS schedule II of company act 2013: Practical problem based on depreciation using SLM and WDV methods. b) Preparation of Trial Balance c) Financial statement closure entries	15 L
Unit IV	Final Accounts a) Introduction to Final Accounts of a company b) Rectification of errors c) Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet d) Preparation and presentation of Final Accounts in vertical format e) Cash flow statement f) Familiarization with annual financial statements of listed companies	15 L

References:

1. Ashok Banerjee, (2002), Financial Accounting (a managerial emphasis), Excel Books
2. Anil Choudhary, (2007), Fundamental of Accounting and Financial Analysis, Pearson Education
3. T.P. Ghosh, (2011), Indian Accounting Standards and IFRS for non-finance executives, By, Tax-man
4. P.C. Tulsian, (2002), Financial Accounting, Pearson Publications, New Delhi
- R.L Gupta and M. Radhaswamy, (2014), Advanced Accountancy, New Delhi, S. Chand and Sons (P) Ltd.,

Course outcome- Upon the completion of the course students will be able to

1. Recognize economic events that need to be recorded in the accounting records by equipping them with accounting principles and standards used in the corporate sector.
2. Preparing financial statements in accordance with appropriate standards.
3. Demonstrate the applicability of the concept of Accounting to understand the Managerial Decisions and financial statements.
4. Apply the Financial Statement Analysis associate with Financial Data in the organization.
5. Analyse the complexities associated with management of cost of product and services in the Organization
6. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	√	√			√		√		
CO2			√			√			
CO3	√	√		√				√	
CO4		√						√	
CO5	√	√	√	√			√	√	√
CO6					√	√			√

Course Title:	Business law Course: CBMS102 (Credits: 3 Lectures/Week: 4)	
	Objectives: To expose the students to the objects & broad framework of legislative enactments within which business operates	
Unit I	INDIAN CONTRACT ACT 1872	15 L
	<ul style="list-style-type: none"> a. Introduction to the process of legislative regulation by regulators and secondary legislation. b. Law of Contract (The Indian Contract Act, 1872) : Section 1-30 c. Essential Elements of Contract - Agreement and Contract d. Capacity to Contract – Free Consent e. Consideration - Lawful objects/consideration 	
Unit II	Sales of Goods Act 1930 and Indian Partnership Act 1932	15 L
	<ul style="list-style-type: none"> a. Sales of Goods Act, 1930 Scope of the Act - Sale and Agreement to sell b. Essentials of a valid sale Contract - Conditions and Warranties c. Rights of an unpaid seller d. Rules of Delivery - Auction sales – CIF & FOB contract' e. Indian Partnership (The Indian Partnership Act, 1932) f. Partnership Formation - Types of Partnerships - Dissolution of Partnership g. Rights , Duties and liabilities of partners h. Limited Liability Partnership 	
Unit III	Company Law	15 L
	<ul style="list-style-type: none"> a) Company Law: What is Company? b) Incorporation of company – MOA, AOA, Prospectus, Meetings c) Meaning of transfer and transmission of shares d)Introduction to Corporate Governance and Statutory Audit 	

Course Title: BUSINESS STATISTICS

Course Code: CBBA103

(Credits : 3 Lectures/Week: 4)

Objectives: To familiarize the students with the basic concepts and its application in relation to business

Unit I Descriptive statistics For Univariate Data 15 L

- a) Introduction to Statistics: Types of data, Data collection methods
Census and Sample Survey
- b) Presentation of data: Tabular (Frequency distribution) and Graphical
- c) (Frequency Curve, Ogives, Histogram)
- d) Measures of Central Tendency: Arithmetic mean, median, mode, geometric mean-their properties and applications
- e) Measures of Dispersion: Absolute Measures: Range, Quarterly, deviation, Standard deviation. Variance
- f) Relative measures coefficient of range, coefficient of quartile deviation. Co-efficient of variation

Unit II Correlation and regression 15 L

- a) Karl Pearson's coefficient of correlation, Spearman's Rank
Correlation coefficient
- b) Time Series: Components Additive and multiplicative models
- c) Regression-Estimation of linear trend by least squares method, moving
- d) average method, Determination of seasonal trend using simple average method
- e) Index Numbers : Simple and weighted index numbers construction of in- dex number
- f) Fisher's index number; Cost of living index numbers; Deflating, Splicing, Shifting of Base Year

Unit III Probability and Probability Distribution

- a) Probability Sample space as a concept, different types of events.
Definition of probability
- b) Addition and Multiplication Laws of probability (Statements and use only), Conditional probability
- c) Random Variable Expectation and Variance
- d) Probability distributions-Binomial and Normal

Unit IV Testing of hypothesis 15L

- a) Sampling distribution :- Sample mean and sample proportion
Determination of sample size
- b) Hypothesis: Simple and composite, Null and alternative, Types of errors, level of significance (concepts only)
- c) Large sample tests, Tests for mean and difference in two means. d) Proportion and difference in two proportions
- d) T-test, chi-square test (concept only)
- e) Introduction to multivariate analysis, Data Envelope Analysis

References:

1. Levin, Richard & David Rubin, (2009), Statistics for Management, Seventh Edition, Delhi, Pearson Education.
2. Gupta, S.P., (2017), Statistical Methods, 45th edition, New Delhi, S. Chand & Sons.
3. Anderson, Sweeney, Williams, (2017), Statistics for Business and Economics [India Edition], CENGAGE Learning, E-book
4. Black, Ken, (2013), Applied Business Statistics-Making Better Business Decisions [Seventh Edition], Wiley India Edition
5. D.C., V.K. Kapoor Statistics [Theory, Methods & Applications] [Seventh Edition], New Delhi, Sultan Chand & Sons
6. Vohra, N.D. (2013), Business Statistics, Second Reprint, New Delhi, McGraw Hill Education
7. T.N. Srivastava & Shailaja Rego, (2016), Statistics for Management, 3rd Edition, New Delhi, McGraw Hill Education.

Course outcome- Upon the completion of the course students will be able to

1. Describe the relevance and role of statistics in business research
2. Select the appropriate tool of measures of central tendency and dispersion in accordance with type of the case for Analysis.
3. Identify from a probability scenario events that are simple, complementary, mutually exclusive, and independent.
4. Select the appropriate test of hypothesis in accordance with type of the case for Analysis.
5. Select the appropriate tools for Analysis in accordance with type of the case.
6. Decide what graphs are appropriate for displaying quantitative and categorical variables.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	√	√		√		√	√	√	√
CO2	√	√	√	√	√	√		√	√
CO3	√	√	√	√	√	√		√	√
CO4	√		√	√		√	√	√	√
CO5	√	√	√	√	√	√	√	√	√
CO6	√		√	√	√	√	√		√

Course Title: BUSINESS COMMUNICATION

Course Code CBBA104

(Credits : 3 Lectures/Week: 4)

Objectives: Students will develop a foundation for designing effective communication, both written and oral, from concept to delivery, including vocabulary and body language

Unit I	Fundamentals of Communication a) Evolution of Communication b) Channels, Barriers to communication, Business Etiquettes c) Listening Skills	15 L
Unit II	Business Correspondence a) Theory of Business Letter Writing, fundamentals and nuances of email writing and protocols b) Formal and Informal letter writing, Resume writing c) Notice, agenda and resolutions	15 L
Unit III	Oral Communication Skills a) Understanding the audience, body language	15 L
Unit IV	Presentation Skills and Group Discussion a) Principles of effective presentation b) Interviews, Meetings and Group discussions	15 L

References:

1. Kaul, 2009 Business Communication, 2e, Prentice Hall India
2. Lesikar, 2015, Basic Business Communication, 13e, Tata McGraw Hill
3. Scot Ober, 2007, Contemporary Business Communication, 7e, Houghton Mifflin
4. John M. Penrose, 2003, Business Communication for Managers: An Advanced Approach, 5e, South-Western publishers
5. Amy Newman, 2015, Business Communication, 9e, Pearson

Course outcome- Upon the completion of the course students will be able to

1. Identify barriers to communication and rectify them.
2. Develop and expand writing skills through controlled and guided activities.
3. Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment
4. Communicate fluently and sustain comprehension of an extended discourse.
5. Demonstrate ability to interpret texts and observe the rules of good writing.
6. Conduct all business activities related to the workplace with technical efficiency.
7. Contribute positively to the overall growth of the organization.
8. The students will incorporate business etiquette and protocol as an integral part of their personality.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	√			√	√	√	√	√	√
CO2	√		√	√	√	√	√	√	√
CO3	√	√	√	√	√	√		√	√
CO4	√		√	√		√	√	√	√
CO5	√	√	√	√	√	√	√	√	√
CO6	√	√	√	√	√	√	√		√
CO7		√			√		√	√	√
CO8	√		√		√		√	√	

Course Title: Foundation Course

Course Code CBBA105

(Credits: 03 Lectures/week: 4L)

Objectives:To develop an understanding of life skills and Life skills education. To anticipate the challenges and opportunities faced in Life skill education.

Unit I Concept of Life Skills. 15L

- a) Concept of Life Skills.
- b) Life Skills, Survival Skills and Livelihood Skills.
- c) Models of life Skills. (WHO Model, 4 H Targeting Life Skills Model)
- d). UN Inter-Agency Meeting, Hamburg Declaration
- e) Quality Education and Life Skills: Dakar Framework
- f) Life Skills through the Capability Approach.

Unit –II Theoretical Foundations of Life Skills: 15L

- a) Theories of Self (Looking Glass Self, Self Determination Theory)
- b) Theories of Emotions and coping (Psychological Stress- Lazarus, Broaden and build theory of emotions- Fredrickson)
- c) Theory of Risk and Resilience (Masten, Luther, Becker)

Unit III Conceptual background of Life Skills Education: 15L

- a) Pillars of Education -Learning to Know, Learning to Do.
- b) Pillars of Education -Learning to Live Together, Learning to Be.
- c) Concept of Life Skills Education, Intervention models for Life Skill Education.

Unit IV Application of Life Skills Education 15L

- a) Life Skills Education for Well-being
- b) Life Skills Education for Peace and Civic Engagement.
- c) Life Skills Education for Disaster Management.
- d) Life Skills Education in contemporary India.
- e) Life Skills Education for Adolescents & Parenting.
- f) Opportunities and challenges in application of Life Skills Education.

- References:**
1. The 7 Habits of Highly Effective people: Powerful Lessons in Personal Change by Stephen R.Covey
 2. The Power of Habit: Why we do what we do in life & Business By Charles Duhigg
 3. How to Stop worrying and start living by dale Carnegie
 4. Better than before : Mastering the Habits of our Everyday lives by Gretchin Rubin.

Course outcome- Upon the completion of the course students will be able to

1. Develop and exhibit and accurate sense of self.
2. Develop and nurture a deep understanding of personal motivation.
3. Develop an understanding of and practice personal and professional responsibility.
4. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment .
5. Learn to balance confidence with humility
6. Assert strengthened personal character and further, an enhanced ethical sense.
7. Applying the comprehensive set of skills and knowledge for life success (of self and others)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	√	√		√	√	√	√	√	√
CO2	√	√	√	√	√	√	√	√	
CO3	√	√	√	√	√	√		√	√
CO4	√		√	√		√	√	√	√
CO5	√	√	√	√	√	√	√	√	√
CO6		√	√			√	√		√
CO7	√			√	√			√	√

Semester I – Application Based Learning

Course Title: PRINCIPLES OF MANAGEMENT

Course Code CBBA106

(Credits :3 Lectures/Week: 4)

Objectives:

- Introduction to fundamentals of business management.
- To develop practical management, including the ability to work in teams, to communicate clearly, both for managerial and scientific purposes.
- To equip students with managerial skills alongside with their knowledge of the subject, making them better leaders

Unit I	Introduction to Management a) Evolution of Management b) Agency Theory and Stewardship Theory c) Decision Making Process d) Managers and you in the workplace	15
Unit II	Planning and organising a) Goals and plans, Annual Business planning/corporate planning b) Long and short term, Strategic planning, Execution planning, Strategic framework- OGSM c) Organizing: Organizational Design, Elements of Organizational d) Design, Organizing around Teams, team building and result orientation e) Introduction to Organization and Human behaviour	15 L
Unit III	Leading and motivation a) Leading <ul style="list-style-type: none">• Early Leadership Theories: Leadership Traits and behaviour• Contingency Theories: Fiedler's Model, Hersey and Blanchard's Situational Leadership• Contemporary Views of Leadership• Leadership Issues in 21st Century• Leadership skills and qualities b) Motivation: <ul style="list-style-type: none">• Contemporary Theories of Motivation: Goal setting Theory, Reinforcement Theory, Equity Theory, Expectancy Theory, Current Issues in Motivation	15 L

Course Title: Principles of Marketing

(Credits: 03 Lectures/week: 4L)

Course Code CBBA107

Objectives : This course provides an introduction to basics marketing concepts. They will also appraise the opportunities and threats of conducting business in a world with fewer barriers

Unit – I: Introduction to Marketing 15L

- a) Introduction to Marketing: Definition, features
- b) Introduction to Purchase Process (in Brief)
- c) The 4P's and 4C's of marketing
- d) Marketing v/s Selling.
- e) Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.
- f) Orientations of a firm: Production concept; Product concept; selling concept, marketing concept, social relationship and Holistic marketing concept.
- g) Introduction to Quality Research (through field visit)

Unit – II: The Environment of Business 15 L

- a) The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.
- b) Macro environment: Political Factors; Economic Factors; Socio -Cultural Factors, Technological Factors (PESTEL Analysis)
- c) Marketing research: Meaning, features, Importance of marketing research. d) Types of marketing research: Product research; Sales research; consumer/customer research; production research
- e) Generation and gender diversity differentials

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	√	√		√	√	√	√	√	√
CO2	√		√	√	√	√	√	√	√
CO3	√	√	√	√	√	√		√	√
CO4	√		√	√		√	√	√	√
CO5	√	√	√	√	√	√	√	√	√
CO6	√	√		√		√	√	√	√

Fee Structure:

The Approved Fee Structure for the FYBBA Program has been reduced keeping in mind the University Circular No: REG/ICD/2021-2022, dated 4.8.2021 on reduction of Fees. Hence the revised Fees for FYBBA will be Rs. 47,000/- for 2021-2022.

For admission queries email:

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