

**ANNASAHAB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA****(An Empowered Autonomous Institute)****Department of Bachelor of Business Administration****Course Details:**

Class			S.Y. B.B.A, Sem.-III
Course Code and Course Title			0BBPC201, Cost and Management Accounting
Prerequisite/s			0BBPC102
Teaching Scheme: Lecture/Tutorial/Practical			03/01/00
Credits			04
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBPC202_1	To understand basic cost concepts and prepare a simple cost sheet and learn basic inventory control techniques.
0BBPC202_2	To Understand the meaning and purpose of budgeting and learn to solve basic problems in marginal costing.
0BBPC202_3	To understand financial statements using comparative, common-size, trend analysis and solve basic problems on ratio analysis for performance evaluation.
0BBPC202_4	To prepare basic cash flow statements and understand the role of management reports at different organizational levels.

Course Contents: Theory

Unit 1	Unit 1: Introduction to Cost and management accounting Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production- pricing methods-FIFO, LIFO and Average methods.	12Hrs
Tutorial	Practical Problems on cost sheet, LIFO, FIFO	2 Hrs
Unit 2	Unit 2: Marginal Costing and Budgetary control Meaning and importance of marginal costing, Basic concepts: marginal cost equation, break-even analysis, P/V ratio, margin of safety, Introduction to cost-volume-profit analysis with simple problems Meaning and purpose of budgets and budgetary control, Types of budgets with focus on flexible budget and cash budget.	11Hrs
Tutorial	Practical Problems on Marginal costing, Break even analysis	2 Hrs

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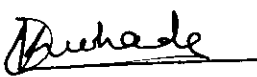
Unit 3	Unit 3: Financial Statement Analysis Basic understanding of comparative and common-size income statements and balance sheets, Simple trend analysis, Introduction to ratio analysis: types and basic interpretation liquidity, solvency, profitability, and turnover ratios.	11Hrs
Tutorial	Case study on Analysis of Financial statement	2 Hrs
Unit 4	Unit 4: Cash flow statement and Management Reporting Concept and sources of cash: operating, financing, and investing activities, basic preparation of cash flow statements, meaning and purpose of management reports, types of reports: for top-level and lower-level management	11Hrs
Tutorial	Practical Problems on preparation of Cash flow statement basic.	2 Hrs

Reference Books:

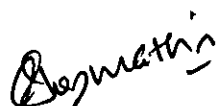
Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	Cost and Management Accounting	M. N. Arora	Himalaya Publishing House	1st Edition	2011
02	Cost Accounting: Principles and Practice	S. P. Jain, K. L. Narang	Kalyani Publishers	3rd Edition	2021
03	Cost and Management Accounting	R. M. Kishore	Taxmann Allied Services	1st Edition	2021
04	Advanced Cost Accounting	V. K. Saxena, C. D. Vashist	Sultan Chand & Sons	Revised Edition	2020

List of Tutorials –

Sr. No	Activity Description	Duration
1	Prepare a detailed cost sheet and quotation for a hypothetical product using given data on material, labor, and overheads.	2 Hrs
2	Analyse a short business case to calculate break-even point, P/V ratio, margin of safety, and suggest decisions based on marginal costing.	2 Hrs
3	Collect annual reports of a real or fictional company, and perform comparative and common-size analysis.	2 Hrs
4	Prepare a simple cash flow statement.	1 Hrs


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Course Details:

Class	S.Y. B.B.A, Sem.-III		
Course Code and Course Title	0BBPC202, Legal and Ethical issues in Business		
Prerequisite/s	-----		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	04		
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBPC202_1	Recall major laws, regulations that guide business conduct.
0BBPC202_2	Analyse case studies to identify sales, negotiation challenges within business operations.
0BBPC202_3	Propose solutions to the digital ethics based on ethical principles.
0BBPC202_4	Evaluate the effectiveness of existing ethical theories to ethical decision-making in governing business practices.

Course Contents: Theory

Unit 1	Unit 1: Introduction to Business Law Business law – definition, scope, importance; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law.	11 Hrs
Tutorial No. 01	Case Study Analysis: Business scenario involving a contract breach.	2 Hrs
Unit 2	Unit 2: Sales and Leases Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability; Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations / Electronic Fund Transfers.	11 Hrs
Tutorial No. 02	Formation of Sales Contract: Including offer, acceptance, and consideration.	2 Hrs
Unit 3	Unit 3: Introduction to Digital Ethics Definition and importance of Digital Ethics, Nature and Scope of Digital Ethics, Factors influencing on Digital Ethics, Privacy and Data Ethics : Personal data and informed consent, Data collection, usage, sharing, and selling. Cyber security and Digital Responsibility: Corporate responsibility in data breaches, Ethical hacking and whistleblowing, Corporate Digital Responsibility (CDR).	11 Hrs
Tutorial No. 03	Case Study on Digital Ethics.	2 Hrs

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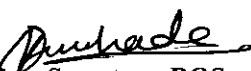
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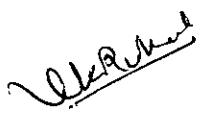
Unit 4	Unit 4: The Ethical Decision-making process Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making; Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Corporate Governance and its Impact on Ethical Decision-Making.	12 Hrs
Tutorial No. 04	Ethical Aspects in the Bhagavad Gita.	2 Hrs

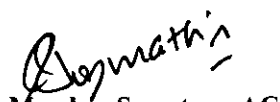
Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Business and Corporate Laws	Tulsian, P. C.	S. Chand Publishing	1 st Edition	2010
02	Business Ethics and Corporate Governance	Fernando, A.C.	Pearson	1 st Edition	2012
03	Business Law Beyond Business	Bayern S.	J. Corp. L., 46, 521	1 st Edition	2021
04	To the Youth of India	Vivekanand, S.	Advaita Ashrama	1 st Edition	2022

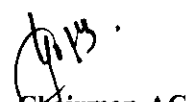
Tutorial Work –

Sr. No	List of Tutorial	Time
1	Introduction	1 Hrs
2	Case Study Analysis: Business scenario involving a contract breach.	1 Hrs
3	Formation of Sales Contract: Including offer, acceptance, and consideration.	2 Hrs
4	Case Study on Digital Ethics.	2 Hrs
5	Ethical Aspects in the Bhagavad Gita.	1 Hrs
6	List out the essentials of a valid contract.	2 Hrs
7	Warranties: The different types of warranties available in a sales contract.	2 Hrs
8	Analyse the global business ethics.	2 Hrs
9	Swami Vivekananda's Ethical Teachings - Exploration of Swami Vivekananda's Ethical Philosophy.	2 Hrs


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Course Details:

Class		S.Y. B.B.A, Sem.-III	
Course Code and Course Title		0BBPC203, Human Resource Management	
Prerequisite/s		Principles and Practices of Management	
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBPC203_1	Understand and explain the core concepts, functions, and strategic role of Human Resource Management
0BBPC203_2	Apply HRM processes across the employee life cycle
0BBPC203_3	Evaluate HR systems for performance management, employee engagement, compensation, compliance, and employment relations.
0BBPC203_4	Analyze emerging trends in HRM

Course Contents: Theory		Hrs
Unit 1	Introduction to HRM Human Resource Management—An Introduction, Definition, Nature, Scope, Objectives, Importance, Principles of HRM, Functions of HRM; Function and Role of HR Manager; HRM in globally competitive environment; Overview of Strategic Human Resource Management (SHRM)	11 Hrs
Tutorial	HR as a Business Partner: Understanding the shift from administrative to strategic role.	1 Hr
Unit 2	Plan, Acquire, Develop, Career Management Concept of Employee life cycle approach; Concept of Job Analysis, Job Description, Job Specification; Human Resource Planning (HRP) - Meaning, Definition, Objectives, Process, Factors affecting HRP; Recruitment and Selection - Recruitment - Definition, Objectives, Process, Sources of recruitment - Traditional and Modern Sources; Selection - Meaning, Definition, Selection Procedure Training and Development - Human Resource Development(HRD) - Concept, Features, Need; Employee Training - Meaning, Need, Method of training - On-Job Training and Off-Job Training; Overview of Competency Management; Career Management, Talent Management	12 Hrs
Tutorial	Human Resource Planning: Forecast HR needs for a startup.	1 Hr

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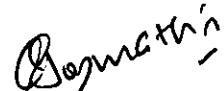
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Unit 3	Engagement, Performance, compensation management, Compliance, Employment relations Employee Morale - Meaning, Definition, Factors affecting Employee Morale; Job Satisfaction - Meaning, Definition, Factors Contributing to Job Satisfaction; Changing nature of Employee Engagement; Performance Appraisal - Meaning, Need and Methods of Performance Appraisal - Traditional Methods and Modern Methods; Compensation Management - Concept, Definition, Objectives, Importance, Process of Compensation Management; Overview of Workplace Laws and Regulations; Employment Relations;	11Hrs
Tutorial	Compensation and Benefits: Build a compensation package for different job levels.	1 Hr
Unit 4	Technology, HR Analytics, Innovation Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM , Green HRM and challenges; Managing the GIG employees and Virtual employees and team; AI in HRM	11 Hrs
Tutorial	Diversity, Equity, and Inclusion: DEI initiatives at global firms.	1 Hr

Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	10th Edition	2023
02	Fundamentals of Human Resource Management	DeCenzo, David A, and Stephan P. Robbins	Wiley India	13th Edition	2021
03	Human Resource Management	Bhattacharyya Dipak Kumar	Excel Books	2nd Edition	2012
04	Personnel and Human Resource Management	P. Subba Rao	Himalaya Publishing House	6th Edition	2024


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List of Tutorials		
Sr. No.	Title of tutorials	Hrs
1	Introduction	1Hr
2	Introduction to Human Resource Management - What is HRM? Why is it important in modern organizations?	1Hr
3	HR as a Business Partner: Understanding the shift from administrative to strategic role.	1Hr
4	Understanding Job Analysis, Job Description, and Job Specification.	1Hr
5	Revision	1Hr
6	Human Resource Planning: Forecast HR needs for a startup.	1Hr
7	Understanding the importance of talent management.	1Hr
8	Career Management: How to build a personal career development plan.	1Hr
9	Compensation and Benefits: Build a compensation package for different job levels.	1Hr
10	Revision	1Hr
11	Employment Relations: Case study on Resolving employee grievances.	1Hr
12	HR Technology & Analytics: Introduction to HR software (Zoho)	2 Hrs
13	Diversity, Equity, and Inclusion: DEI initiatives at global firms.	1Hr
14	Submission	1Hr

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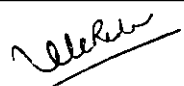
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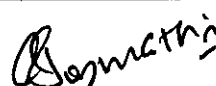
Class		S.Y. B.B.A, Sem.-III	
Course Code and Course Title		0BBAE204, Management Information System (MIS)	
Prerequisite/s		-----	
Teaching Scheme: Lecture/Tutorial/Practical		03/00/02	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	25/25

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBAE204_1	Explain the fundamental concepts, types, components, and benefits of Management Information Systems (MIS), and assess their role in modern IT infrastructure.
0BBAE204_2	Demonstrate an understanding of database systems, data abstraction, data models, and Construct ER diagrams for business scenarios.
0BBAE204_3	Identify and analyze the applications of MIS in Decision Support Systems (DSS), Knowledge Management Systems (KMS), and E-business models.
0BBAE204_4	Apply agile methodologies to manage projects, identify risks, and discuss ethical, Social, and political issues in the digital information era.

Course Contents: Theory		
Unit 1	Fundamentals concepts of MIS Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era.	11 Hrs
Unit 2	Data base management system Introduction: General introduction to database systems, its advantages and applications, View of Database – Levels of data abstraction, Data models, Database languages, Database System Architecture, Database users and Administrator. ER Model: Entity set, Entity types, attributes, Notations, Relationship sets, Relationship types, Keys- super key, candidate key, primary key, Extended Features of ER Model-Generalization, Specialization and aggregation.	11 Hrs
Unit 3	Information system applications MIS applications, DSS – GDSS - DSS applications in E enterprise – Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	12Hrs
Unit 4	Managing Projects Objectives of project management, Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles And meetings, User stories, Project risk, Controlling risk factors, Ethical, social, And political issues in the information era.	11 Hrs


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Sr. No	List of Practical	Time
1	Study & explore different MIS tools (e.g., SAP, Oracle, or Microsoft Power BI) and create a basic report using data sets.	2 Hrs
2	Study of any business scenario and tasked with designing a simple MIS report (using Excel or Google Sheets).	2 Hrs
3	Create ER diagrams for a simple system, like a library or a student database, to represent entities, attributes, and relationships.	2 Hrs
4	Use SQL & design a simple database for a business scenario (e.g., customer management system) and populate it with sample data.	2 Hrs
5	Research and present the use of MIS in a business of their choice (e.g., retail, hospitality and manufacturing).	2 Hrs
6	Design a Knowledge Management System for an organization (e.g., a small business, consulting firm).	2 Hrs
7	Work on a case study where they identify potential risks in a project and develop a mitigation strategy.	2 Hrs
8	Group discussion or debate on ethical issues in information systems, such as data privacy, cyber security, or AI ethics.	2 Hrs

Text Books (Latest Editions):

Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
1	Management Information Systems: Managing the Digital Firm	K. C. Laudon, J. P. Laudon	Pearson	Fifteenth Edition	Not specified
2	Database System Concepts	A. Silberschatz, H. F. Korth, S. Sudarshan	McGraw Hill Education	Sixth Edition	Not specified
3	Information Systems Project Management	D. Olson	Business Expert Press	First Edition	Not specified
4	The ScrumMaster Study Guide	J. Schiel	Auerbach Publications	Not specified	Not specified


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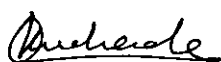
Class	S.Y. B.B.A, Sem.-III		
Course Code and Course Title	0BBOE205, Indian Systems of Health and Wellness		
Prerequisite/s	-----		
Teaching Scheme: Lecture/Tutorial/Practical	02/00/00		
Credits	02		
Evaluation	T	ISE / MSE / ESE	50/00/00
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBOE205_1	Explain the concept and nature of health, wellness and its various implications
0BBOE205_2	Demonstrate adequate knowledge on well-being and promotion of healthy behavior.
0BBOE205_3	Analyse the causes, consequences, prevention strategies for nutritional deficiencies and lifestyle-related diseases.
0BBOE205_4	Demonstrate an understanding of traditional Indian health systems, cultural perspectives on well-being, their relevance in contemporary wellness approaches.

Course Contents: Theory

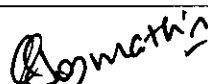
Unit 1	Introduction to Health & Wellness Definition of Health, Importance of health in everyday life Components of health – physical, social, mental, spiritual and its relevance Concept of wellness, Mental health and wellness Determinants of health behaviour, importance of mental health in managerial decision making, stress management- Yoga and Pranayama, satvik diet, meditation.	08Hrs
Unit 2	Mind Body and Well-Being Mind body connection in health – concept and relation Implications of mind-body connection Wellbeing – why it matters?, Digital wellbeing	07 Hrs
Unit 3	Deficiency & Diseases Malnutrition, under nutrition and over nutrition Body system and common diseases, Sedentary lifestyle and risk of disease, Modern lifestyle and associated health risks	08 Hrs
Unit 4	Indian system of wellbeing Health beliefs of India, Health systems in India – AYUSH. Perspective of indigenous people towards health Happiness and well-being in India	07 Hrs



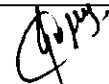
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Text Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Positive Psychology: The science of happiness and human strength	Carr, A	UK: Routledge	2 nd Edition	2011
02	Lifestyle Disease: Lifestyle Disease management	C. Nyambichu & Jeff Lumiri	Amazon Kindle	8 th Edition	2019
03	Perspectives on Indigenous Health and Wellness in India	Alok Mukherjee (Ed.)	Orient Black Swan	1st Edition	2021
04	Nutrition and Dietetics	Shubhangini A. Joshi	Tata McGraw-Hill Education	5th revised Edition.	2021 (latest reprint)




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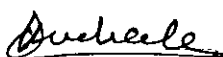
Department of Bachelor of Business Administration

Course Details:

Class		S.Y. B.B.A, Sem.-III	
Course Code and Course Title		0BBVA206, Aptitude and Reasoning - Part I	
Prerequisite/s		-	
Teaching Scheme: Lecture/Tutorial/Practical		02/00/00	
Credits		02	
Evaluation	T	ISE / MSE / ESE	50/00/00
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBVA206_1	Remembering & Understanding key concepts in mathematics, reasoning, and professional skills.
0BBVA206_2	Apply learned techniques to solve real-world problems.
0BBVA206_3	Assess and Evaluate problems and solutions critically.
0BBVA206_4	Develop effective strategies for communication and professional growth.

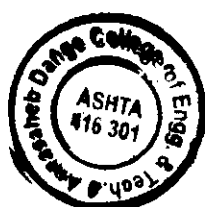
Course Contents: Theory		
Unit 1	Quantitative Aptitude & Analytical Skills - Time & Work - Time-Speed-Distance - Mixtures & Alligations - Missing Terms, Wrong Term, Logical Completion - Graphs (Bar, Pie, Line), Charts, Tables, Caselets - Linear Equations, Inequalities, Simplification - Partnership, Simple & Compound Interest - Basic Probability, Factorials, Arrangements, Combinations	08 Hrs
Unit 2	Critical Thinking & Problem-Solving - Syllogisms - Statement & Conclusions - Statement & Argument - Rounding Off	07 Hrs
Unit 3	Personal Development & Workplace Skills - Self-awareness & Empathy - Stress & Anger Management - SMART Goals, Prioritization, Planning & Tracking - Handling Failure & Change Management - Growth Mindset	08 Hrs
Unit 4	Professional Branding & Communication - LinkedIn Profile Building - Resume Enhancement - Elevator Pitch - Dress Code & Workplace Conduct	07 Hrs


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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Quantitative Aptitude	Dr. R. S. Aggarwal	S. Chand	Revised Edition	2022
02	Quantitative Aptitude And Reasoning	R. V. Praveen	Pearson Publishing	6th Edition	2020
03	Verbal & Non-verbal Reasoning	Dr. R. S. Aggarwal	S. Chand	Revised Edition	2018
04	Verbal Ability and Reasoning For Competitive Examination	P.A.Anand, Lalit Singh	Wiley	1st Edition	2016



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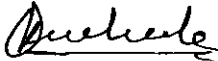
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Course Details:

Class		S.Y. B.B.A, Sem.-IV	
Course Code and Course Title		0BBPC207, Entrepreneurship and Startup Ecosystem	
Prerequisite/s		-	
Teaching Scheme: Lecture/Tutorial/Practical		01/01/00	
Credits		02	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBPC207_1	Understand the concept of entrepreneurship and the role of start-ups and family businesses in economic development.
0BBPC207_2	Identify and evaluate business opportunities
0BBPC207_3	Apply knowledge of start-up processes and intellectual property rights.
0BBPC207_4	Explore the start-up ecosystem and government initiatives

Course Contents: Theory		Hrs
Unit 1	Introduction to Entrepreneurship & Family Business Entrepreneurship - Concept, Definition; Entrepreneurs - Characteristics, Classification; Women Entrepreneurship; Role of Entrepreneurship in Economic Development –Start-ups; Knowing the characteristics of Family business	04 Hrs
Tutorial	Preparation of report on Entrepreneurship as a career.	01 Hr
Unit 2	Evaluating Business opportunity Sources of business ideas and opportunity recognition; Feasibility analysis of the idea; Industry, competition and environment analysis	03 Hrs
Tutorial	Market survey for setting up new Start up	01 Hr
Unit 3	Building Blocks of starting ventures Low cost Marketing using digital technologies; Venture Funding; Establishing the value-chain and managing operations; Legal aspects like IPR and compliances	04 Hrs
Tutorial	Preparation of report on Process selection for new startup.	01 Hr


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Unit 4	Start-up Ecosystem Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors; Know various govt. schemes like Start-up India, Digital India, MSME etc.; Sources of Venture Funding available in India; Source of Technology,	04 Hrs
Tutorial	Preparation of report on State Level Support Agencies for New Enterprises.	01 Hr

Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Entrepreneurship	Rajeev Roy	Oxford University Press	3rd Edition	2020
02	Entrepreneurship: Successfully Launching New Ventures	R. Duane Ireland Bruce R. Barringer	Pearson Publishing	7th Edition	2024
03	Family Business Management	Rajiv Agarwal	Sage Publishing	-	2022
04	Entrepreneurship	Robert D Hisrich Michael P Peters Dean A Shepherd Sabyasachi Sinha	McGraw-Hill	11th Edition	2020



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Department of Bachelor of Business Administration

List of Tutorials		
Sr. No.	Title of Tutorials	Hrs
1	Introduction	1 Hr
2	Preparation of report on Entrepreneurship as a career.	1 Hr
3	Case study on Traits of Entrepreneurs.	1 Hr
4	Comparison between Entrepreneur and Manager.	1 Hr
5	Revision	1 Hr
6	Case study on Risks associated with enterprise.	1 Hr
7	Types of Business Structures.	1 Hr
8	Understanding 7M Resources: Key Factors in Business Structure and Strategy.	1 Hr
9	Preparation of report on Micro, Small, and Medium Enterprises	1 Hr
10	Revision	1 Hr
11	Preparation of report on Process selection for new startup.	1 Hr
12	Preparation of report on State Level Support Agencies for New Enterprises.	2 Hrs
13	Preparation of report on Intellectual Property Rights (IPR)	1 Hr
14	Submission	1 Hr



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Course Details:

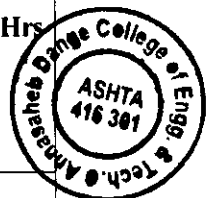
Class		S.Y. B.B.A, Sem.-IV	
Course Code and Course Title		0BBPC208, Operations Management	
Prerequisite/s		-----	
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

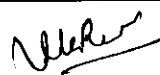
0BBPC208_1	Understand the core principles of operations management their significance in enhancing efficiency, quality, customer satisfaction.
0BBPC208_2	Optimize operational processes through effective process design, layout decisions, capacity planning.
0BBPC208_3	Implement quality management principles to enhance product/service quality reduce defects.
0BBPC208_4	Evaluate emerging trends in operations management, such as sustainable operations, technological advancements.

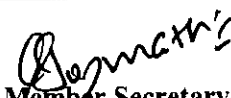
Course Contents: Theory

Unit 1	Introduction to Operations Management Definition, scope, and evolution of operations management, Objectives: efficiency, quality, cost-effectiveness, customer value, Types of production systems (job, batch, mass, continuous), Alignment of operations with business strategy, managerial functions: planning, organizing, staffing, leading, controlling	11 Hrs
Tutorial 1	Case study (Toyota Production System) Exploring Lean Manufacturing	01 Hrs
Unit 2	Process Design and Analysis Process selection strategies (project, job shop, flow shop, continuous), Facility layout types: process, product, fixed-position, cellular, Capacity planning and utilization, Lean thinking, Kaizen, and continuous improvement, Criteria for layout decisions: cost, flexibility, safety, space, comfort	11 Hrs
Tutorial 2	Analysis of Amazon's supply chain operations for customer satisfaction and efficiency.	01 Hrs




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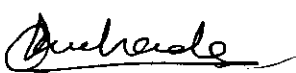

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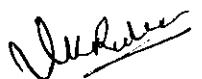

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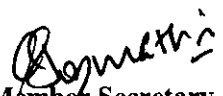
Unit 3	Quality Management Dimensions of quality: product and service, Total Quality Management (TQM) principles, Six Sigma: DMAIC framework, Lean Manufacturing: 5S, Value Stream Mapping, Waste elimination Quality tools: Fishbone diagram, Control Charts, Pareto Analysis	11 Hrs
Tutorial 3	Case Analysis: Six Sigma Project at General Electric (GE) – Improving Invoice Accuracy	01 Hrs
Unit 4	Emerging Trends in Operations Management Sustainable operations: green manufacturing, waste management, CSR integration, Technological advancements: AI, IoT, and Blockchain in operations. Global operations and supply chain networks, Risk management and resilience in global operations, Industry 4.0: Smart factories, cyber-physical systems. Comparison between Industry4.0 and Industry 5.0.	12 Hrs
Tutorial 4	Case on Zara's fast fashion operations strategy and its global supply chain management.	01 Hrs

Text Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Operations Management	William J. Stevenson	McGraw Hill	14 th Edition	2020
02	Operations Management: Processes and Supply Chains	Lee J. Krajewski, M.K. Malhotra, and Larry P. Ritzman	Pearson Publishing	12 th Edition	2022
03	Introduction to Operations and Supply Chain Management	Cecil C. Bozarth and Robert B. Handfield	Pearson	5 th Edition	2019
04	The Goal: A Process of Ongoing Improvement	Eliyahu M. Goldratt and Jeff Cox	North River Press	30 th Edition	2014




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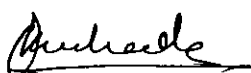

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Reference Research Paper:

- Jaboob, A. S., Awain, A. M. B., & Ali, K. A. M. (2024). Introduction to Operation and Supply Chain Management for Entrepreneurship. In Applying Business Intelligence and Innovation to Entrepreneurship (pp. 52-80). IGI Global.

Suggested Tutorial Work

Sr No.	Title of Tutorial	Time
1	Introduction	01 Hrs
2	Case study (Toyota Production System) Exploring Lean Manufacturing	01 Hrs
3	Case Analysis of Amazon's supply chain operations for customer Satisfaction and efficiency.	01 Hrs
4	Case Analysis: Six Sigma Project at General Electric (GE) – Improving Invoice Accuracy	01 Hrs
5	Case on Zara's fast fashion operations strategy and its global Supply chain management.	02 Hrs
6	Role-play activity on decision-making process.	02 Hrs
7	Group work on Process map creation and layout simulation.	02 Hrs
8	Class test on TQM principles	01 Hrs
9	Guest lecture on Emerging Trends in Operations Management	02 Hrs
10	Operations Flow in a Local Business (Retail Shop/Clinic/Startup) Visit the service organization/business organization/industry nearby to Understand the Operations Flow.	01 Hrs
11	Analyze the case of Six Sigma Success at Motorola.	01 Hrs

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Course Details:

Class		S.Y. B.B.A, Sem.-IV	
Course Code and Course Title		0BBPC209, Financial Management	
Prerequisite/s		0BBPC 102, 0BBPC201	
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

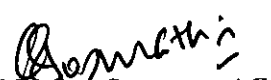
Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBPC202_1	To Understand the basic principles and importance of financial management.
0BBPC202_2	To Identify different sources of business finance and understand how businesses raise funds.
0BBPC202_3	To Learn how to calculate cost of capital and analyze leverage for making financial decisions.
0BBPC202_4	To Apply Capital Budgeting and Working Capital Techniques for Effective Financial Planning

Course Contents: Theory		
Unit 1	Unit I: Introduction to Financial Management & Sources of Finance Meaning and importance of Finance and Financial Management Objectives: Profit Maximization vs. Wealth Maximization – merits & limitations, Scope and Functions of Financial Management, Types of Financial Decisions: Investment, Financing, Dividend, Interrelationship among decisions, Functions of a Finance Manager, Basics of Ethics in Financial Decisions (conceptual only), Introduction to Agency Cost.	11Hrs
	Tutorial Case study: To analyze financial decisions and their relation to the objectives of financial management.	
Unit 2	Unit II: Capital Structure & Capitalization Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems	12Hrs
	Tutorial Practical Problems on EPS and Capital Structure Decision Making.	




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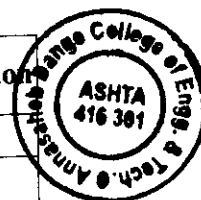
Unit 3	Unit III: Cost of Capital, Leverages Cost of Capital: Meaning and Significance, Components: Cost of Equity, Debt, Preference Capital, WACC – Weighted Average Cost of Capital, CAPM – Concept Leverages: Meaning and Types-Operating Leverage, Financial Leverage, Combined Leverage, Risk & Leverage.	11Hrs
Tutorial	Practical Problems on CAPM, 3 Leverages	1 Hr
Unit 4	Unit IV: Capital Budgeting and Working Capital Management Meaning, Importance, Time Value of Money Methods of Evaluation: Payback Period, Net Present Value (NPV), Profitability Index, Internal Rate of Return (IRR) Simple Practical Problems on all methods Working Capital Management: Meaning and Types of Working Capital, Working Capital Cycle, Determinants of Working Capital, Estimation of Working Capital – with practical problems	11Hrs
Tutorial	Practical Problems on Capital budgeting and working capital management	2 Hrs

Reference Books:

Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	Financial Management	M. Y. Khan, P. K. Jain	Tata McGraw Hill	1st Edition	2011
02	Financial Management	Prasanna Chandra	Tata McGraw Hill	3rd Edition	2021
03	Financial Management	I. M. Pandey	Vikas Publishing House	1st Edition	2021
04	Essentials of Financial Management	Eugene F. Brigham, Joel F. Houston	Cengage Learning	4th Edition	2018

List of Experiments –

Sr. No	Activity Description	Duration
1	Decoding the Budget: A BBA Perspective on India's Fiscal Plan	2 Hrs
2	A company wants to open a new branch. Explain how the 3 financial decisions (investment, financing, and dividend) are connected in this case.	2 Hrs
3	Solve practical problems on EPS (Earnings Per Share) and capital structure decision-making.	1 Hrs
4	Inside the Balance Sheet: Financial Analysis of a Real-World Company	2 Hrs



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Course Details:

Class		S.Y. B.B.A, Sem.-IV	
Course Code and Course Title		0BBPC210, Business Research Methodology	
Prerequisite/s		-	
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBPC210_1	Understand the fundamentals of research, including its types, process, and ethical considerations in social and business contexts.
0BBPC210_2	Formulate research problems, hypotheses, and select suitable research designs and variables.
0BBPC210_3	Apply appropriate methods for data collection, sampling, measurement, and handle data using standard techniques.
0BBPC210_4	Analyze and interpret data, test hypotheses using statistical tools, and present findings effectively in written reports.

Course Contents: Theory		Hrs
Unit 1	Introduction to Research Research – Meaning, Definition, History, Evolution, Characteristics & Importance, Research applications in social and business sciences; Types of Research; Research Process – An overview & steps involved; Ethical considerations in research.	10 Hrs
Tutorial	Case Study Analysis: Learning from Unethical Research Practices	1 Hr.
Unit 2	Formulating the Research Problem Defining the Research problem; Problem identification process; Formulating the research hypothesis - Concept; Variables - Overview and Types Research Design - Meaning, Characteristics and Types - Exploratory Research Designs, Descriptive Research Designs and Experimental Research Designs; Review of Literature - Overview, Need, Sources to collect review.	12 Hrs



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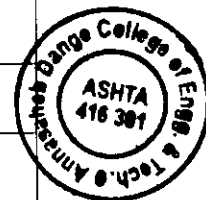


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Tutorial	Defining the Problem & Formulating a Hypothesis: A Collaborative Brainstorming Approach	1 Hr.
Unit 3	Measurement and Data Collection Classification of Data - Secondary Data - Meaning, Advantages, Disadvantages, Types and Sources; Primary Data Collection - Meaning, Advantages, Disadvantages and Methods - Questionnaire method, Observation method, Focus Group Discussion, Personal Interview method; Types of Measurement Scales - Nominal, Ordinal, Interval and Ratio; Measurement Error; Criteria for Good Measurement	12 Hrs
Tutorial	Understanding and Using Secondary Data	1 Hr.
Unit 4	Data Analysis and Interpretation Sampling - Meaning, Probability Sampling and Non probability Sampling; Meaning of Interpretation, Techniques of Interpretation; Data preparation - editing and coding Hypothesis testing using parametric and non-parametric tests Tools and techniques for data visualization like charts, tables, and box plots; Concept of Report Writing.	11 Hrs
Tutorial	Introduction to Data Interpretation in Excel	1 Hr.

Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Research Methodology Methods & Techniques	C.R.Kothari	New Age International Pvt Ltd Publishers	5th Edition	2023
02	Research Methodology: A Step-by-Step Guide for Beginners	Ranjit Kumar	SAGE Publications Pvt. Ltd	4th Edition	2024
03	Research Methods for Business	Uma Sekaran	Wiley	7th Edition	2023
04	Marketing research	Malhotra, N. K., Nunan, D., & Birks, D. F	Pearson	8th Edition	2022



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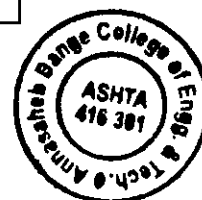
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List of Tutorials		
Sr. No.	Title of tutorials	Hrs
1	Introduction	1 Hr
2	Exploring the Role of Research in Solving Real-World Problems	1 Hr
3	Case Study Analysis: Learning from Unethical Research Practices	1 Hr
4	Mini Research Project	1 Hr
5	Defining the Problem & Formulating a Hypothesis: A Collaborative Brainstorming Approach	1 Hr
6	How to Write a Literature Review	1 Hr
7	Understanding and Using Secondary Data	1 Hr
8	Crafting the Perfect Questionnaire: A Guide to Survey Creation	1 Hr
9	Review of Mini Research Project	1 Hr
10	Understanding and Conducting a Brief Observation Task	1 Hr
11	Mastering Interview Techniques through Role-Play: A Practical Guide	2 Hrs
12	Introduction to Data Analysis using Excel	1 Hr
13	Submission of Mini Research Project	2 Hrs



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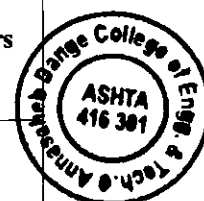
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Course Details:

Class	S.Y. B.B.A, Sem.-IV		
Course Code and Course Title	0BBPC211, International Business		
Prerequisite/s	-----		
Teaching Scheme: Lecture/Tutorial/Practical	02/00/00		
Credits	02		
Evaluation	T	ISE / MSE / ESE	50/00/00
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBPC211_1	Demonstrate and interpret the fundamental theories of international business, trade.
0BBPC211_2	Develop an understanding of the concept of Foreign Direct Investment, its impact on various world economy.
0BBPC211_3	Analyse the significance of economic Integration in International Business.
0BBPC211_4	Develop a comprehensive understanding of global emerging trends, stakeholder engagement.

Course Contents: Theory		
Unit 1	Unit 1: Introduction to International Business Introduction to International Business Stages of Internationalization – EPRG Framework - International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory.	08 Hrs
Unit 2	Unit 2: Introduction of Foreign Direct Investment Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.	07 Hrs
Unit 3	Unit 3: Economic Integration Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Emerging Markets and Developing Economies.	08 Hrs
Unit 4	Unit 4: Emerging Trends in International Business International Entrepreneurship and Born Global Firms, Ethical Considerations - CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and e commerce, Impact of pandemic on International Business.	07 Hrs



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Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	International Business: Competing in the Global Marketplace	Charles W. L. Hill	McGraw Hill Education	11 th Edition	2018
02	International Business: Concept, Environment and Strategy	Vyuptakesh Sharan	Pearson Education	3 rd Edition	2010
03	International Business: The Challenges of Globalization	John J. Wild and Kenneth L. Wild	Pearson Education	8 th Edition	2017
04	International Business	Rakesh, M. J.	Oxford University Press	1 st Edition	2009



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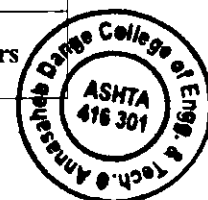
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Course Details:

Class	S.Y. B.B.A, Sem.-IV		
Course Code and Course Title	0BBSE212, Design Thinking and Innovation		
Prerequisite/s	-----		
Teaching Scheme: Lecture/Tutorial/Practical	01/00/02		
Credits	02		
Evaluation	T	ISE / MSE / ESE	50/00/00
	P	ISE/ESE	00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBPC202_1	Apply the design thinking techniques to empathize the customer through arranging survey and/or interview.
0BBPC202_2	Identify and Formulate the solution for real world problem using design thinking and Innovation
0BBPC202_3	Test developed prototype for defined problem to meet user's requirements.
0BBPC202_4	Adapt ethical practices and professional skills to provide a reliable solution for defined real world problem through participating in team activities.

Course Contents: Theory		
Unit 1	Unit 1: Basics of Design Thinking Introduction to Design Thinking. Design Thinking Process	03 Hrs
Unit 2	Learning to Empathize and Define the Problem Empathy and Ethics, User Perspective, Activities - Empathy Map, Planning, Persona building. Customer Journey Mapping, Observation of stakeholders, Activities - 5 Whys & 1 How.	04 Hrs
Unit 3	Unit 3 : Ideate, Prototype and Implement Defining and conceptualization of problem, Ideation Activities - Story boarding, Brainstorming. Prototype -- Types, Mindsets, Tools	04 Hrs
Unit 4	Unit 4 : Feedback, Re-Design & Re-Create Testing - Scenario, Methods, Refinements & Recommendations.	04 Hrs



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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Karmic Design Thinking - A Buddhism-Inspired Method to Help Create Human Centered Products & Services	Prof. BalaRamadurai,	Self Published	-	2020
02	Understanding Design Thinking, Lean, and Agile.	Jonny Schneider	O'Reilly	-	2017
03	Introduction to Design Thinking	S. Salivahanan, S. Suresh Kumar, D. Praveen Sam	Tata Mc Graw Hill,	-	2019
04	The Design of Everyday Things	Don Norman	Basic Books	-	2013

Suggested field & Tutorial Work –

1	Customer Survey and Analysis
2	Customer Journey Map
3	Defining the problem
4	Poster Presentation
5	Ideation
6	Innovation Pitch Presentation :



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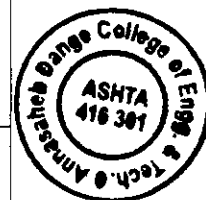
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Course Details:

Class		S.Y. B.B.A, Sem.-IV
Course Code and Course Title		0BBVA213, Aptitude and Reasoning - Part II
Prerequisite/s		0BBVA206
Teaching Scheme: Lecture/Tutorial/Practical		02/00/00
Credits		02
Evaluation	T	ISE / MSE / ESE
	P	ISE/ESE
		50/00/00
		00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBVA206_1	Understand core principles of business communication, both written and verbal
0BBVA206_2	Apply effective interpersonal and presentation skills in professional settings.
0BBVA206_3	Analyse complex problems using logical reasoning and structured thinking.
0BBVA206_4	Create clear, persuasive communication and leadership strategies in team contexts.

Course Contents: Theory		
Unit 1	Business Communication Essentials - Email & Report Writing, - Memo Drafting, Meeting Notes, - Visual Presentation & Slide Design, - Audience Handling & Delivery Techniques.	08 Hrs
Unit 2	Verbal Communication & Interpersonal Skills - Extempore, Debates, Business Vocabulary, - Active Listening & Note-taking, - Constructive Feedback, - Structured Thinking, Clarity, Persuasiveness.	07 Hrs
Unit 3	Team Dynamics & Leadership - Group Activities, - Conflict Handling, - Leadership in Teams	08Hrs
Unit 4	Analytical & Logical Reasoning - Linear and Circular Seating Arrangements, Floor Puzzles - Cause-Effect, Course of Action, Analogies, Odd One Out - Letter Shifting, Number & Symbol Coding - Case-based Logic, Inference, and Argument Evaluation	07 Hrs



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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Development of Life Skills and Professional Practice	Shalini Verma	Vikas Publishing House	1st Edition	2014
02	Soft Skills For Young Managers	Prof. M. S. Rao	Dreamtech Press	1st Edition	2011
03	Business Correspondence And Report Writing	R C Sharma Krishna Mohan	McGraw Hill Education	6th Edition	2020
04	An Introduction to Professional English and Soft Skills	Bikram K Das, Kalyani Samantray, Rath Nayak, Susmita Pani, Saveeta Mohanty	McGraw Hill Education India	1st Edition	2009



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