

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Resource Management
 Semester IIIst

Subject Name -: Principles of Human

Division: - A

Prof. P.S. Nawale

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introductio nto HRM	Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, Principles of HRM, Evolution of HRM, Functions of HRM, Challenges of HRM, Role of HR Manager, Difference between HRM& Personnel Management, Challenges before HRM	13
2	Job Analysis &Planni ng for Human Resourc es	Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	13
3	Career Planning , Employee Morale & Job Satisfacti on	Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages. Employee Morale & Job Satisfaction- Employee Morale- Meaning, Definition, causes of low Morale, Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction Caselets on Career Planning, Employee Morale & Job Satisfaction.	13
4	HRM in Changin g Environ ment &Trends in HRM	Work force Diversity, Technological Changes & HRM, International HRM, E- Human Resource Management, Human Resource Information System (HRIS), HRM in Virtual Organisations, Work from Home, Out-Sourcing, Changing Role of HRM.	9
		TOTAL	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Semester IIIst

Subject Name -: Supply Chain Management

Division: - A

Prof.S.P.Borhade

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introducti on to Supply Chain Managem ent (SCM)	Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect, Concept, Importance and Objectives of Green Supply Chain Management.	10
2	Manufact uring and Warehous ing	Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation, Material Handling System Design and Decision.Warehousing and Store Keeping, Strategies of Warehousing and Storekeeping, Space Management.	12
3	Logistics Managem ent and IT inSupply Chain Managem ent	Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. Information and Communication Technology in SCM, Role of IT in SCM, Current IT Trends in SCM, RFID, Barcoding. Retail SCM, Problems and Prospects.	13
4	Key Operation Aspects in Supply Chain	Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design, Role and Importance of Distributors in SCM, Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, Linkage between HRM and SCM.	13
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Personality Development

Subject Name -: Global Competencies and

Semester IIIst

Division: - A

Prof.Y.R.Shemlani

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introducti on to Personalit y and its Developm ent	<ul style="list-style-type: none"> • Definition and nature of personality • Characteristics of good personality • Determinants of personality development • Theories of personality development <ol style="list-style-type: none"> i. Psychoanalytical Theory by Sigmund Freud ii. Trait Theory by Allport and Big Five model iii. Social Cognition Theory by Albert Bandura 	12
2	Global Competen ce and Self Developm ent	<ul style="list-style-type: none"> • Meaning and need of global competence. • Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, problem-solving ability, critical and comparative thinking). • Building self-esteem and self confidence SWOC Analysis and Personal GoalSetting 	11
3	Developm ent of Social and Interperso nal Skills	<ul style="list-style-type: none"> • Effective communication skills, Preparation for self-introduction. • Working on attitude i.e. Aggressive, assertive and submissive • Development of leadership skills and introduction to Leadership styles. • Team Building; develop ability to work under pressure, flexibility at workplace. • Social empathy, building blocks of social empathy and development of social empathy. 	13

		<ul style="list-style-type: none"> • Social Responsibilities • Workplace ethics 	
4	Projecting a Positive Social Image	<ul style="list-style-type: none"> • Definition and importance of social image • Grooming basics and use of body language • Time management • Public-speaking • Proper e-mail and telephone etiquettes • International and social etiquettes • Social graces and table manners 	12
		Total	48

Teaching Plan

Academic Year 2024-25

**Class: - S.Y.BBA
Development
Semester IIIst**

Subject Name -: Fundamentals of Rural

Division: - A

Prof.L.S.Salunke

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introductio n to Rural Developm ent	1.1 Concept of Rural Development- Meaning andDefinition. 1.2 Scope and Importance of Rural Development. 1.3 Approaches of Rural Development. 1.4 Need of Rural Development.	8
2	Rural Developm ent Planning & Managem ent	2.1 Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure 2.2 Functions of DRDA 2.3 NGO’s and Rural Development 2.4 Self Help Groups (SHG’s) formation	14
3	Agricultur e Enterprise & Agro- based industries.	3.1 Agricultural Entrepreneur- Meaning, Definition andImportance. 3.2 Agri-business Enterprises-Issues and prospectus 3.3 Micro-financing 3.4 Food and Agricultural Marketing and Management of agro products. 3.5 Agro-based industries	14
4	Informatio n Technolog y and Rural Developm ent	4.1 Rural Development and Internet. 4.2 Information & Communication Technology (ICT) forRural Development 4.3 IT –Enable Services for an e-village Challenges of Rural Development	12
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Management
Semester IIIst
Division: - A

Subject Name -: Consumer Behaviour & Sales

Prof.S.P.Borhade

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introduction and Determinants of Consumer Behaviour	<p>Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing.</p> <p>Culture & Sub- Culture: Meaning, Characteristics & Relevance to Marketing Decisions.</p> <p>Social Class: Meaning, Measurement, Effect on Lifestyles. Social Groups: Meaning & Group Properties & Reference Groups.</p> <p>Family: Family Life Cycle & Purchasing Decisions. Marketing Mix: Influence of marketing mix variables. Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions.</p> <p>Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement.</p> <p style="text-align: center;">Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall.</p> <p style="text-align: center;">Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes, Intensions Behaviours.</p>	10
2	Consumer Decision Making Process	<p>Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information</p> <p>Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects -Marketing Implications</p> <p>Situational Influences on Purchase Decisions</p> <p>Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns.</p> <p>Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer</p>	14

		Complaint Behaviour, Post- Purchase Dissonance.	
3	Basics to Sales Management & its Organization	<p>Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting methods,</p> <p>Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.</p> <p>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.</p>	14
4	Training, Managing & Motivating the Sales Force	<p>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</p> <p>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</p> <p>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,</p> <p>D. Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management</p>	10
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA

Subject Name -: Retail Management

Semester IIIst

Division: - A

Prof.Y.R.Shemlani

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introducti onto Retailing	Structure of retail industry, types of retailers, market segments and channels, market trends, retail life cycle.	10
2	Retailing Strategy	Identifying and Understanding Customers, Customer segmentation, Selecting Target Market, Identifying Market Segments, selecting site locations, Strategic positioning and execution. Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)	14
3	Managing the Retail Business	Implementing Retail Marketing Plan, Brief Human Resource Requirements, Developing Product and Branding Strategies, Developing Merchandise Plans, Merchandising Strategy,	14
4	Future of Retailing	Introduction to recent trends and Technological Advancements in retailing. Omni Channel Retailing, shopping with AR (Augmented reality), Pop up shops, social shopping, private label brands.	10
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Semester IIIst

Subject Name -: Management Accounting

Division: - A

Prof.L.S.Salunke

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introduction	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations. Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting	8
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) Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement. Introduction of ratio Analysis- meaning, necessity & advantages of ratio analysis. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios (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	14
3	Marginal Costing	Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Breakeven Point(BEP), Margin of Safety, problems on contribution, P/Ratio, BEP and MOS	13
4	Budget & Budgetary control	Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budgetary control, Problems on cash budget.	13
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Semester IIIst

Subject Name -: Banking & Finance

Division: - A

Prof. S.P.Borhade

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introduction	Introduction- Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India	10
2	Functions of Banks	Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services	12
3	Regulatory Authorities in India	Reserve Bank of India (RBI) – Role and functions of RBI, Credit control measures, Qualitative and quantitative credit control Insurance Development Authority (IRDA)- Objectives, Powers and functions of IRDA SEBI- Objectives, power and functions of SEBI	13
4	Technology in banking	Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift (Society for worldwide interbank financial telecommunication) cyber security in E- banking	13
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Semester IIIst

Subject Name -: Organisational Behaviour

Division: - A

Prof. P.S.Nawale

Sr.No.	Unit No	Topic Taught	No of Lecture
1	Introduction to Organisational Behaviour (OB)	Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that contribute to the OB field, Models of OB, Challenges for OB	10
2	Individual Determinants of Organisational Behaviour	Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors. Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality Value & Attitude- Meaning, Definition and Types. 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	14
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 Conflict - Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating. Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership Caselets on Group Dynamics, Conflict Management & Leadership	14
4	Dynamics of Organisation	Organisational Culture- Meaning, Definition, Levels, Formation & Sustaining Organisational Culture Organisational Change- Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change	10

		Caselets on Organisational Culture & Change Management	
5	Project/ Tutorial	Students can prepare project on any topic which they have learnt under this subject.	
		Total	48

Teaching Plan

Academic Year 2024-25

Class: - S.Y.BBA
Semester IIIst

Subject Name -: Legal Aspects in Human Resources

Division: - A

Prof.L.S.Salunke

Sr.No	Unit No	Topic Taught	No of Lecture
1	Introduction	Employer, employee, Rights of an employee at work place. HR Policy- Meaning and its importance. Legal issues related to HR in the Organisation	6
2	Wage & Salary Administration and The Workmen's Compensation Act, 1923	Wage & Salary Administration- Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels The Workmen's Compensation Act,1923- Introduction,Main Features of the Act, Definitions, Provisions under the Act.	12
3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition	The Payment of Gratuity Act,1972 Introduction, Scope and Application, Definitions and Provisions under this Act. Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013 Introduction, Main Features of the Act, Provisions, Vishaka Guidelines	12

	n and Redressal) Act 2013		
4	Business Exposure in HR		10
		Total	48