



ANNASAHAB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA
(An Empowered Autonomous Institute)
Department of BBA

Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPC301, Strategic 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:

0BBPC301_1	Explain key concepts of strategy, strategic management, and their role in modern business
0BBPC301_2	Examine internal and external environments using strategic tools and frameworks
0BBPC301_3	Apply suitable strategies considering business goals and competitive conditions
0BBPC301_4	Apply strategy implementation and evaluation techniques for organizational effectiveness

Course Contents: Theory		Hrs
Unit 1	Introduction to Strategy Strategy - Concept, Role and Benefits. Levels of strategy - Corporate, Business and Functional. Strategic Management - Meaning, Characteristics, Process Strategic Intent - Meaning, Hierarchy Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management Strategic Management in The Era of Artificial Intelligence	11 Hrs
Unit 2	Strategic Analysis Analyzing Company's Internal Environment - Analyzing Company's Resources and Competitive Position - VRIO Framework, Core Competence Analysis, SWOT Analysis, Organizational Capability Profile (OCP), Strategic Advantage Profile (SAP) Analyzing Company's External Environment - PESTEL Analysis, Porter's Five Forces Model of competition, Portfolio Analysis: BCG Matrix, GE 9 Cell Model.	12 Hrs


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Unit 3	Strategy Formulation Meaning of Generic Competitive Strategies Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships) Retrenchment - Turnaround, Divestment, Liquidation, Outsourcing Strategies.	11 Hrs
Unit 4	Strategy Implementation and Control Barriers to implementation of strategy Mintzberg's 5 Ps, Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy. Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of Balanced scorecard for strategy evaluation.	11 Hrs

Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Strategic Management and Business Policy	Azhar Kazmi, Adela Kazmi	Tata McGraw-Hill	5th	2020
02	Strategic Management	Ireland, Hoskisson & Hitt	Cengage Learning	13th	2020
03	Concepts in Strategic Management & Business Policy	Thomas L. Wheelen & J. David Hunger	Pearson	15th	2017
04	Crafting and Executing Strategy- The Quest for Competitive Advantage	Thompson, Strickland, Gamble & Jain	Tata McGraw-Hill	21st	2019

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List of Tutorials		
Sr. No.	Title of tutorials	CO Mapped
1	Analyzing Levels of Strategy in Practice	CO 1
2	Evaluating Strategic Intent and Organizational Direction	CO 1
3	Applying SWOT Analysis for Business Assessment	CO 1
4	Assessing Competitive Advantage using the VRIO Framework	CO 2
5	Analyzing the Macro Environment using PESTEL Framework	CO 2
6	Evaluating Industry Structure using Porter's Five Forces Model	CO 2
7	Applying BCG Matrix for Portfolio Analysis	CO 3
8	Analyzing Growth and Expansion Strategies	CO 3
9	Evaluating Retrenchment and Turnaround Strategies	CO 4
10	Assessing Strategy Implementation using McKinsey 7S Framework	CO 4
Total Tutorial Hours		15 Hrs

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Course Details:

Class			T.Y. B.B.A, Sem.-V
Course Code and Course Title			0BBPC302, Logistics & Supply chain Management
Prerequisite/s			0BBPC208 Operations 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:

0BBPC302_1	Design; manage efficient, technology-enabled supply chains that enhance organizational competitiveness.
0BBPC302_2	Apply strategic sourcing, pricing, supplier management techniques in real-world scenarios.
0BBPC302_3	Analyze the impact of digital transformation (AI, analytics, e-commerce) on supply chain strategies, operations.
0BBPC302_4	Develop data-driven solutions for demand forecasting and supply chain coordination in a global environment.

Course Contents: Theory

Unit 1	Introduction to Supply Chain Management Role and evolution of supply chain management, Strategic fit and competitive strategy, Supply chain drivers and performance metrics, Digital supply chains and Industry 4.0 & Industry 5.0 overview,	11 Hrs
Unit 2	Supply Chain Network Design Designing distribution and logistics networks, E-business and omni-channel supply chains, Global supply chain design and risk management, Facility location and capacity planning, Use of simulation tools and digital twins, Use of simulation tools for network Design. Supply chain analytics platforms for network optimization.	11 Hrs
Unit 3	Sourcing and Pricing Strategies Strategic sourcing and supplier selection, Make-or-buy decisions, E-procurement and digital marketplaces, Pricing strategies in supply chains, Revenue management in e-commerce platforms	11 Hrs
Unit 4	Demand and Supply Coordination Demand forecasting using analytics tools, Aggregate planning and S&OP Coordination in supply chain networks, Bullwhip effect and risk mitigation, Role of real-time data and ERP systems, Emerging Technologies in Demand-Supply Coordination.	12 Hrs



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Reference Books:

Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Supply Chain Management: Strategy, Planning, and Operation	Sunil Chopra & Peter Meindl	Pearson	8th Edition	2025
02	Logistics & Supply Chain Management	Martin Christopher	Pearson	6th Edition	2022
03	Supply Chain Management	Janat Shah	Pearson	3rd Edition	2023
04	Operations and Supply Chain Management	Jacobs & Chase	McGraw Hill	17th Edition	2024

List of Tutorial

Sr No.	Title of Tutorial	CO Mapping
1.	Case Study (Dell Technologies Direct Model) – Understanding Supply Chain and Strategic Fit	CO1
2.	Case Study (Amazon Supply Chain Drivers) – Analyzing Supply Chain Performance Drivers	CO1
3.	Case Study (Flipkart Distribution Network) – Designing E-commerce Supply Chain Networks	CO2
4.	Case Study (Meesho Social Commerce Model) – Understanding E-commerce Supply Chain Innovations	CO2
5.	Case Study (Uber Dynamic Pricing Model) – Understanding Pricing Strategies in Digital Platforms	CO3
6.	Case Study (Amazon Revenue Management) – Exploring Pricing and Revenue Optimization in E-commerce	CO3
7.	Case Study (Zara Fast Fashion Model) – Understanding Demand Forecasting and Responsiveness	CO4
8.	Case Study (Coca-Cola Aggregate Planning) – Applying Production and Demand Planning Techniques	CO4
9.	Case Study (Delhivery Last-Mile Delivery) – Analyzing Logistics and Distribution Challenges	CO4
10.	Case Study (Walmart Digital Supply Chain) – Exploring Technology-Driven Supply Chain Transformation	CO1, CO4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPE303 Financial Planning	
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:

0BBPE303_1	Explain the fundamentals of financial planning, including financial goals, budgeting, and risk-return concept..
0BBPE303_2	Apply basic investment concepts to compare different investment avenues and make simple financial decisions.
0BBPE303_3	Analyze retirement planning needs and evaluate suitable options based on financial goals.
0BBPE303_4	Identify and evaluate insurance needs and select appropriate life and general insurance options for given situations.

Course Contents: Theory

Unit 1	Introduction to Financial Planning Meaning, Need and Scope of Financial Planning, Financial Goals, Saving and Financial Discipline, Budgeting, Cash Flow and Debt Management, Risk-Return Concept, Introduction to Time Value of Money.	12 Hrs
Unit 2	Investment Planning Meaning and Objectives of Investment, Investment vs Speculation vs Gambling, Basic Investment Avenues – Deposits, Mutual Funds, Shares, Gold, Insurance, Risk and Return (Basic Concepts), Diversification.	11 Hrs
Unit 3	Retirement Planning Meaning and Importance of Retirement Planning, Retirement Planning Steps, EPF, PPF, NPS, Gratuity (overview), Pension Schemes, and Retirement Planning	11 Hrs
Unit 4	Insurance and Estate Planning Meaning of Insurance Planning, Risk Management Basics, Types of risks, Life and General Insurance, Factors affecting insurance need, Smart Insurance Decisions.	11 Hrs

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Reference Books:					
Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	<i>Introduction to Financial Planning</i>	Indian Institute of Banking & Finance	Taxmann	1st Edition	2011
02	Personal financial planning	Gitman, L. J., & Joehnk, M. D.	South-Western Cengage Learning	3rd Edition	2021
03	Personal finance: Turning money into wealth	Keown, A. J.	Pearson	1st Edition	2021
04	Financial Planning: A Practical Approach	Sullivan, M. K.	Wiley	Revised Edition	2020

List of Tutorials–

Sr. No	Activity Description	CO Mapped
1	Goal-Based Financial Planning Worksheet (education, house, emergency fund)	1
2	Simple budgeting and personal cash flow statement	1
3	Simple risk-return calculations	2
4	Comparison of Investment Avenues (FD vs Mutual Fund vs Gold)	2
5	Personal Credit management	2
6	Retirement corpus estimation (basic level)	3
7	Excel-based Financial Planning Sheet	3
8	Compare 2 insurance products	4
9	Design insurance plan for 25-year-old job person	4
10	Personal portfolio	3,4
Total Tutorials Hours		15



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Course Details:

Class		T.Y. B.B.A, Semester -V	
Course Code and Course Title		0BBPE304 , Consumer Behavior	
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:

0BBPE304 _1	Describe the basics of consumer behavior, marketing concepts, value, online Behavior, and organizational buying behavior.
0BBPE304 _2	Analyze the impact of external factors like lifestyle, social class, family, and culture on Consumer buying behavior.
0BBPE304 _3	Examine internal factors like perception, motivation, learning, personality, and attitudes Affecting consumer behavior.
0BBPE304 _4	Evaluate how modern technology, digital platforms, and sustainability trends influence consumer behavior and decision-making.

Course Contents: Theory

Unit 1	Understanding Consumer Behavior Introduction to Consumer Behavior; Consumer Behavior and the Marketing Concepts; Value and the Consumer Behavior Framework; Online Consumer Behavior. Organizational Buying Behavior; Consumerism.	11 Hrs
Unit 2	External Influences on Consumer Behavior Lifestyles and Psychographics on Buying Behavior; Social Class and Group Influence on Consumer Behavior – Reference Group and Family Influence on Buying Behavior; Influence of Culture on Consumer Behavior	11 Hrs
Unit 3	Internal Influences on Consumer Behavior Consumer Perception; Consumer Learning, Memory and Involvement; Dynamics Of Consumer Motivation; Consumer Personality; Consumer Attitudes and Attitude Change.	11 Hrs
Unit 4	Consumer Behavior in Modern Times Consumer Decisions in the Digital Age, Technology Influence on Consumer Behavior, Sustainability and Green Consumer Behavior, Emerging Trends in Consumer Behavior, New Models of Consumer Behavior.	12 Hrs


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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Consumer Behavior	Schiffman, L. G.; Kanuk L. L. and Kumar, S. R.	Pearson Education Inc.	10th Edition	2010
02	Consumer Behavior; Concepts and Applications	Loudon, D. L. and Bitta, J. Albert Della	Tata McGraw Hill Publishing Company Limited	4th Edition	2015
03	Consumer Behavior: Building Marketing Strategy	Hawkins, D. I.; Best, R. J. and Coney, K. A.	Tata McGraw-Hill Publishing Company Limited	14th Edition	2019

List of Tutorial

Sr. No	Title of Tutorial	CO Mapping
1	Discuss why people buy certain brands while purchasing phone, clothes etc.	CO 1
2	Compare online vs. offline shopping experiences.	CO 1
3	Discuss any Consumer Rights Case Study	CO1
4	Identify lifestyle differences and their buying choices.	CO 2
5	Discuss how family or friends influence purchase decisions.	CO 2
6	Ads - What customer remembers in the advertisement explain with examples.	CO 3
7	Discuss what motivates students to buy a product.	CO 3
8	Discuss 3 websites or apps you use for shopping (e.g., Amazon, Flipkart).	CO 4
9	Discuss how technologies helps consumers for their purchasing.	CO 4
10	Give your opinion - "How technology and trends affect my buying behavior."	CO 4
Total Tutorial Hours		15

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Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPE305, HRD - Systems And Strategies	
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:

0BBPE305_1	Explain the concept and significance of Human Resource Development
0BBPE305_2	Develop and evaluate basic HRD programs for organizational effectiveness.
0BBPE305_3	Analyze HRD strategies and design plans to support organizational change.
0BBPE305_4	Examine emerging trends in HRD and their impact on organizations.

Course Contents: Theory		Hrs
Unit 1	Introduction to Human Resource Development (HRD) Human Resource Development (HRD): Concept, Evolution of HRD, Objectives, Principles and Challenges, HRD Process, Approaches to HRD Relationship between Human Resources Management and Human Resources Development.	11 Hrs
Unit 2	HRD System design Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs; HRD interventions: Integrated Human Resource Development Systems, Staffing for HRD; HRD Audit; HRD and diversity management;	12 Hrs
Unit 3	Developing HRD strategies HRD Strategies, HRD Styles, HRD Culture: OCTAPACE, HRD for Workers, HRD for other special groups, HRD strategies to cope with Organizational Change, HRD issues in corporate, Technology, innovations and the HRD.	11 Hrs
Unit 4	HRD Practices in Organizations HRD Practices in Government, Manufacturing, Service Sector organizations and the MNCs. Recent Trends of HRD in India.	11 Hrs

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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Human Resource Development	Jon M. Werner & Randy L. DeSimone	Cengage India	6th	2012
02	Human Resources Development: Experiences Interventions Strategies	Dr. T.V. Rao	Sage Publications India Pvt Ltd	17th	2013
03	Human Resource Development	Tripathi PC	Sultan Chand & Sons	7th	2013

List of Tutorials		
Sr. No.	Title of tutorials	CO Mapped
1	Analyze an organization and identify HRD and HRM functions	CO 1
2	Study an organization and identify HRD challenges	CO 1
3	Develop an HRD process model for a company	CO 1
4	Create an HRD system for a medium-sized company	CO 2
5	Prepare an implementation plan for a training program	CO 2
6	Conduct HRD audit	CO 2
7	Design HRD strategy to build strong organizational culture	CO 3
8	Develop HRD plan for organizational change	CO 3
9	Analyze HRD practices in government, manufacturing, and service sectors	CO 4
10	Study recent HRD trends in India	CO 4
Total Tutorial Hours		15 Hrs


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Course Details:

Class	TY BBA Semester V
Course Code and Course Title	0BBPE306 Social Media & Web Analytics
Prerequisite/s	---
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00
Credits	4
Evaluation Scheme	T ISE/MSE/ESE 40/30/30

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

0BBPE306_1	Described the role of social media in marketing, including rules of engagement and its impact on business communication.
0BBPE306_2	Apply social media analytics tools and metrics to measure performance and manage online reputation
0BBPE306_3	Apply social media measurement and PPC techniques to design, optimize, and evaluate digital advertising campaigns.
0BBPE306_4	Evaluate web analytics metrics and dashboards to support data-driven decision making and performance analysis.

Course Contents: Theory

Unit 1	Introduction Meaning and evolution of social media marketing ,Role of social media in business communication ,Rules of engagement in social media ,Identifying target audience and buyer persona ,Influencer marketing, Blogging, micro-blogging, and brand building.	11Hrs
Unit 2	Social Media Data Management Basics of social media analytics and its role, Key metrics and KPIs (engagement, reach, conversions), Analytics tools (Meta, LinkedIn, YouTube, Instagram, Google Analytics) , Social media monitoring and sentiment analysis, Ethical issues and data privacy	11Hrs
Unit 3	Social Media Marketing Pay per Click Marketing (PPC) - Need of PPC, Google Ads- Account Structure, Meta Ads Account Structure, What is CPC and Click-through-Rate (CTRs), Cost/Conversion- How to increase CTR & Conversion, Ads for PPC Campaigns, Bidding, Quality Score, Score Effect on Bids, Increase Position on Search, Conversion rates, Calls to Action(CTA), Cost/Conversion, "A/B testing for ad optimization", PPC reporting structure, Performance Reports	12Hrs

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Unit 4	Introduction to Web Analytics Definition and Importance of Web Analytics, Key Metrics: Page Views, Visits, Unique Visitors, Bounce Rate, Conversion Rate, Understanding Website Traffic Sources: Direct, Referral, Organic, Paid, Reporting and decision-making using analytics dashboards	11Hrs
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Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Social Media Marketing: A Strategic Approach	Melissa Barker, Donald I. Barker, Nicholas F. Bormann,	Cengage Learning	2 nd Edition	2017
02	Social Media Marketing	Tracy L. Tuten, Michael R. Solomon	SAGE Publications	3 rd Edition	2018
03	Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity	Avinash Kaushik	Wiley India / Sybex (Wiley)	1 st Edition	2010
04	Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World	Chuck Hemann, Ken Burbary	Pearson (Que Publishing)	2 nd Edition	2018
05	Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques	Mike Grigsby	Kogan Page	3 rd Edition	2022

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List of Tutorials:		CO Mapped
1	Introduction to Social Media Platforms	CO1
2	Case Study: Target Audience & Buyer Persona	CO1, CO2
3	Content Creation & Strategy	CO1, CO2
4	Social Media Marketing Plan	CO1, CO2
5	Social Media Analytics	CO3
6	Online Reputation Management (ORM)	CO1, CO3
7	PPC Campaign Design	CO2, CO4
8	PPC Metrics & Performance Analysis	CO3, CO4
9	Web Analytics Dashboard	CO3, CO4
10	Case Study – Social Media Campaign Analysis	CO1, CO2, CO3, CO4
Total Tutorials Hours		15

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Course Details:

Class		T.Y. B.B.A, Sem.- V	
Course Code and Course Title		0BBPE307, International Trade Policy & Strategy	
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:

0BBPE307_1	Explain and analyze the fundamentals of India's foreign trade and the role of Foreign Trade Policy in economic development.
0BBPE307_2	Examine key import policy instruments and their implications for trade control and domestic industry.
0BBPE307_3	Apply export promotion schemes to enhance export performance in practical business scenarios.
0BBPE307_4	Analyze the role of regulatory and institutional frameworks in facilitating international trade.

Course Contents: Theory		Hrs
Unit 1	Introduction India's foreign trade, Direction and composition of India's exports and imports, need for and significance of foreign trade policy, Preamble and legal framework of foreign trade policy, Government objectives under Foreign Trade Policy, Historical review of trade policy since 1991, General policy provisions regarding imports and exports, Rationale and impact of foreign trade policy.	11 Hrs
Unit 2	Import Policies Structure of Import Policy, Instruments of Import Policy-Import Substitution, import restrictions- Types of Licensing – OGL, Canalized, Replenishment, Automatic; Advance and Additional License; Holding of License, Third party, Exim scripts, Conditions of license, Negative List. Tariff - Types of Tariffs, Tariffs rates, Bind rates, Quantitative Restrictions, Anti - Dumping, Countervailing Duties.	12 Hrs


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Unit 3	Export Promotion Policies Export led growth and Export support growth, Review of Export Promotion Policies since 1991, Export Promotion Schemes (MEIS), EPCG scheme, Duty drawback scheme, DE passbook scheme, Deemed exports, Current Foreign Trade Policy.	11 Hrs
Unit 4	Regulatory and Institutional Set-up FEMA, Export Promotion Councils, Commodity Boards, Development Authority (APEDA, MPEDA), Export Houses, Export Processing Zone (EPZ), Foreign Trade Zone (FTZ), Electronics Hardware Technology Parks (EHTP), Software Technology Parks (STP), Special Economic Zone (SEZ), Agri Export Zone (AEZ), 100% Export Oriented Unit (E.O.U).	12 Hrs

Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Export Management	Divya Singh and Amit Gautam	Himalaya Publishing House	10th Edition	2023
02	Foreign Trade Policy and Handbook of Procedures (Vol I and II)	S C Jain, Shweta Jain and Abhishek Jain	Commercial Law Publishers	13th Edition	2021

Readings:

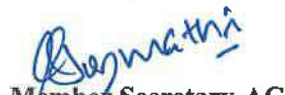
Foreign Trade Policy, Ministry of Commerce, Govt. of India

Handbook of Procedures, Directorate General of Foreign Trade, Govt. of India

Economic Survey, Ministry of Finance, Govt. of India


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List of Tutorials		
Sr. No.	Title of tutorials	CO Mapped
1	Case Study: Choosing the Right Export Market	CO 1
2	Policy Analysis: Impact of Foreign Trade Policy	CO 1
3	Simulation: Import Decision-Making	CO 2
4	Case Study: Import Restrictions and Domestic Industry	CO 2
5	Identifying Correct Import License	CO 2
6	Case Study: Dumping and Trade Protection	CO 2
7	Scheme Selection Exercise (Export Promotion)	CO 3
8	Case Study: Export Strategy for a Startup	CO 3
9	Institutional Mapping Exercise	CO 4
10	Comprehensive Case: Entering International Market	CO 4
Total Tutorial Hours		15

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Course Details:

Class	T.Y. B.B.A, Sem.-V		
Course Code and Course Title	0BBPE308, Operations Strategy		
Prerequisite/s	0BBPC208 Operations 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:

0BBPE308_1	Explain the strategic role of operations in manufacturing sectors, service sectors.
0BBPE308_2	Evaluate innovative business models including alliances, platform economy, sharing economy for competitive advantage.
0BBPE308_3	Analyze application of emerging technologies such as Blockchain, IoT, AI in operations strategy.
0BBPE308_4	Develop strategies for supply chain risk mitigation, sustainability integration, ethical operations practices.

Course Contents: Theory

Unit 1	Fundamentals of Operations Strategy Concept and importance of operations strategy, Alignment with corporate and business strategy, Competitive priorities: cost, quality, flexibility, delivery. Role of operations in value creation, Introduction to digital operations and Industry 4.0	11 Hrs
Unit 2	Industry-Specific Operations Strategies Operations strategies in manufacturing v/s service sectors, Sectoral analysis: Airlines, Healthcare, Hospitality, IT, Retail Best practices in operations across industries, Omni channel and platform-based operations models, Strategic challenges in global operations	12 Hrs
Unit 3	Technological Impact on Operations Strategy Block chain in supply chain transparency and security, Internet of Things (IoT) in smart operations, AI and automation in operations decision-making, Digital transformation and smart factories, Case studies on technology adoption	11 Hrs
Unit 4	Managing Risks and Social Responsibility in Operations Types of operational and supply chain risks, Risk mitigation strategies and resilience planning, Corporate social responsibility in operations Sustainable operations and green supply chains, Ethical issues in global operations	11 Hrs


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Reference Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Supply Chain Management: Strategy, Planning, and Operation	Sunil Chopra & Peter Meindl	Pearson	8th Edition	2025
02	Operations Strategy	Nigel Slack & Michael Lewis	Pearson	6th Edition	2022
03	Operations Management	William J. Stevenson	McGraw Hill	14th Edition	2021
04	Operations and Supply Chain Management	F. Robert Jacobs & Richard B. Chase	McGraw Hill	17th Edition	2024
05	Global Logistics and Supply Chain Management	John Mangan, Chandra Lalwani, Tim Butcher	Wiley	4th Edition	2023

List of Tutorial

Sr No.	Title of Tutorial	CO Mapping
1.	Case study on operations strategy of Toyota.	CO1
2.	Industry analysis case. Service v/s Manufacturing Strategy of McDonald's vs Tesla.	CO2
3.	Industry analysis case. Industry Strategy Analysis a case study of Indigo Airlines.	CO2
4.	A case study of Apollo Hospitals Healthcare Operations Strategy.	CO2
5.	Block chain in Supply Chain a case of Wal-Mart.	CO3
6.	AI in Operations Decision-Making a case study of Amazon.	CO3
7.	Risk analysis & sustainability case. Risk Management in Supply Chain a case study of Nike	CO4
8.	Sharing Economy Model of Uber/Airbnb- Debate on operational challenges, advantages.	CO2
9.	Analyse sustainable operations practices of Hindustan unilever.	CO4
10.	A study of IoT smart Operations of Seimens Technologies.	CO3
Total Tutorial Hours		15


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Department of BBA

Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPE309, Investment Analysis & Portfolio Management	
Prerequisite/s		0BAPE303	
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:

0BBPE309_1	Explain the basic concepts of investment, objectives, and distinguish between investment and speculation.
0BBPE309_2	Describe and illustrate the functioning of financial markets and basic financial instruments for investment decisions.
0BBPE309_3	Apply simple fundamental and technical concepts (basic ratios and trends) to analyze investment options.
0BBPE309_4	Analyze risk-return relationship and construct a simple diversified portfolio.

Course Contents: Theory

Unit 1	Basics of Investment Meaning and Concept of Investment, Objectives of Investment, Characteristics of Investment, Investment Process, Difference between Investment and Speculation, Basic Investment Avenues – Savings Deposits, Fixed Deposits, Gold, Shares, Mutual Funds	11 Hrs
Unit 2	Introduction to Financial Markets Meaning and Importance of Financial Markets, Types of Financial Markets – Money Market and Capital Market, Primary and Secondary Market, Stock Exchange Market Participants – Investors, Brokers, Banks, Basic Financial Instruments – Shares, Bonds, IPOs, Mutual Funds, Role of RBI and SEBI (overview)	12 Hrs
Unit 3	Introduction to Fundamental and Technical Analysis Meaning of Fundamental Analysis, Basic Macroeconomic Factors – GDP, Inflation, Interest Rates; Introduction to Industry and Company Analysis, Basics of Financial Statement Analysis using simple ratios, Meaning of Technical Analysis, Difference between Fundamental and Technical Analysis, Basic Chart Patterns – Trend, Support and Resistance.	11 Hrs
Unit 4	Basics of Portfolio Management Meaning of Portfolio and Portfolio Management, Risk and Return Concept; Diversification and its Importance, Active and Passive Portfolio Management, Basics of Asset Allocation.	11Hrs


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Reference Books:					
Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	Investment Analysis and Portfolio Management	Prasanna Chandra	McGraw Hill	6 th Edition	2008
02	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas Publishing House	2 nd Edition	2007
03	Security Analysis and Portfolio Management	V. A. Avadhani	Himalaya Publishing House	1 st Edition	2000
04	Mastering Personal Investments	Prasanna Chandra and Savita Shirmal	McGraw Hill Education (India)	Latest Edition	2022

List of Tutorials with CO Mapping –

Sr. No	Activity Description	CO Mapped
1	Basic exercises on identifying investment avenues and comparing investment vs speculation cases	1
2	Financial Market Simulation Exercise assuming roles such as investor and broker to understand the functioning of financial markets and basic trading process.	2
3	Investment Decision Process Exercise, Identify financial goals, Select suitable investment avenues.	1,2
4	Comparison of Financial Instruments: Compare shares, bonds, and mutual funds based on risk, return, and liquidity.	2
5	Case discussions on stock market functioning and simple exercises on financial instruments	2
6	Basic Stock Analysis Exercise: Evaluate a company using simple ratios and basic financial information.	3
7	Ratio Analysis and Basic Chart Interpretation Exercise: interpret financial ratios and identify trends, support, and resistance in charts.	3
8	Practical Problems on simple risk-return calculation, diversification examples and basic portfolio performance ratios	4
9	Portfolio Construction Exercise: Design and optimize a simple portfolio based on given constraints.	4
10	Mini Portfolio Project: Construct and justify an investment portfolio using appropriate asset allocation	3,4
Total Tutorial Hours		15 Hours


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Course Details:

Class		T.Y. B.B.A, Semester -V	
Course Code and Course Title		0BBPE310, Sales Marketing	
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:

0BBPE310_1	Describe and analyze the concepts of sales management, roles of a sales manager, and the selling process.
0BBPE310_2	Analyze and apply the methods of recruiting, selecting, and training sales personnel along with sales planning and skills.
0BBPE310_3	Evaluate different motivation techniques, compensation plans, and sales force management practices such as quotas and territories.
0BBPE310_4	Analyze and manage lead creation, lead generation, and salesforce activities using software tools to improve business performance.

Course Contents: Theory

Unit 1	Introduction to Sales Management Meaning, nature, and importance of sales management; roles and responsibilities of sales manager; Difference Between B2B and B2C Selling; Selling process.	11 Hrs
Unit 2	Organization of Sales Force Introduction to Sales Force; Recruiting sales personnel - planning; sources, selecting sales personnel, executing and evaluating sales training programs, sales information system.	11 Hrs
Unit 3	Directing Sales Force Operations Motivating sales personnel, designing and administering compensation plans for the sales force – financial and non-financial compensation methods, sales meetings and sales contests, sales quotas, and sales territories.	11 Hrs
Unit 4	Lead & Sales Force Management using Software Introduction to lead creation; Lead Generation; Software Tools for Social Media Data & Lead Generation; Software for Salesforce Management – CRM, HubSpot, Zoho CRM, Pipedrive.	12 Hrs


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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Selling and Sales Management	Jobber, D., Lancaster, G.	Pearson Education	11th edition	2022
02	Sales Force Management	Johnston, M. W., Marshal, G. W.	New Delhi: Tata McGraw-Hill Education.	12 th Edition	2016
03	Management of a Sales	Force Spiro, R., Rich, G., & Stanton, W.	New Delhi: Tata McGraw-Hill Education.	13th Edition	2007

List of Tutorial

Sr. No	Title of Tutorial	CO Mapping
1	Classify products students recently bought and discuss the role of sales in each product.	CO 1
2	Describe an imaginary salesperson and customer interaction in your language.	CO 1
3	Discuss the Roles and Responsibilities of Sales Manager.	CO 1
4	Prepare a simple job description for a salesperson.	CO 2
5	Practice basic selling skills like communication and persuasion.	CO 2
6	Discuss what motivates students (money, rewards, recognition).	CO 3
7	Design a simple sales contest for a product.	CO 3
8	Draw a diagram of CRM showing: Leads → Customers → Sales.	CO 4
9	Describe HubSpot CRM Activity.	CO 4
10	Discuss Zoho CRM Activity.	CO 4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPE311, Employee Lifecycle Management	
Prerequisite/s		0BBPC203, Human Resource 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:

0BBPE311_1	Explain the concepts and processes of employee life cycle, recruitment, and selection.
0BBPE311_2	Apply concepts of onboarding, training, and career development in managing employee development activities.
0BBPE311_3	Apply performance management and retention practices to enhance employee engagement and organizational effectiveness.
0BBPE311_4	Analyze employee well-being and exit management processes to improve organizational practices and employee experience.

Course Contents: Theory		Hrs
Unit 1	Introduction and Recruitment Employee Life Cycle - Definition, Nature, Scope, Importance, Approaches Erickson's Life Stages, HR roles in managing the employee life cycle Role of AI in Employee Life Cycle Recruitment - Definition, Process, Sources, Selection - Definition, Process	11 Hrs
Unit 2	Onboarding and Development Concept of Placement and Induction Orientation and Onboarding of new employees Training – concept, need, importance, process, types Human Resource Development - concept, need, process, Management Development Programmes (MDG) Concept of Career Planning Concept of Succession Planning Career Development - concept, roles for career development, Career Development initiatives	12 Hrs

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Unit 3	Performance Management and Retention Performance Management – concept, objective, importance, process Performance Appraisal – concept, objective, importance, process, methods Employee Engagement - concept, nature, types Compensation Management – concept, performance-linked compensation Retention - concept, objective, significance, retention strategies Overview of Employee motivation; Employee satisfaction	11 Hrs
Unit 4	Employee well-being and Exit Management Safety - concept, types of accident, Safety Programme Health - physical health, mental health Employee Well-being - definition and dimensions of employee well-being; impact of well- being on performance and productivity, wellness programs Exit management – concept, offboarding processes managing transfers and promotions; conducting exit interviews; analyzing exit data; maintaining alumni relations	11 Hrs

Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Human Resource Management.	Gary Dessler and Biju Varkkey	Pearson Education.	16th	2020
02	Human Resource Management.	Wayne Dean Mondy and Joseph J. Martocchio,	Pearson Education.	14th	2015
03	Strategic Human Resource Management.	Jeffrey A. Mello	Cengage Learning.	5th	2023
04	Fundamentals of Human Resource Management	DeCenzo, David A, and Stephan P. Robbins	Wiley India	13th	2021


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List of Tutorials		
Sr. No.	Title of tutorials	CO Mapped
1	Prepare an Employee Life Cycle plan for a selected organization and map HR interventions at each stage.	CO 1
2	Develop a recruitment plan for a vacant job role including sources, advertisement, and selection process.	CO 1
3	Design a selection process for hiring a specific position in an organization.	CO 1
4	Create an onboarding and induction schedule for a new employee joining a company.	CO 2
5	Prepare a training need analysis (TNA) and design a training program for employees of a department.	CO 2
6	Develop a career development and succession planning chart for key positions in an organization.	CO 2
7	Design a performance management system including KPIs and appraisal format for a selected job role.	CO 3
8	Apply different performance appraisal methods to evaluate employee performance in a given case.	CO 3
9	Propose employee engagement and retention strategies for reducing attrition in an organization.	CO 4
10	Prepare an exit management plan including exit interview format and analysis of exit data for improvement decisions.	CO 4
Total Tutorial Hours		15 Hrs

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Course Details:

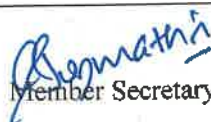
Class	TY BBA Semester V		
Course Code and Course Title	0BBPE312 Data Visualization using Power BI		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

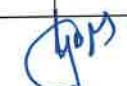
Course Outcomes (COs): After successful completion of this course, the student will be able to:	
0BBPE312_1	Described fundamentals of data visualization, data type's and cognitive principles.
0BBPE312_2	Apply data preparation techniques including cleaning, transformation, integration, and handling data quality issues.
0BBPE312_3	Analyze data using charts, graphs, heat- maps, and dashboards for business insights.
0BBPE312_4	Evaluate and design dashboards and data storytelling using interactive visualization tools.

Course Contents: Theory		
Unit 1	Introduction to Data Visualization Definition and importance in business contexts – Exploratory Data Analysis, Steps in Data Visualization and Data Exploration, Evolution of data visualization techniques – Gestalt principles and their application in visualization – Cognitive aspects influencing perception of visual data – Categorical, numerical, temporal data and their visual representations.	10Hrs
Unit 2	Data Preparation Data collection and sources (structured/unstructured), Data cleaning and pre-processing techniques – Data formats and data type conversion – Handling missing data and outliers – Merging data sets – Basic data reduction techniques –Introduction to automated data preparation tools (Excel / Power BI basics)	11Hrs
Unit 3	Basic Visualization Techniques Applications and variations in bar and column chart designs - Visualizing trends and patterns using line and area charts - Time series analysis and forecasting with line charts- Understanding proportions and compositions using pie and donut charts - Representing correlations and relationships with scatter plots - Visualizing large datasets with heatmaps - Hierarchical data representation using tree maps KPI dashboards for business (Sales, HR, finance)	12Hrs


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Unit 4	Data dashboards and storytelling Interactive vs Static Visualizations – Dashboard design(Using Power Bi) – Implementing filters, Slicers,parameters, and actions in dashboards – Visual Storytelling Techniques – Elements of a compelling data story – Constructing and structuring narratives around data insights -AI-enabled features (Auto insights, forecasting visuals)	12Hrs
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Reference books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Storytelling with Data: A Data Visualization Guide for Business Professionals	Cole Nussbaumer Knaflic	Wiley	1 st Edition	2015
02	Data Visualization and Storytelling with Tableau	Lindy Ryan	Addison-Wesley Professional (Pearson)	1 st Edition	2018
03	Mastering Microsoft Power BI: Expert Techniques to Create Interactive Insights for Effective Data Analytics and Business Intelligence	Greg Deckler, Brett Powell	Packt Publishing	2 nd Edition	2022
04	The Visual Display of Quantitative Information	Edward R. Tufte	Graphics Press	2 nd Edition	2001

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List of Tutorials:		CO Mapped
1	Introduction to Data Visualization Tools	CO1
2	Data Cleaning and Preparation Technique	CO2, CO3
3	Basic Charts – Part 1	CO2, CO3
4	Basic Charts – Part 2	CO2, CO3
5	Advanced Charts – Correlation & Distribution	CO1, CO2, CO3
6	Advanced Charts – Data Insights	CO1, CO2, CO3, CO4
7	Geographic and Business Charts	CO2, CO3
8	Dashboard Creation	CO3, CO4
9	Case Study-1 Sales Performance Dashboard	CO2, CO3, CO4
10	Case Study-2 Customer Segmentation Analysis	CO2, CO3, CO4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPE313 Global Business Environment	
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:

0BBPE313_1	Explain key features of global business environment with major institutions.
0BBPE313_2	Analyze political, economic, social, technological factors influencing international trade.
0BBPE313_3	Apply knowledge of market entry modes within global regulatory, cultural contexts.
0BBPE313_4	Evaluate strategic decisions of multinational firms related to market selection, entry strategies.

Course Contents: Theory

Unit 1	Introduction to the Global Business Environment Definition and Scope of Global Business: Understanding international markets and operations; Key Drivers of Globalization: Technology, trade policies, transportation, and communication; Multinational Enterprises (MNEs): Characteristics, strategies, and market entry modes; Impact of MNEs: Economic, cultural, and environmental influences on host and home countries; Global vs. Transnational Business: Differences, strategies, and organizational structures.	11 Hrs
Unit 2	Environments of Global Business Overview of the PESTEL Framework: Political Environment: Government policies, stability, and international relations. Economic Environment: Economic growth, exchange rates, inflation, and market conditions. Social Environment: Cultural trends, demographics, and consumer behaviors; Technological Environment: Technological advancements, innovation, and digital transformation; Ecological Environment: Environmental regulations, sustainability practices, and impact on business; Legal Environment: Regulatory frameworks, compliance, and legal issues in international business;	11 Hrs
Unit 3	International Organizations and Agreements General Agreement on Trade and Tariffs (GATT) – Concept; World Trade Organization (WTO)- Functions, Organizational Structure, The WTO Agreements - A Bird's eye view; Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences International Economic Organizations: Introduction, Objectives, Organizational Structure and Functions; International	11 Hrs

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	Monetary Fund (IMF); World Bank Group International Bank for Reconstruction and Development (IBRD), International Development Association (IDA); Asian Development Bank (ADB), IFC International Finance Corporation;	
Unit 4	Globalism vs Regionalism Evolution of regional trade agreements (RTAs); United States–Mexico–Canada Agreement (USMCA), European Union (EU), Association of Southeast Asian Nations (ASEAN), Mercosur (Southern Common Market), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP); Emerging trends and challenges in global trade governance.	12 Hrs

Reference Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	International Business: Competing in the Global Marketplace	Charles Hill	McGraw Hill	13th Edition	2023
02	Global Business.	Peng, M.	Cengage	5th Edition	2023 (India Release 2025)
03	International Business Environments and Operations	Daniels, Radebaugh, Sullivan	Pearson	17th Edition	2024
04	International Business: Environments and Operations	John D. Daniels	Google Books	18th Edition	2025
05	Business Environment	C. B. Gupta	S. Chand & Sons	Latest Edition	2022


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List of Tutorial

Sr No.	Title of Tutorial	CO Mapping
1.	Case Study (World Trade Organization) Trade Dispute Resolution Mechanism	CO1
2.	Case Study (International Monetary Fund) Role in Global Financial Stability	CO1
3.	Case Study (Infosys) PESTEL Analysis in International Business	CO2
4.	Case Study (Reliance Jio) Impact of Digital Transformation on Global Markets	CO2
5.	Case Study (Mahindra & Mahindra) International Collaboration Strategy	CO3
6.	Case Study (Bharti Airtel) Entry Strategy in African Markets	CO3
7.	Case Study (Dr. Reddy's Laboratories) Role of Regional Trade Agreements	CO4
8.	Case Study (Tata Group) Global Expansion Strategy	CO4
9.	Case Study (European Union) Regional Integration Model	CO4
10.	Case Study (ASEAN) Trade Cooperation in Asia	CO4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-V	
Course Code and Course Title		0BBPE314, Management Decision Models	
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:

0BBPE314_1	Formulate business problems into quantitative models for decision-making.
0BBPE314_2	Apply optimization techniques such as linear programming, dynamic programming for resource allocation.
0BBPE314_3	Analyze strategic situations using game theory, probability models, queuing concepts.
0BBPE314_4	Apply software tools such as Excel Solver, R, Python for solving decision models.

Course Contents: Theory

Unit 1	Foundations of Management Decision Models Introduction to management science, Role of decision models in business Steps in management science approach, Problem formulation in quantitative terms, Data-driven decision-making basic, business intelligence tools for decision-making.	11 Hrs
Unit 2	Optimization Techniques Linear Programming (LPP): formulation, Graphical method, Simplex method, Applications in business decision-making Dynamic Programming: concept, recursive relationships, Resource allocation problems	12 Hrs
Unit 3	Strategic Decision-Making Models Game Theory: types of games, payoff matrix, Nash Equilibrium concept Decision-making under uncertainty (probability), Introduction to Queuing Theory, Business applications (service systems, waiting lines)	11 Hrs
Unit 4	Inventory Management and Applications Inventory models and importance, Economic Order Quantity (EOQ) Reorder point, Safety stock, Just-in-Time (JIT) systems Applications in supply chain management	11 Hrs


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Reference Books:

Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	An Introduction to Management Science: Quantitative Approaches to Decision Making	Anderson, Sweeney, Williams, Camm, Martin	Cengage	15th Edition	2019
02	Introduction to Operations Research	Hillier & Lieberman	McGraw Hill	11th Edition	2021
03	Data Science for Business	Provost & Fawcett	O'Reilly	1st Edition	2013
04	Business Analytics	James Evans	Pearson	3rd Edition	2020

List of Tutorial

Sr No.	Title of Tutorial	CO Mapping
1.	Case Study (Amazon) Formulating Business Problems into Linear Programming Models	CO1
2.	Case Study (Starbucks) Data-Driven Decision Making using Business Intelligence Tools.	CO1
3.	Case Study (Swiggy) Exploring Dynamic Programming for Route Optimization.	CO2
4.	Case Study (Reliance Jio vs Airtel) Game Theory in Competitive Pricing Strategies.	CO3
5.	Case Study (Flipkart) Decision-Making under Uncertainty using Probability Models	CO3
6.	Case Study (State Bank of India) Application of Queuing Theory in Service Systems	CO3
7.	Case Study (D-Mart) Safety Stock Analysis under Demand Variability	CO4
8.	Case Study (Big Bazaar) Implementing EOQ Model for Inventory Optimization	CO4
9.	Case Study (Toyota) Just-in-Time (JIT) System for Lean Inventory Management	CO4
10.	Practical Exercise (Zomato) Using Basic Excel for Simple Decision-Making Problems.	CO4
Total Tutorial Hours		15


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Course Details:

Class	T.Y. B.B.A, Sem.-V		
Course Code and Course Title	0BBSE315 Internship / Industrial Training		
Prerequisite/s	Nil		
Teaching Scheme: Lecture/Tutorial/Practical	00/00/08		
Credits	04		
Evaluation Scheme	P	ISE/ESE	50/50

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:			
0BBSE315_1	Apply	Business and management concepts in practical work settings.	
0BBSE315_2	Demonstrate	professional skills, ethics and teamwork at the workplace.	
0BBSE315_3	Develop	domain knowledge and understanding of industry sectors.	
0BBSE315_4	Analyze	organizational practices and prepare internship reports.	

Internship Requirements:

- All students are required to complete an internship at a research organization, university, or industry to gain practical exposure through meaningful projects that align with their academic learning. This internship must be approved by the Head of the Institution and has duration of a **minimum of 08 weeks** as specified in the curriculum.
- The tables below represent the outline of the internship guidelines and student responsibilities: For detailed guidelines and procedures, refer to the Institute Internship Policy Document.

Internship Guidelines:

1. Request Letter	Obtain a request letter from the institute, signed by the Institute Director, addressed to the HR manager or relevant authority.
2. Confirmation Letter	Submit the confirmation letter from the industry or organization to the Internship Coordinator and Department Office.
3. Mentorship	- A faculty member will act as a mentor for a group of students to monitor, evaluate, and guide their internship activities. - The mentor will visit the internship location at least once or twice during the internship period and provide feedback to the Internship Coordinator.
4. Progress Reports	Submit progress reports every two weeks to the mentor, along with a final report to the Internship Coordinator.
5. Evaluation	The mentor and an assessment panel will evaluate student performance post-internship, submitting an evaluation report to the Department Office.


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6. Internship Certificate	Obtain and submit an Internship Certificate from the organization to the Internship Coordinator.
7. Presentation and Term Work	Deliver a presentation on internship work as part of term assessments; submit an internship diary and report for evaluation.

Student Responsibilities

Category	Responsibilities
Professionalism	Adherence to workplace rules, ethical conduct, professional communication
Management Skills	Plan and organize work, communicate effectively, make decisions, manage resources, coordinate projects, adapt to change, and achieve organizational goals.
Industry Knowledge	Learn industry standards, observe practices, understand project management
Professional Development	Improve communication, teamwork, problem-solving, time management, build network, enhance employability
Learning & Growth	Seek learning opportunities, apply classroom knowledge, maintain a journal, gain insights into career paths

Internship Evaluation Process

The Internship of students will be assessed in three key stages:

1. Evaluation by Industry

- Punctuality
- Willingness to learn
- Daily diary maintain
- Skill test performance
- Supervisor's remarks

2. Evaluation by Faculty Mentor on Student performance and Internship Report

- Faculty Mentor will evaluate students based on their attendance, participation, and engagement during the internship.
- The quality and completeness of the internship report will also be assessed.

3. Seminar Presentation/Viva - Voce at the Institute

- Students will present a seminar based on their internship report before an expert committee formed by the relevant department, in accordance with institute norms.
- The evaluation criteria for the seminar presentation will include:
 - Quality of content presented
 - Planning and organization of the presentation
 - Effectiveness of delivery
 - Depth of knowledge and skills demonstrated
- Attendance record, daily diary entries, and departmental reports will also be reviewed alongside the internship report.


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Final Evaluation During the final evaluation, the student shall prepare and submit a report and give a presentation & Viva voce before his/her Department Committee at the college.

In-Semester Evaluation			
Criteria	Evaluated By	Weightage (%)	Description
Student Performance	Industry Supervisor	20%	Evaluated based on a rubric and feedback form, focusing on punctuality, eagerness to learn, skill tests, and professionalism
Submission of Internship Report with Certificate	Institute	20%	Assesses the quality, structure, and content of the report submitted by the student, reviewed by the mentor, along with the internship certificate.
Internship Diary, Attendance Record, and Industry-Faculty Interaction	Institute (During and End of Internship)	10%	Evaluates consistency and detail in maintaining the diary, adherence to attendance, and meaningful engagement during interactions with mentors.
Presentation, Demonstration, or Case Studies	Institute	20%	Assesses the student's ability to effectively communicate insights, demonstrate practical learning outcomes, or analyze and present case studies..
Viva-Voce	Institute	30%	Tests the student's depth of understanding, analytical skills, and ability to articulate their internship experience during an oral evaluation.


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Course Details:

Class	TY BBA Semester VI		
Course Code and Course Title	0BBPC316 Project Management		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

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

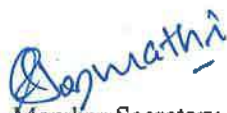
0BBPE316_1	Described the key principles of project management.
0BBPE316_2	Examine project plans using WBS, scheduling techniques (PERT/CPM), and Microsoft Project for effective planning and control.
0BBPE316_3	Analyze and manage project execution using resource allocation, budgeting, performance monitoring, and risk management techniques.
0BBPE316_4	Evaluate and apply Agile methodologies, including Scrum practices, for effective project planning, execution, and delivery.

Course Contents: Theory

Unit 1	Fundamentals of Project Management Project management- Concept, key principles, Objectives, The project life cycle, The role of the project manager, and, Key responsibilities of a project manager, The organizational context of projects.	10Hrs
Unit 2	Project Planning and Tools Project scope and Objectives, The planning phase of project management, Developing a Work Breakdown Structure (WBS), and managing time through scheduling techniques such as PERT and CPM, Practical application - using Microsoft Project to create and manage schedules, AI-based project planning tools (Microsoft Copilot, Trello AI, Jira AI features)	11Hrs
Unit 3	Executing and Monitoring Projects Project execution- Resource allocation, budgeting, and quality control, The risk management processes- identification, analysis, and response strategies, AI-based risk prediction and early warning systems, Practical exercises -resource management and performance tracking using Microsoft Project, Project monitoring using dashboards (Power BI, AI dashboards)	12Hrs


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Unit 4	Projects and Agile Methodologies Phases of projects- performance measurement, stakeholder communication, and post-project evaluation, AI-based project evaluation and performance analytics, Agile project management - Agile methodologies, Comparing Agile with traditional project management methods, Introduction of SCRUM- Roles And meetings, User stories, Project risk, Controlling risk factors.	12Hrs
Total Lecture Hours		45

Reference books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	A Guide to the Project Management Body of Knowledge	Project Management Institute (PMI)	Project Management Institute	8 th Edition	2025
02	Project Management: A Systems Approach to Planning, Scheduling, and Controlling	Harold Kerzner	Wiley	12 th Edition	2022

List of Tutorials

		CO Mapped
1	A case study on Concept, key principles, Objectives of Project management (Case Study: Launch of an E-Commerce Website)	CO1
2	Scenario: Role of a Project Manager	CO1
3	Application of Work Breakdown Structure (WBS)	CO2
4	Numerical: PERT Analysis	CO2
5	Numerical: CPM Analysis	CO2
6	Project planning tools (Microsoft Copilot, Trello AI, Jira AI features)	CO2
7	Role Play: As A Project Manager to identify and analyse risk of a Project.	CO2, CO3
8	Project Monitoring Using Dashboards	CO3
9	Agile Project Management (Scrum Basics)	CO4
10	Project Closure & Evaluation	CO4
Total Tutorial Hours		15

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Course Details:

Class		T.Y. B.B.A, Sem.-VI	
Course Code and Course Title		0BBPC317, Business Taxation	
Prerequisite/s			
Teaching Scheme: Lecture/Tutorial/Practical		02/00/00	
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:

0BBPC317_1	Explain the basic framework of GST and Customs Duty.
0BBPC317_2	Apply concepts of levy, supply and input tax credit in simple tax situations.
0BBPC317_3	Describe GST return filing procedures and practical compliance requirements.
0BBPC317_4	Analyze the role of Customs Duty in business transactions.

Course Contents: Theory

Unit 1	Introduction to GST Meaning and Concept of Taxation; Direct and Indirect Taxes; Introduction to GST; Need, Objectives and Features of GST; Types of GST -- CGST, SGST, IGST; GST Council and GSTIN; Basic Registration Process	8Hrs
Unit 2	Levy, Collection and Input Tax Credit Meaning of Supply; Types of Supply – Composite and Mixed Supply; Levy and Collection of GST; Time and Value of Supply (Basic Concepts); Input Tax Credit – Meaning and Eligibility; Tax Invoice and Payment of Tax	8Hrs
Unit 3	GST Returns and Practical Applications Introduction to GSTR Forms (Basic Overview); Filing of Returns; Basics of GST Audit; Practical understanding of GST Registration Process; Introduction to GST Transactions in Tally (Conceptual Overview)	8Hrs
Unit 4	Customs Duty Meaning and Basic Concepts of Customs Duty; Types of Customs Duties; Basic Customs Valuation; Import and Export Procedures; Duty Drawback and Basic Exemptions	6Hrs


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Reference Books:					
Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	<i>GST and Customs Law</i>	V. S. Datey	Taxmann	14th Edition	2024
02	<i>Indirect Taxation</i>	V. K. Singhania & K. Singhania	Taxmann	11th Edition	2024
03	<i>Indirect Tax Laws</i>	V. Balachandran	Sultan Chand	19th Revised Edition	2023
04	<i>Goods and Services Tax (GST)</i>	B. S. Sahay & R. Ranjan	Cengage	2nd Edition	2022

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Course Details:

Class		T.Y. B.B.A, Semester -VI	
Course Code and Course Title		0BBSE318 Corporate Governance	
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:

0BBSE318 _1	Describe the concept of corporate governance and its significance and discuss different theories of corporate governance.
0BBSE318 _2	Demonstrate the role of different stakeholders in corporate governance and interpret concepts like insider trading, shareholder activism, and CSR.
0BBSE318 _3	Relate major global corporate failures and the international codes that were developed in response.
0BBSE318 _4	Judge the regulatory framework of corporate governance in India, major corporate failures in India and the common governance problems associated with these failures.

Course Contents: Theory

Unit 1	Unit 1: Conceptual Framework of Corporate Governance Corporate Governance: Meaning, significance, and principles; Management and corporate governance; Theories of Corporate Governance: Agency Theory, Stewardship theory, Stakeholders' Theory; One Tier and Two-Tier Boards	08 Hrs
Unit 2	Unit 2: Corporate Governance and Role of Stakeholders Board composition: Executive directors, non-executive directors and independent directors; Role of Board and board committees; Insider Trading; Shareholder activism; Class action suits; Whistleblowing Mechanism, CSR and Corporate Governance	07 Hrs
Unit 3	Unit 3: Global Corporate Failures and International Codes Maxwell (UK), Enron (USA); Sir Adrian Cadbury Committee Report 1992, SOX Act 2002, OECD Principles of Corporate Governance.	08 Hrs
Unit 4	Unit 4: Corporate Governance Regulatory Framework in India and Corporate Failures in India Kumar Mangalam Birla Committee (1999), NR Narayana Murthy Committee (2005) and Uday Kotak Committee (2017); Regulatory framework: Relevant provisions of Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015. Satyam Computer Services Ltd, Kingfisher Airlines, PNB Heist; ICICI Bank; Common Governance Problems in various Corporate Failures in India and abroad.	07 Hrs


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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Sarbanes-Oxley act	Washington DC.	S. O. (2002)	-	2002
02	Corporate Governance	Monks, R. a. G., & Minow, N.	John Wiley & Sons	5th Edition	2011
03	Insider Trading Regulation 2015	Aparajita, S., & Rhudra, R.	GNLUL	-	2015

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Course Details:

Class		T.Y. B.B.A, Sem.-VI	
Course Code and Course Title		0BBPE319 Behavioral Finance	
Prerequisite/s		0BAPE303, 0BAPE309	
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:

0BBPE319_1	Explain basic concepts of behavioral finance and emotional influences on decisions.
0BBPE319_2	Identify and apply behavioral biases in financial decision situations.
0BBPE319_3	Analyze investor behavior and behavioral challenges to market efficiency.
0BBPE319_4	Apply behavioral finance concepts in decision making and financial product design.

Course Contents: Theory

Unit 1	Introduction to Behavioral Finance Meaning and Scope of Behavioral Finance; Rationality and Prospect Theory (Basic Concepts); Role of Emotions in Decision Making; Investor Optimism and Overreaction; Introduction to Trader Psychology	12Hrs
Unit 2	Heuristics and Biases Meaning of Heuristics and Biases; Anchoring, Confirmation Bias, Availability Bias, Overconfidence, Loss Aversion, Framing, Herd (Bandwagon) Effect; Simple class exercises and games on biases	11Hrs
Unit 3	Investor Behavior and Market Challenges Attitude to Risk; Mental Accounting; Noise Traders; Group Psychology and Social Influence; Introduction to Market Anomalies – Small Firm Effect, Momentum and Reversal; Basic understanding of Contrarian Investing	11Hrs
Unit 4	Behavioral Finance and Decision Making Behavioral Finance in Public Policy; Concept of Nudge; Framing in Decision Making; Behavioral Insights in Savings and Insurance Products; Design of Simple Investor-Friendly Financial Products	11Hrs

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Reference Books:					
Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	<i>Behavioral Finance</i>	Prasanna Chandra	McGraw Hill		
02	<i>Behavioral Finance</i>	R. Singh	PHI Learning		
03	<i>Behavioral Finance</i>	S. Kapoor, J. M. Prosad	Sage		

List of Tutorials with CO Mapping –

Sr. No	Activity Description	Course Outcomes
1	Case discussion on rational vs irrational decisions on overreaction and optimism using simple investment scenarios	1
2	Reflection exercise on personal financial decisions influenced by emotions; students identify emotional biases in their own decisions	1
3	Bias-identification exercises, anchoring game, framing experiment, and short classroom simulation on herd behavior	2
4	Behavioral finance quiz and decision-making experiment using hypothetical investment choices to identify common biases	2
5	Case analysis on market anomalies; group activity on investor risk attitude self-assessment exercise	3
6	Group discussion and case review of real market events (e.g. bubble, panic selling, herd behavior) and behavioral explanations	3
7	Case discussion on behavioral insights in public policy	4
8	Mini project to design a behavioral intervention (nudge) for improving savings, insurance uptake or responsible borrowing	4
9	Bias-detection exercises using scenarios	2
10	Classroom games on anchoring, framing and decision making	3,4
	Total Tutorial Hours	15


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Course Details:

Class		T.Y. B.B.A, Semester -VI	
Course Code and Course Title		0BBPE320 Digital Marketing	
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:

0BBPE320 _1	Describe the fundamentals of Digital Marketing, its evolution, and digital consumer behavior.
0BBPE320 _2	Apply Digital Marketing strategies including assessment, planning, and marketing mix.
0BBPE320 _3	Apply knowledge of digital communication channels and campaign management techniques.
0BBPE320 _4	Analyze Digital Marketing execution elements, revenue models, and emerging technologies like AI, VR, and AR.

Course Contents: Theory

Unit 1	Introduction to Digital Marketing Evolution of Digital Marketing, Traditional Marketing vs. Digital Marketing; Digital Marketing Framework, Digital Marketing Business Models; Digital Consumers; Consumer Behavior on Digital Channels, Managing Consumer Demand, Digital Decision Journey.	11 Hrs
Unit 2	Digital Marketing Strategy Development Digital Marketing Assessment Phase; Elements, Digital Marketing Internal Assessment, Objective Planning, Digital Marketing Strategy; Groundwork, Digital Marketing Mix, Skills in Digital Marketing.	11 Hrs
Unit 3	Digital Marketing Planning Digital Marketing Communication and Channel Mix; Display, Search Engine, Social Media, Facebook, LinkedIn Advertising, etc.; Designing the Communication Mix, Digital Marketing Campaign Management; Content Management.	11 Hrs
Unit 4	Digital Marketing Execution Elements Digital Marketing Execution Elements; Managing Digital Marketing Revenue, Managing Service Delivery and Payment, Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing.	12 Hrs

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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Fundamentals of Digital Marketing	Bhatia, Puneet Singh	Pearson	2 nd Edition	2023
02	Digital Marketing	Ahuja, Vandana.	Oxford University Press	1 st Edition	2015
03	Digital Marketing Strategy: An Integrated Approach to Online Marketing	Kingsnorth, Simon	New Delhi: Kogan Page.	2 nd Edition	2022

List of Tutorial

Sr. No	Title of Tutorial	CO Mapping
1	Discuss examples of ads seen on TV vs. ads on social media.	CO 1
2	Trace your own online purchase journey (e.g., buying from Amazon/Flipkart).	CO 1
3	Compare Traditional Marketing vs. Digital Marketing.	CO 1
4	Set simple marketing objectives for a small business (e.g., increase Instagram followers).	CO 2
5	Create a basic digital marketing strategy for a local brand.	CO 2
6	Identify ads on Google, Instagram, and websites.	CO 3
7	Design a simple social media post for a product.	CO 3
8	Discuss different online payment methods used in India.	CO 4
9	Discuss Social Media Campaign By Using WordPress.	CO 4
10	Discuss Application of AI in Marketing.	CO 4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-VI	
Course Code and Course Title		0BBPE321, Talent Acquisition and 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:

0BBPE321_1	Explain the fundamentals of talent management and talent acquisition in organizations.
0BBPE321_2	Describe competency mapping and assessment centre techniques for evaluating and selecting talent in organizations.
0BBPE321_3	Demonstrate the use of competency mapping and career planning tools for employee development and succession planning.
0BBPE321_4	Examine mentoring practices and reward management systems to enhance employee performance, engagement, and retention in organizations.

Course Contents: Theory		Hrs
Unit 1	Introduction to Talent Management and Talent Acquisition Talent Management - Definition, Need, Role, Talent Management in Global Context, Four components of Talent Management, Types of Talent, Talent Management Initiatives, Factors affecting Talent Management, Talent Acquisition - Concept, Contemporary strategies in acquiring talent, Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges	12 Hrs
Unit 2	Role of Assessment centers Assessment centers - Meaning, Advantages & Disadvantages, Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers Competency - Definition, Basic Components of Competency (Knowledge(K), Skill(S), Attitude(A)), Types of Competency, Competency frameworks, Competency mapping	11 Hrs
Unit 3	Career Management and Succession Planning Career Planning - Concept, Aims, Objective, Process, Models of Career Planning Succession Planning - Concept, Aims, Objective, Process, Challenges pertaining to Succession Planning	10 Hrs

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	Competency based Career Planning & Succession Planning	
Unit 4	Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management Mentoring - Concept, Need, Process, Mentoring High Potential talent, Gender Differences in Mentoring Process Reward Management - Concept, Aims, Components of Reward System- Monetary & Non-Monetary Rewards, Role of Reward in Organization "SMR Model" (Satisfy, Motivate and Reward) – The Formula to Win Your Employees & Retain Them Ethics of Managing Talent Talent and technology trends.	12 Hrs

Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Talent Management	Gowri Joshi , Veena Vohra	Cengage Learning	1st	2018
02	Hurconomics for Talent Management	T. V Rao	Pearson Education	1st	2011
03	The Talent Management Handbook, Third Edition: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People	Lance A. Berger, Dorothy Berger	McGraw Hill Education	3rd	2018

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List of Tutorials		
Sr. No.	Title of tutorials	CO Mapped
1	Case Study Analysis on successful talent management practices	CO 1
2	Create an Employee Value Proposition (EVP) for a company	CO 1
3	Develop an Employer Branding Campaign by using Canva tool	CO 1
4	Design an Assessment Center Plan for hiring managers	CO 2
5	Create a Competency Framework for a specific job role	CO 2
6	Competency Mapping Exercise	CO 2
7	Prepare a Personal Career Plan	CO 3
8	Design a Career Development Program for employees	CO 3
9	Design a Mentoring Program for high-potential employees	CO 4
10	Develop a Gig Workforce Talent Strategy	CO 4
Total Tutorial Hours		15 Hrs

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Course Details:

Class	TY BBA Semester VI		
Course Code and Course Title	0BBPE322 Marketing Analytics		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

Course Outcomes (COs): After successful completion of this course, the student will be able to:	
0BBPE322_1	Described the scope, relevance, and evolution of marketing analytics.
0BBPE322_2	Apply data summarization and visualization techniques using Excel/Power BI for effective marketing data analysis.
0BBPE322_3	Analyze customer behaviour using analytics techniques such as CLV, RFM, churn analysis, clustering, and AI-based segmentation.
0BBPE322_4	Evaluate pricing strategies and advanced choice modelling techniques.

Course Contents: Theory		
Unit 1	Introduction Relevance and Scope of Marketing Analytics-use of descriptive, exploratory and prescriptive data analytics. Recent Trends in Marketing Analytics. Introduction to AI in Marketing Analytics -AI-based decision making.	11Hrs
Unit 2	Data Summarization and Visualization Using Excel/Power BI Summarize Marketing Data: Slicing and Dicing Marketing Data with PivotTables. Using Charts to Summarize Marketing Data. Using Functions to Summarize Marketing Data. (Excel/Power BI)	11Hrs
Unit 3	Customer Analytics, Segmentation, and Behavioural Analysis Customer journey mapping using customer analytics, Calculating customer life time value (CLV), RFM analysis, Customer churn and its analysis. Cluster analysis- customer segmentation, segmentation analysis process, cluster analysis and its applications.	12Hrs
Unit 4	Pricing Analytics and Advanced Choice Modelling Techniques Pricing- objectives, Bundling and types of bundling, skimming, analytics with price skimming, Price elasticity using regression based model, Factor Analysis for identifying underlying product and customer preference factors- Product Attribute Analysis [Conjoint Analysis].	11Hrs


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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Marketing Analytics	Seema Gupta, Avadhoot Jathar	Wiley Publications	3 rd Edition	2021
02	Marketing Analytics : Strategic Models and Metrics	Stephen Sorger	Admiral Press	1 st Edition	2013
03	Marketing Analytics-Data-Driven Techniques with Microsoft® Excel	Wayne L. Winston	John Wiley & Sons	1 st Edition	2014
04	Marketing Analytics	Dr. G. Kamal, Dr. K. Prudhvi Raj, Madhavi Sripathi, T.S. Leelavati	Himalaya Publishing House	1 st Edition	2024
05	Marketing Analytics: Essential Tools for Data-Driven Decisions	Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox	University of Virginia Press	1 st Edition	2021

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List of Tutorials:		CO Mapped
1	Role of Marketing Analytics in Business	CO1
2	Types of Analytics (Descriptive, Exploratory, Prescriptive)	CO1
3	Recent Trends in Marketing Analytics	CO1
4	Case Study : Case Study on AI-Based Recommendation Systems (Netflix)	CO1,CO3 ,CO4
5	Data Visualization & Interpretation	CO1, CO2
6	Case Study on Retail Sales Data Interpretation	CO1, CO2
7	Customer Lifetime Value (CLV) & RFM	CO2,CO3
8	Customer Churn & Retention Strategies (Case Study : Jio vs Telecom Churn)	CO3, CO4
9	Customer Segmentation & Cluster Concept	CO3, CO4
10	Pricing Analytics & Product Decisions	CO1, CO4
Total Tutorials Hours		15

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Course Details:

Class		T.Y. B.B.A, Sem.- VI
Course Code and Course Title		0BBPE323 Transnational & Cross cultural Marketing
Prerequisite/s		
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00
Credits		04
Evaluation	T	ISE / MSE / ESE
	P	ISE/ESE
		40/30/30
		00/00

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

0BBPE323_1	Describe the fundamentals of transnational marketing and global market environments.
0BBPE323_2	Analyze cultural differences and their impact on consumer behavior.
0BBPE323_3	Apply cross-cultural strategies in marketing mix decisions.
0BBPE323_4	Evaluate challenges and strategies in international marketing management.

Course Contents: Theory

Unit 1	Unit 1: Introduction to Transnational Marketing Meaning and scope of transnational marketing Difference between domestic, international, and global marketing Globalization and its impact on marketing Market entry strategies (exporting, licensing, joint ventures, FDI)	11 Hrs
Unit 2	Unit 2: Culture and Consumer Behavior Meaning and elements of culture Cultural values and their influence on buying behavior Models of cultural analysis (e.g., Hofstede's dimensions) Cross-cultural communication barriers	11 Hrs
Unit 3	Unit 3: Cross Cultural Marketing Strategies Product adaptation vs standardization Pricing strategies in international markets Promotion across cultures (advertising, digital media) Distribution channels in global markets	11 Hrs
Unit 4	Unit 4: Managing Transnational Marketing Challenges in international marketing Ethical issues in global marketing Role of technology and digital globalization Emerging trends in transnational marketing	12 Hrs


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Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Global Marketing	Keegan, Warren J. & Green, Mark C.	Pearson Education	11th Edition	2025
02	International Marketing	Cateora, Philip R., Gilly, Mary C., & Graham, John L.	McGraw-Hill Education	19th Edition	2024
03	Global Marketing	Hollensen, Svend	Pearson	9th Edition	2025

Tutorial Work -

Sr. No	List of Tutorial	CO Mapping
1	Case discussion on global brands entering India	CO 1
2	Exercise on comparing domestic vs. global marketing strategies	CO 1
3	Analysis of advertisements from different cultures	CO 2
4	Group activity on cultural differences in buying habits	CO 2
5	Case study on global product adaptation (e.g., food brands)	CO 3
6	Designing a cross-cultural advertising campaign	CO 3
7	Discussion on ethical dilemmas in global marketing	CO 4
8	Project presentation on a multinational company	CO 4
9	Discuss Role of technology and digital globalization	CO 4
10	Case Study on Emerging trends in transnational marketing	CO 4
Total Tutorial Hours		15 Hrs


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Course Details:

Class	T.Y. B.B.A, Sem.-VI		
Course Code and Course Title	0BBPE324, Quality Management and Business Process Improvement		
Prerequisite/s	0BBPC208 Operations 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:

0BBPE324_1	Explain principles of quality management, role in organizational performance.
0BBPE324_2	Apply statistical tools, quality frameworks for process analysis, improvement.
0BBPE324_3	Develop improvement strategies using TQM, Six Sigma, Lean methodologies.
0BBPE324_4	Evaluate business processes for enhancing customer satisfaction, operational efficiency.

Course Contents: Theory

Unit 1	Foundations of Quality Management Definition, evolution of quality, Dimensions of quality (product, service) Quality management principles, Role of quality in strategy Introduction to digital quality systems	11 Hrs
Unit 2	Tools for Quality Assurance Statistical Quality Control (SQC), Control charts (X-bar, R-chart, p-chart) Process capability analysis, Pareto analysis, Fishbone diagram Application in manufacturing, service sectors	11 Hrs
Unit 3	Advanced Quality Practices Total Quality Management (TQM) principles, Deming's 14 Points Six Sigma: DMAIC, DMADV, Tools: FMEA, SIPOC diagram Role of data analytics in quality improvement, AI-based defect detection System.	11 Hrs
Unit 4	Process Optimization Techniques Lean management principles, Waste identification (7 wastes) Value Stream Mapping (VSM), Continuous improvement (Kaizen) Digital tools for process optimization, process automation in quality control systems.	12 Hrs


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Reference Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	The Six Sigma Handbook	Thomas Pyzdek & Paul Keller	McGraw Hill	5th Edition	2018
02	Managing for Quality and Performance Excellence	Evans & Lindsay	Cengage	11th Edition	2020 (India Release 2023)
03	Total Quality Management	Dale H. Besterfield	Pearson	4th Edition	2013
04	Lean Thinking	Womack & Jones	Simon & Schuster	Revised Edition	2003 (latest widely used edition)
05	Quantitative Analysis for Management	Barry Render, Ralph Stair, Michael Hanna	Pearson	14th Edition	2022

List of Tutorial

Sr No.	Title of Tutorial	CO Mapping
1.	Case Study (Apple) – Exploring Product and Service Quality Dimensions	CO1
2.	Case Study (Maruti Suzuki) – Root Cause Analysis using Fishbone Diagram.	CO2
3.	Case Study (Amazon) – Application of Pareto Analysis for Defect Identification.	CO2
4.	Practical Exercise (Tata Motors) – Construction and Interpretation of Control Charts	CO2
5.	Case Analysis (General Electric) – Application of Six Sigma DMAIC Methodology.	CO3
6.	Case Study (Toyota) – Understanding Total Quality Management (TQM) Practices	CO3
7.	Practical Exercise (Samsung) – Failure Mode and Effects Analysis (FMEA) in Product Design	CO3
8.	Case Study (Infosys) – Continuous Improvement through Kaizen Practices	CO4
9.	Case Study (Flipkart) – Value Stream Mapping for Process Optimization	CO4
10.	Case Study (Toyota) – Identifying Waste using Lean Management Principles	CO4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-VI	
Course Code and Course Title		0BBPE325, Business Analysis and Valuation	
Prerequisite/s		0BAPE303, 0BAPE309, 0BAPE319	
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:

0BBPE325_1	Explain basic concepts of business valuation and different valuation approaches.
0BBPE325_2	Apply simple valuation-concepts-using-basic-discounted-cash-flow-ideas.
0BBPE325_3	Use valuation ratios to compare and analyze companies.
0BBPE325_4	Analyze the impact of basic restructuring decisions on business value.

Course Contents: Theory

Unit 1	Introduction to Valuation Meaning of Valuation, Market Value vs Book Value, Equity and Enterprise Valuation, Introduction to DCF and Relative Valuation, Basic challenges in valuation	11 Hrs
Unit 2	Basics of Discounted Cash Flow Valuation Meaning of FCFF and FCFE (Conceptual), Basics of Cost of Equity and Cost of Debt, Estimation of Cash Flows, Depreciation and Tax impact on cash flow, Introduction to Terminal Value, Simple practice exercises	12 Hrs
Unit 3	Relative Valuation Meaning of Relative Valuation, Basic Valuation Ratios – P/E, P/B, EV/EBITDA, Comparison with peer companies, Simple practical exercises using ratios.	11 Hrs
Unit 4	Corporate Restructuring and Valuation Meaning of Restructuring, Organic and Inorganic Growth, Basics of Mergers and Acquisitions, Valuation Impact, Introduction to Synergy.	11 Hrs


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Reference Books:					
Sr. No	Title	Author(s)	Publisher	Edition	Year of Edition
01	Corporate Valuation	Prasanna Chandra	McGraw Hill	2 nd Edition	2020
02	Corporate Valuation	R. M. Kishore	Taxmann	3 rd Edition	2022
03	Investment Valuation	AswathDamodaran	Wiley	3 rd Edition	2012

List of Tutorial with CO Mapping –

Sr. No	Activity Description	CO Mapped
1	Case exercise on identifying Market Value and Book Value from simple company data.	1
2	Case study on factors affecting business valuation such as demand, growth, and risk.	1
3	Simple exercise on time value of money and basic valuation idea (why future money is discounted).	2
4	Illustration of basic DCF concept using simplified examples (no detailed calculations).	2
5	Comparison of two companies using basic valuation approach (sales, profit, growth indicators).	2,3
6	Calculation and interpretation of valuation ratios (P/E, P/B) for simple decision-making.	3
7	Peer company comparison using valuation ratios to identify relatively better investment options.	3
8	Case discussion on impact of merger or acquisition on company value (conceptual).	4
9	Simple exercise on synergy in mergers using basic examples.	4
10	Case analysis on under-valuation and over-valuation within a sector.	3,4
	Total Tutorials Hours	15


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Course Details:

Class			T.Y. B.B.A, Semester -VI
Course Code and Course Title			0BBPE326 Marketing of Services
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:

0BBPE326 _1	Explain the concepts of services marketing, service quality, and the servqual model.
0BBPE326 _2	Apply concepts of service product design, delivery processes, and pricing strategies.
0BBPE326 _3	Analyze service communication, branding strategies, and the impact of services cape on customers.
0BBPE326 _4	Analyze service failures and apply appropriate recovery strategies while managing customer relationships.

Course Contents: Theory

Unit 1	Understanding Services and Managing Services Quality Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Different types of Service Quality; Determinants of Service Quality; Introduction to Servqual Model.	11 Hrs
Unit 2	Service as Product, Service Delivery Process and Service Pricing Distinction between core, facilitating, and support services; Creation and delivery of services; Service delivery intermediaries; Setting up Service prices- costs, perceived value; Pricing concepts- price bundling, captive pricing, two-part pricing, loss-leadership pricing and result-based pricing.	11 Hrs
Unit 3	Service Communication, Branding, Physical Evidence in Service Challenges in designing communication programme for services; Service Communication problems; Services advertising; Services cape, the roles played by the services cape, and its effects; High-contact and Low-contact; Approaches for understanding services cape effects.	11 Hrs
Unit 4	Service Failures, Recovery Strategies, Managing People and Customer Relationships Service failures; strategies and tactics of service recovery in the event of a service failure; Customer feedback system; Guideline for people in service organizations; service oriented organizational structure; customer lifetime value.	12 Hrs

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Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Services Marketing	V Zeithaml, Grémier, Bitner and Ajay Pandit	TMH	7 th Edition	2018
02	Services Marketing	Jochen Wirtz, Christopher H. Lovelock & Jayanta Chatterjee	World Scientific	9th Edition	2023
03	Service Management - Operations, Strategy, Information Technology	Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons	SBN10	10th Edition	2023

List of Tutorial

Sr. No	Title of Tutorial	CO Mapping
1	Discuss examples of services (bank, hospital, and salon) and compare them with goods.	CO 1
2	Discuss about good or bad service experience and identify service quality gaps.	CO 1
3	Compare Goods and Services Marketing	CO 1
4	Identify & write core, facilitating, and supporting services in a restaurant or bank.	CO 2
5	Compare pricing of services like gym, OTT subscriptions, or mobile plans.	CO 2
6	Analyze & write a service advertisement (e.g., bank or telecom service).	CO 3
7	Observe a service place (café, hospital, and store) and note physical environment.	CO 3
8	Discuss how companies handle complaints (refund, apology, replacement).	CO 4
9	Identify & try to write loyalty programs used by brands (points, rewards, memberships).	CO 4
10	Design a Customer Feedback System.	CO 4
Total Tutorial Hours		15

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Course Details:

Class		T.Y. B.B.A, Sem.-VI	
Course Code and Course Title		0BBPE327, Compensation 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:

0BBPE321_1	Explain the fundamental concept, components and current trends in compensation management.
0BBPE321_2	Apply job evaluation techniques and equity principles to design compensation structures.
0BBPE321_3	Apply relevant labour laws governing wages and compensation in organizational situations.
0BBPE321_4	Analyze compensation-related issues and grievances using appropriate wage determination and pay structure methods.

Course Contents: Theory		Hrs
Unit 1	Dynamics of Compensation Structure Compensation Management: Concept, Objectives, Importance, Components of Compensation, Process, Theories of Compensation, Factors affecting compensation decisions, Challenges of Compensation Current Trends in Compensation.	11 Hrs
Unit 2	Designing the Compensation Structure Stakeholders of Compensation Management Job Evaluation - Concept, Methods of job evaluation, Internal & External Equity in Compensation Cost to the company concept (CTC) Fringe Benefits: Meaning, Types Executive Compensation - Concept, Principles of Executive Compensation, Factors affecting Executive Compensation	12 Hrs
Unit 3	Regulatory Framework for Compensation Structure The Payment of Wages Act-1936 The Minimum Wages Act, 1948 The Equal Remuneration Act, 1976 The Payment of Bonus Act, 1965	11 Hrs


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Unit 4	Grievances Redressal Relating to Conflicts Between Employers and Employees Relating to Compensation Structure. The Employees Compensation (Amendment) Act, 2017- Issues relating to wage determination, pay grades, wage surveys, comparable worth, competency-based pay, method of calculating wages.	11 Hrs
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Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Strategic Compensation- A Human Resource Management Approach	Joseph J. Martocchio,	Pearson Education	10th	2020
02	Compensation Management in a Knowledge-based World	Henderson, R. I.	Pearson Education	10th	2007
03	Compensation Management text & cases	Tapomoy Deb	Excel Publication	1st	2012
04	Compensation Management	Dipak Kumar Bhattacharya	Oxford University Press	2nd	2014

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List of Tutorials		
Sr. No.	Title of tutorials	CO Mapped
1	Construct a compensation structure for given job role	CO 1
2	Resolving pay inequality using Equity Theory	CO 1
3	Case study on the factors affecting compensation decision	CO 1
4	Applying Job Evaluation Methods to determine fair pay	CO 2
5	Designing a compensation package for a new employee	CO 2
6	Preparing a fringe benefit package for given job role	CO 2
7	Application of Agency Theory in Executive Pay	CO 3
8	Application of Bonus & Equal Remuneration Laws	CO 3
9	Case study on ensuring compliance with Wage Regulation Laws	CO 4
10	Conducting a market wage survey	CO 4
Total Tutorial Hours		15 Hrs


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Department of BBA

Course Details:

Class	TY BBA Semester VI		
Course Code and Course Title	0BBPE328 Finance Analytics		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

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

0BBPE328_1	Described financial data summarization, pivot tables, charts, pricing analytics, risk analysis, and AI-based fraud detection.
0BBPE328_2	Apply financial modelling techniques to analyze data and generate outputs like returns, risks, and factor models.
0BBPE328_3	Analyze time-series data to identify components, perform trend analysis, and apply smoothing techniques for accurate forecasting.
0BBPE328_4	Evaluate advanced forecasting models including ARIMA for accurate financial predictions.

Course Contents: Theory

Unit 1	Summarizing and Analysing Financial Data Summarize Data-Slicing and Dicing Financial Data with PivotTables, Basic Charts to Summarize Financial Data. Pricing Analytics-Risk based pricing, Fraud Detection and Prediction.	12Hrs
Unit 2	Financial Data Analysis and Modelling Analyze financial data and implement financial models using any software. Process of Data-Implement the models and generate typical output namely Prices and individual security returns, Portfolio returns, Risks.	11Hrs
Unit 3	Time Series Analysis and Forecasting Forecasting-Time Series Data-Component Factors of the Time- Series Model, Trend Analysis-Seasonal and Cyclical Behaviour-Smoothing of Annual Time Series: Moving averages, Exponential smoothing.	11Hrs
Unit 4	Advanced Time Series Models and Forecasting Techniques Introduction to Time series data-Trend Analysis, Moving Averages, Basic Forecasting Techniques- Trend extension ,Moving average method (basic idea), Time series Forecasting for business data, Accuracy of Forecasting.	11Hrs

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Reference books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Financial Analytics	Pitabas Mohanty	Oxford University Press (India)	1 st Edition	2017
02	Business Forecasting	John E. Hanke, Dean W. Wichern	Pearson Education	9 th Edition	2014
03	Practical Time Series Forecasting with R: A Hands-On Guide	Galit Shmueli, Kenneth C. Lichtendahl Jr.	Axelrod Schnall Publishers	2 nd Edition	2018
04	Processing and Analyzing Financial Data with R	Marcelo S. Perlin	Packt Publishing	1st Edition	2017

List of Tutorials:		CO Mapped
1	Role of Financial Analytics in Business	CO1
2	Financial Data & Decision Making	CO1, CO2
3	Risk-Based Pricing & Fraud Detection	CO1, CO2
4	Financial Modelling in Stock Markets	CO1, CO2
5	Portfolio Risk & Return Analysis	CO1, CO2
6	Time Series in Stock Market Trends	CO2, CO3
7	Forecasting Financial Performance	CO3, CO4
8	Market Trend Analysis: (Case Study: Oil Price Fluctuations)	CO1, CO3, CO4
9	Advanced Forecasting & AI in Financial Decision Making: (Case Study: Demand Forecasting & Revenue Prediction in E-commerce)	CO3, CO4
10	AI in Financial Forecasting: (Case Study: AI-Based Fraud Detection in Banking Systems)	CO1, CO3, CO4
Total Tutorial Hours		15

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Course Details:

Class	TY BBA Semester VI		
Course Code and Course Title	0BBPE329 International Supply Chain Management		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

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

0BBPE329_1	Understanding SCM strategies and their role in handling competitive challenges.
0BBPE329_2	Apply procurement and sourcing strategies for competitive advantage.
0BBPE329_3	Analyze inventory types and control techniques for organizational efficiency.
0BBPE329_4	Evaluate transportation modes and design cost-effective logistics solutions.

Course Contents: Theory

Unit 1	Understanding the Supply Chain Introduction to Supply Chain Management, Evolution of Supply Chains, Objectives of a Supply Chain, Decision phases in a Supply Chain, Process views – Cycle view, push/pull view. Key issues in supply chain management.	10Hrs
Unit 2	Understanding Global Supply Chain Operations Insight into global trade and supply chains, expertise in emerging markets and global supply chains, and knowledge of integrating global supply chain functions. Strategic benefits of the global supply chain. Supply Chain Drivers (Inventory, Transportation, Information, Sourcing, Facilities, Pricing). Supply Chain Efficiency Vs. Responsiveness and the trade-off.	12Hrs
Unit 3	Purchasing in Global Supply Chain Key elements of a global purchasing strategy. How to move from international to global purchasing; global purchasing strategies for outsourcing and off-shoring; selecting suppliers and designing global supplier networks; and Supplier Performance Measurement.	12Hrs
Unit 4	Inventory Management and Logistics Role of inventory in supply chains. Production lot sizing. Lot Sizing with Capacity Constraint. Aggregating Multiple Products in a Single Order. Economies of Scale to Exploit Quantity Discounts. Types of inventories, Inventory Control Methods. Modes of transportation for international trade, Role of port in international logistics	11Hrs

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Reference books:					
Sr.No	Title	Author	Publisher	Edition	Year of Edition
01	Supply Chain Management: Text and Cases	Janat Shah	Pearson Education India	2 nd Edition	2016
02	Supply Chain Management: Strategy, Planning and Operation	Sunil Chopra, Dharam Vir Kalra	Pearson Education India	7 th Edition	2019

List of Tutorials		CO Mapped
1	Evolution of SCM: Case Study: Amazon	CO1
2	Process Views Case Study: Flipkart	CO1
3	Decision Phases Case Study: Zara	CO1
4	Global SCM Topic: Global Supply Chain Operations	CO2
5	Supply Chain Drivers Inventory, Transportation, Information, Sourcing, Facilities, Pricing	CO2
6	Efficiency vs Responsiveness Case Study: Dell Technologies	CO2
7	Global Purchasing Case Study: Nike	CO3
8	Supplier Evaluation -Criteria for supplier selection ,Auctions vs negotiations ,Activity: choose best supplier	CO3
9	Inventory Management Case Study: Reliance Retail	CO4
10	Logistics & Transportation-Case Study: Maersk	CO4
Total Tutorial Hours		15


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Course Details:

Class	T.Y. B.B.A, Sem.-VI		
Course Code and Course Title	0BBPE330, Inventory 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:

0BBPE330_1	Explain concepts of inventory management, role in supply chain performance.
0BBPE330_2	Apply classification techniques, codification methods for inventory control.
0BBPE330_3	Apply inventory models such as EOQ, safety stock, reorder level for decision-making.
0BBPE330_4	Evaluate inventory systems using digital tools, ERP concepts, turnover analysis.

Course Contents: Theory

Course Contents: Theory		
Unit 1	Fundamentals of Inventory Management Meaning, objectives, importance of inventory, Types of inventory (raw material, WIP, finished goods), Functions of inventory, Costs: ordering, carrying, shortage, Role of inventory in supply chain	11 Hrs
Unit 2	Classification, Codification and Inventory Costs Inventory classification: ABC, VED, FSN, Codification: meaning, need, structure, design, Standardization of materials, International codification (barcode, SKU concepts), Inventory costs, Inventory turnover ratio, DuPont model (basic application in inventory performance)	12 Hrs
Unit 3	Inventory Control Models and Systems EOQ model, Reorder level, Safety stock, Lead time analysis, Continuous review system, Periodic review system, Use of data analytics and AI in inventory optimization,	10 Hrs
Unit 4	Warehousing and Modern Inventory Systems Warehousing functions, layout, Stores management basics, Material handling systems, JIT system, ERP in inventory management, Barcode, RFID technology Inventory management in e-commerce, smart inventory systems, demand prediction using digital tools	12 Hrs


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Reference Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Essentials of Inventory Management	Max Muller	AMACOM	2nd Edition	2011
02	Materials Management	P. Gopalakrishna n	PHI	2nd Edition	2015
03	Operations Management	Krajewski	Pearson	12th Edition	2022

List of Tutorial

Sr No.	Title of Tutorial	CO Mapping
1.	Analyze various inventory cost components such as ordering cost, carrying cost, shortage cost through case-based discussion.	CO1
2.	Identify and classify different types of inventory in retail operations using practical examples.	CO1
3.	Design coding system for spare parts	CO2
4.	Classify inventory using VED, FSN techniques in service sector contexts such as healthcare.	CO2
5.	Examine barcode, SKU, international codification systems for inventory identification.	CO2
6.	Excel-based EOQ and safety stock calculation.	CO3
7.	Calculate reorder level, safety stock using demand, lead time data.	CO3
8.	Analyze Just-in-Time (JIT) system for lean inventory management practices	CO4
9.	Warehouse Layout Case- Layout design activity of Flip kart.	CO4
10.	Examine use of RFID, digital technologies in modern inventory tracking systems.	CO4
Total Tutorial Hours		15


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Course Details:

Class		T.Y. B.B.A, Sem.-VI	
Course Code and Course Title		0BBSE331 Major Project	
Prerequisite/s		Nil	
Teaching Scheme: Lecture/Tutorial/Practical		00/00/08	
Credits		04	
Evaluation	T	ISE / MSE / ESE	00/00/00
	P	ISE/ESE	50/50

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBSE331_1	Understand basic concepts of research and carry out an analysis
0BBSE331_2	Explain key research concepts and issues
0BBSE331_3	Read, comprehend, and explain research articles in their academic discipline.
0BBSE331_4	Practically apply outcomes of previous research in present problems for Decision-making.

All Students must carry out an independent research project in an area of their interest: Business Administration.

A proposal should be submitted immediately after completing the research methods unit in 3rd year, semester six. The guidelines mention details.

Consequently, students are expected to produce quality research projects that:

- Addresses current problems of interest in the real world
- Demonstrate a mastery of skills learnt during their study in the Institute.
- Demonstrates writing skills.

Course Objective: The objective of this course is to enable the students:

- Identify and discuss the role and importance of research in the social sciences.
- Identify and discuss the issues and concepts salient to the research process.
- Identify and discuss the complex issues inherent in selecting a research problem, choosing an appropriate research design, and implementing a research project.
- Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

1. General Regulations

- The Project report should be submitted before the student sits for the final university examinations in semester VI.
- The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.
- Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
- The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester V.


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- The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
- The student will then complete chapters 4 and 5 of the project.
- Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE. The marks obtained will be added to the proposal defence marks and compiled.
- The students should then submit two copies of the project report to the Institute 2 weeks before the final examination in semester VI.
- If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

2. Choosing a Project Title

- The project's title should be clear and specific to a real problem.
- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

3. Formatting Guidelines

- Font Size-12 in the body text, except for the topics and titles, which should be font size 14
- Font Type- Times New Roman
- Spacing- The project should be 1.5 lines spacing
- Highlighting- Topics and subtopics should be bolded and NOT be underlined
- Print Quality- The final document should be of good print quality
- Margins- Margins of the report should be 1 inch on the top, bottom and right-hand side. The left-hand-side margin should be 1.25 inches to allow for binding.
- Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
- Numbers and Percentages-must do not begin with a sentence.
- Tables and Figures - When presenting the table or figure, there must be a finding and analysis section. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that'
- Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.

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4. In-Semester Evaluation (Total: 50 Marks)

This phase includes evaluation of the synopsis, continuous progress, and interim presentations. All components will be assessed using predefined rubrics by the Project Evaluation Committee.

Component	Marks
Synopsis Presentation	10
Progress Presentation – I	10
Progress Presentation – II	15
Progress Presentation – III	15
Total (In-Semester)	50

Synopsis Presentation:

Evaluates clarity in problem definition, proposed methodology, objectives, timeline, and team readiness.

Progress Presentations (I–III):

Focus on the demonstration of work completed, challenges addressed, system development, testing, and integration. Presentations must show incremental progress.

5. End-Semester Examination (Total: 50 Marks)

This final evaluation focuses on documentation quality and student understanding of the entire project.

Component	Marks
Project Report Evaluation	25
Viva-Voce Examination	25
Total (ESE)	50


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