

**VIVEKANAND COLLEGE, KOLHAPUR**  
(EMPOWERED AUTONOMOUS)  
**STATEMENT OF SYLLABUS COVERED**

Year- 2024-25

Term- I, III, V

Name of teacher- Mr. U. L. Muja war

Department- BBA

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered
BBA - I	Business Accounting	<b>Module I - Introduction to Accounting</b> *Definition & Scope of Financial Accounting Meaning, *Objectives of Financial Accounting *Users of Financial Statements *Limitations of Financial Accounting *Generally Accepted Accounting Principles (GAAP): Accounting concepts, Accounting Conventions * Accounting Standards-Meaning-objectives-Indian Accounting Standards (List only) IFRS (Meaning only)	<b>Module I - Introduction to Accounting</b> *Definition & Scope of Financial Accounting Meaning, *Objectives of Financial Accounting *Users of Financial Statements *Limitations of Financial Accounting *Generally Accepted Accounting Principles (GAAP): Accounting concepts, Accounting Conventions * Accounting Standards-Meaning-objectives-Indian Accounting Standards (List only) IFRS (Meaning only)	*****
		<b>Module II- Journal &amp; Subsidiary Books</b> *Double Entry Book Keeping System, Types of Accounts, Rules of Accounts * Preparation of Journal ,Simple and combined journal entries *, Subsidiary books, Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book.	<b>Module II- Journal &amp; Subsidiary Books</b> *Double Entry Book Keeping System, Types of Accounts, Rules of Accounts *Preparation of Journal ,Simple and combined journal entries *, Subsidiary books, Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book.	*****
		<b>Module III- Ledger Posting And Trial Balance</b> *Meaning & Utility of Ledger , Format of Ledger Account * Procedure of posting Journal entries to Ledger Accounts, *Balancing of Ledger Accounts, Preparation of Trial Balance	<b>Module III- Ledger Posting And Trial Balance</b> *Meaning & Utility of Ledger , Format of Ledger Account * Procedure of posting Journal entries to Ledger Accounts, *Balancing of Ledger Accounts, Preparation of Trial Balance	*****
		<b>Module IV- Depreciation</b> *Meaning of Depreciation *Causes of Depreciation Methods of Charging Depreciation Written Down Value & Straight Line Method *Accounting treatment of Depreciation	<b>Module IV- Depreciation</b> *Meaning of Depreciation *Causes of Depreciation Methods of Charging Depreciation Written Down Value & Straight Line Method *Accounting treatment of Depreciation	




		<b>Module V-Preparation of Final Accounts</b> *Meaning and Users of Final Accounts *Preparation of Trading and Profit & Loss Account and Balance Sheet of Sole proprietor.	<b>Module V-Preparation of Final Accounts</b> *Meaning and Users of Final Accounts *Preparation of Trading and Profit & Loss Account and Balance Sheet of Sole proprietor.	
<b>BBA - II</b>	<b>Management Accounting - I</b>	<b>Module -I - Management Accounting:</b> - Meaning and Definitions, Functions of Management Accounting, Tools and techniques of management accounting Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.	<b>Module -I - Management Accounting:</b> - Meaning and Definitions, Functions of Management Accounting, Tools and techniques of management accounting Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.	*****
		<b>Module -II - Budgets and Budgetary Control:</b> - Concept of Budgets and Budgetary control, Types of budgets, Introduction of other budgets, Objectives and Advantages, Steps in budget Preparation of Cash Budget, flexible budget	<b>Module -II Budgets and Budgetary Control:</b> - Concept of Budgets and Budgetary control, Types of budgets, Introduction of other budgets, Objectives and Advantages, Steps in budget Preparation of Cash Budget, flexible budget	*****
		<b>Module -III Marginal Costing and Break-Even Analysis:</b> Concept of marginal cost, concept of marginal costing, CVP Analysis, Break-Even Analysis. Practical Problems of Break-even analysis, Decision making under Break- Even Analysis	<b>Module -III Marginal Costing and Break-Even Analysis:</b> Concept of marginal cost, concept of marginal costing, CVP Analysis, Break-Even Analysis. Practical Problems of Break-even analysis, Decision making under Break- Even Analysis	*****
		<b>Module -IV Standard Costing:</b> Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing. Practical Problems on material and Labor variance	<b>Module -IV Standard Costing:</b> Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing. Practical Problems on material and Labor variance	*****
<b>BBA - III</b>	<b>Financial Management - I</b>	<b>Module -I - Nature of Financial Management:</b> Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non - recurring.  <b>Financial Planning:</b> Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization.	<b>Module -I - Nature of Financial Management:</b> Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non - recurring.  <b>Financial Planning:</b> Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization.	*****
		<b>Module - II Management of Working Capital:</b> Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working	<b>Module - Management of Working Capital:</b> Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital,	



		capital, Computation of working capital (Practical Problems).	Computation of working capital (Practical Problems).	
		<b>Module - III Operating, Financial Leverage and combine Leverage:</b> Meaning, Concept, EBIT & EPS, Measurement of leverages.	<b>Module - Operation, Financial Leverage and combine Leverage:</b> Meaning, Concept, EBIT & EPS, Measurement of leverages.	*****
		<b>Module -IV</b> <b>Mutual Funds:</b> Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India.	<b>Module -IV</b> <b>Mutual Funds:</b> Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India.	*****

Mr. Viraj Jadhav  
(Signature of the Head of Department)

  
Mr. U. L. Mujawar  
(Signature of the Teacher)



**VIVEKANAND COLLEGE, KOLHAPUR**  
(EMPOWERED AUTONOMOUS)  
**STATEMENT OF SYLLABUS COVERED**

Year- 2024-25

Term- II, IV, VI

Name of teacher- Mr. U. L. Mujawar

Department- BBA

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered
BBA - II	Management Accounting - II	<b>Module -I</b> <b>Analysis and Interpretation of Financial statements</b> Ratio analysis nature of Ratio Analysis, classification of Ratios, significance of Ratio analysis, Practical problems- Basic level.	<b>Module -I</b> <b>Analysis and Interpretation of Financial statements</b> Ratio analysis nature of Ratio Analysis, classification of Ratios, significance of Ratio analysis, Practical problems- Basic level.	.....
		<b>Module II - Funds Flow Analysis</b> Concept of Funds, Concept of Flow of Funds, Components of sources and application, Importance of funds flow analysis, Practical Problems	<b>Module II - Funds Flow Analysis</b> Concept of Funds, Concept of Flow of Funds, Components of sources and application, Importance of funds flow analysis, Practical Problems	.....
		<b>Module -III</b> <b>Cash Flow Analysis-</b> Concept, Components of Inflow and Outflow, Importance of Cash flow analysis, difference between funds flow analysis and cash flow analysis. Practical Problems	<b>Module -III</b> <b>Cash Flow Analysis-</b> Concept, Components of Inflow and Outflow, Importance of Cash flow analysis, difference between funds flow analysis and cash flow analysis. Practical Problems	.....
		<b>Module -IV</b> <b>Human Resource Accounting:</b> Meaning and Basic concept, significance of Human Resource Accounting, Advantages of HRA, B) Reporting to Management: Objectives, Types of Reports, Use of Reports by Management	<b>Module -IV</b> <b>Human Resource Accounting:</b> Meaning and Basic concept, significance of Human Resource Accounting, Advantages of HRA, B) Reporting to Management: Objectives, Types of Reports, Use of Reports by Management	.....
BBA -III	Financial Management - II	<b>Module -I - Capital Structure:</b> Meaning, Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.	<b>Module -I - Capital Structure:</b> Meaning, Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.	.....
		<b>Module - II</b> <b>Cost Of Capital:</b> Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages cost of capital. (Practical Problems)	<b>Module - II</b> <b>Cost Of Capital:</b> Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages cost of capital. (Practical Problems)	.....



		<b>Module - III</b> <b>Capital Budgeting Decision :</b> Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Payback period, Accounting rate of return, Net percent value, Internal rate of return, Profitability index (practical problems)	<b>Module - III</b> <b>Capital Budgeting Decision :</b> Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Payback period, Accounting rate of return, Net percent value, Internal rate of return, Profitability index (practical problems)	.....
		<b>Module -IV</b> <b>Corporate Restructuring</b> Merger & acquisition- motives& benefits ,merger negotiations ,significance of P/E Ratio & EPS Analysis	<b>Module -IV</b> <b>Corporate Restructuring</b> Merger & acquisition- motives& benefits ,merger negotiations ,significance of P/E Ratio & EPS Analysis	.....

  
Mr. Viraj Jadhav

(Signature of the Head of Department)

  
Mr. U. L. Mujawar

(Signature of the Teacher)



# VIVEKANAND COLLEGE, KOLHAPUR(AUTONOMOUS)

## STATEMENT OF SYLLABUS COVERED

Year- 2024-25

Term- II<sup>nd</sup>

Name of teacher- Miss. Vaishali Durgaram Patil

Department- BBA

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.B.A I Sem-I	Principles and practices of Management	<b>Module 1: Introduction to Management</b> Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling	<b>Module 1: Introduction to Management</b> Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling		
		<b>Module 2: Planning, Organizing and Staffing-</b> Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision making-Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment	<b>Module 2: Planning, Organizing and Staffing-</b> Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision making-Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment		
		<b>Module 3: Leading, Directing and Controlling</b> Meaning and nature of directing	<b>Module 3: Leading, Directing and Controlling</b> Meaning and nature of		




		Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management	directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management		
		<b>Module 4: Strategic Management</b> , Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.	<b>Module 4: Strategic Management</b> , Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.		
B.B.A II Sem- IV	Production & Operation Management	<b>Module-1 Introduction to Production Management:</b> Meaning and nature, scope importance of production management ,functions of production & operation in relationship of other department with manufacturing department , types of production system- continues, intermittent, job batch	<b>Module-1 Introduction to Production Management:</b> Meaning and nature, scope importance of production management ,functions of production & operation in relationship of other department with manufacturing department , types of production system- continues, intermittent, job batch	.....	
		<b>Module – II Factory Location and Plant Layout:</b> Plant location & plant layout concept, Factors affecting plant location Plant layout- concept, factors affecting plant layout, types of layout-proun, product, fixed position layout- features and comparison of	<b>Module – II Factory Location and Plant Layout:</b> Plant location & plant layout concept, Factors affecting plant location Plant layout- concept, factors affecting plant layout, types of layout-proun, product, fixed position layout- features and	.....	






		each	comparison of each		
		<b>Module – III Production Planning &amp; Control:</b> capacity planning, aggregate planning, forecasting demand, PPC- concept, elements of PPC- rout up, scheduling load dispatching following JIT, concept of inspection, quality control and quality assurance & TQM	<b>Module – III Production Planning &amp; Control:</b> capacity planning, aggregate planning, forecasting demand, PPC- concept, elements of PPC- rout up, scheduling load dispatching following JIT, concept of inspection, quality control and quality assurance & TQM	.....	
		<b>Module – IV Material Management:</b> concept, functions of materials management, concept and functions of inventory control, levels of stock, functions of store department, purchasing function, ABC analysis- steps and problems , introduction to VED, HML analysis	<b>Module – IV Material Management:</b> concept, functions of materials management, concept and functions of inventory control, levels of stock, functions of store department, purchasing function, ABC analysis- steps and problems , introduction to VED, HML analysis	.....	

	<b>Recent Trends in Marketing</b>	<b>Module – I Digital Marketing –</b> Meaning and Concepts, Merits of digital marketing, Demerits of digital marketing, types of digital marketing, Mobile marketing- meaning, advantages and disadvantages.	<b>Module – I Digital Marketing –</b> Meaning and Concepts, Merits of digital marketing, Demerits of digital marketing, types of digital marketing, Mobile marketing- meaning, advantages and disadvantages	.....	
		<b>Module –II Retail Marketing –</b> Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organization Structure, Retailing Scene in India	<b>Module –II Retail Marketing –</b> Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organization Structure, Retailing Scene in India	.....	



		<b>Module –III Global Marketing / International Marketing</b> - Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.)	<b>Module –III Global Marketing / International Marketing</b> - Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.)	.....	
		<b>Module –IV</b> <b>Emerging payment modes-</b> QR, UPI, and other- advantages and disadvantages <b>New trends in Marketing</b> - Holistic Marketing, Emotional Marketing, Non-profit marketing, Event marketing, social marketing, Tourism marketing	<b>Module –IV</b> <b>Emerging payment modes-</b> QR, UPI, and other- advantages and disadvantages <b>New trends in Marketing</b> - Holistic Marketing, Emotional Marketing, Non-profit marketing, Event marketing, social marketing, Tourism marketing	.....	

  
 (Signature of Head of Department)

  
 (Signature of Teacher)



# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2024 - 2025

## Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- I

Subject: - Business Accounting

Course Title: - Business Accounting

Month - November, 2024			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Module I - Introduction to Accounting	<ul style="list-style-type: none"> <li>*Definition &amp; Scope of Financial Accounting</li> <li>Meaning,</li> <li>*Objectives of Financial Accounting</li> <li>*Users of Financial Statements</li> <li>*Limitations of Financial Accounting</li> <li>*Generally Accepted Accounting Principles (GAAP): Accounting concepts, Accounting Conventions</li> <li>* Accounting Standards- Meaning-objectives-Indian Accounting Standards (List only) IFRS (Meaning only)</li> </ul>
08		08		
Month - December, 2024			Module/Unit: 2 & 3	Sub-units planned
Lectures	Practical	Total	Module II- Journal & Subsidiary Books	<ul style="list-style-type: none"> <li>*Double Entry Book Keeping System, Types of Accounts, Rules of Accounts</li> <li>* Preparation of Journal ,Simple and combined journal entries</li> <li>*, Subsidiary books, Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book.</li> </ul>
16		16	Module III- Ledger Posting And Trial Balance	<ul style="list-style-type: none"> <li>*Meaning &amp; Utility of Ledger , Format of Ledger Account</li> <li>* Procedure of posting Journal entries to Ledger Accounts,</li> <li>*Balancing of Ledger Accounts, Preparation of Trial Balance</li> </ul>
Month - January, 2025			Module/Unit: 4 & 5	Sub-units planned



16		16	<b>Module IV- Depreciation</b>  <b>Module V-Preparation of Final Accounts</b>	*Meaning of Depreciation *Causes of Depreciation Methods of Charging Depreciation Written Down Value & Straight Line Method *Accounting treatment of Depreciation  *Meaning and Users of Final Accounts *Preparation of Trading and Profit & Loss Account and Balance Sheet of Sole proprietor.
Month – February, 2025			Module/Unit: 5	Sub-units planned
06		06	Module V-Preparation of Final Accounts	*Preparation of Trading and Profit & Loss Account and Balance Sheet of Sole proprietor.

Practical – solving variety of problems on 2,3,4 & 5 modules.

Name and Signature of Teacher



Mr. U.L. Mujawar

Name and Signature of HoD



Mr. Viraj Jadhav

**Note: In the above format, for each month for each teacher.**



# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2024 - 2025

## Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- III

Subject: - Management Accounting - I

Course Title: - Management Accounting -I

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	-Management Accounting: -	Meaning and Definitions, Functions of Management Accounting, Tools and techniques of management accounting Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Budgets and Budgetary Control: -	Concept of Budgets and Budgetary control, Types of budgets, Introduction of other budgets, Objectives and Advantages, Steps in budget Preparation of Cash Budget, flexible budget
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Marginal Costing and Break-Even Analysis:	Concept of marginal cost, concept of marginal costing, CVP Analysis, Break-Even Analysis. Practical Problems of Break-even analysis, Decision making under Break- Even Analysis
Month - September			Module/Unit: 4	Sub-units planned
16		16	Standard Costing:	Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing. Practi





				Problems on material and Labour variance
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Practical – solving variety of problems on 2,3,4 modules.

Practical –

Name and Signature of Teacher

  
Mr. U.L. Mujawar

Name and Signature of HoD

  
Mr. Viraj Jadhav

**Note: In the above format, for each month for each teacher.**



# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2024 - 2025

## Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- V

Subject: - Financial Management - I

Course Title: - Financial Management - I

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	A) Nature of Financial Management:  B) Financial Planning:	A) Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non-recurring.  B) Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over capitalization and under capitalization.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Management of Working Capital:	Meaning and Concept, Importance of adequate



16		16		working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems).
Month - August			Module/Unit: 3	Sub-units planned
16		16	Operating, Financial Leverage and combine Leverage	Meaning, Concept, EBIT & EPS, Measurement of leverages.
Month - September			Module/Unit: 4	Sub-units planned
16		16	Mutual Funds	Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India.

Practical – solving variety of problems on 2,3 modules.

Name and Signature of Teacher

  
Mr. U.L. Mujawar

Name and Signature of HoD

  
Mr. Viraj Jadhav

Note: In the above format, for each month for each teacher.



# Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Academic Year: 2024 - 2025

## Annual Teaching Plan

Name of the teacher: - Miss V.D.Patil

Programme - BBA Semester- I

Subject: - Principles and practices of Management

Course Title: - Principles and practices of Management

Month - November, 2024			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Module I - Introduction to Management	<ul style="list-style-type: none"><li>* Definition, nature, and significance of management</li><li>* principles of management,</li><li>* management and administration, levels of management,</li><li>* role of managers and managerial skills;</li><li>* Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches;</li><li>* Management as a science and an art;</li><li>* Functions of management: Planning, organizing, leading, and controlling</li></ul>
16		16		
Month - December, 2024			Module/Unit: 2	
Lectures	Practical	Total	Module II: Planning, Organizing and Staffing-	<ul style="list-style-type: none"><li>* Nature, Importance and Purpose of planning in management;</li><li>* Types of plans: Strategic, tactical, operational ;</li><li>* Planning process and techniques ; Decision making- Importance and steps,</li><li>* decision making</li></ul>
16		16		



				<p>models and tools;</p> <ul style="list-style-type: none"> <li>*Organizational structure and design;</li> <li>*types of organizational structures: Functional, divisional, matrix;</li> <li>*Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control;</li> <li>* Coordination and integration, MBO and MBE;</li> <li>*Nature and Importance of staffing – Process of</li> <li>*selection and recruitment</li> </ul>
Month – January, 2025			Module/Unit: 3	
16		16	<p><b>Module III: Leading, Directing and Controlling</b></p>	<ul style="list-style-type: none"> <li>* Meaning and nature of directing, Leadership</li> <li>*theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader),</li> <li>* Motivation theories and practices (Maslow, *Herzberg two factor, McGregor's theory x &amp; theory y),</li> <li>*Hawthorne effect, Communication (meaning and importance) in management,</li> <li>*Team building and group dynamics;</li> <li>*Controlling-meaning and steps in controlling,</li> </ul>



				<p>models and tools;</p> <ul style="list-style-type: none"> <li>*Organizational structure and design;</li> <li>*types of organizational structures: Functional, divisional, matrix;</li> <li>*Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control;</li> <li>* Coordination and integration, MBO and MBE;</li> <li>*Nature and Importance of staffing – Process of</li> <li>*selection and recruitment</li> </ul>
Month – January, 2025			Module/Unit: 3	
16		16	<p><b>Module III: Leading, Directing and Controlling</b></p>	<ul style="list-style-type: none"> <li>* Meaning and nature of directing, Leadership</li> <li>*theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader),</li> <li>* Motivation theories and practices (Maslow, *Herzberg two factor, McGregor's theory x &amp; theory y),</li> <li>*Hawthorne effect, Communication (meaning and importance) in management,</li> <li>*Team building and group dynamics;</li> <li>*Controlling-meaning and steps in controlling,</li> </ul>



				*control process and systems, essentials of sound control system, *methods of establishing control, *types of control; *Performance measurement and management
Month – February, 2025			Module/Unit: 3& 4	Sub-units planned
16		16	<b>Module 4: Strategic Management</b>	* Ethics and Social Responsibility *Overview of strategic management, SWOT analysis and strategic formulation, *Implementing and evaluating strategies. *Ethical issues in management, Corporate social responsibility (CSR), *Sustainable management practices

Name and Signature of Teacher



Miss V.D. Patil

Name and Signature of HoD



Mr. Viraj Jadhav





# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2024 - 2025

## Annual Teaching Plan

Name of the teacher: - Miss V. D. Patil

Programme - BBA Semester- ■ ✓

Subject: - Production & Operation Management

Course Title: - Production & Operation Management


Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Module-1 Introduction to Production Management	* Meaning and nature, scope *importance of production management , *functions of production & operation in relationship of other department with manufacturing department , *types of production system- continues, intermittent, job batch
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Module - II Factory Location and Plant Layout	*Plant location & plant layout concept, * Factors affecting plant location *Plant layout- concept, factors affecting plant layout, *types of layout-proun, product, fixed position layout- f *eatures and
16		16		






				comparison of each
Month - August			Module/Unit: 3	Sub-units planned
16		16	<b>Module – III Production Planning &amp; Control</b>	* capacity planning, aggregate planning, * forecasting demand, * PPC- concept, elements of PPC- rout up, * scheduling load dispatching following JIT, * concept of inspection, quality control and * quality assurance & TQM
Month – September			Module/Unit: 4	Sub-units planned
16		16	<b>Module – IV Material Management</b>	<b>Module – IV Material Management:</b> concept, functions of materials management, concept and functions of inventory control, levels of stock, functions of store department, purchasing function, ABC analysis- steps and problems , introduction to VED, HML analysis

Name and Signature of Teacher

  
Miss V.D.Patil

Name and Signature of HoD

  
Mr. Viraj Jadhav



# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2024 - 2025

## Annual Teaching Plan

Name of the teacher: - Miss V. D. Patil

Programme - BBA Semester- III

Subject: - Recent Trends in Marketing

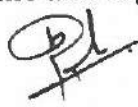
Course Title: - Recent Trends in Marketing

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Module – I Digital Marketing	*Meaning and Concepts, Merits of digital marketing, *Demerits of digital marketing, * types of digital marketing, Mobile marketing- * meaning, advantages and disadvantages
16		16		
Month – July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Module –II Retail Marketing	*Meaning and Functions of retailing, *Characteristics of retailing, *types of retailing, Retail marketing strategy, *Retail Management Activities, * Retail Organization Structure, *Retailing Scene in India
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Module –III Global Marketing / International Marketing	* Meaning, Definition, *Objectives / reasons for global marketing, *difference between domestic and global marketing,




				*global marketing environment, *Marketing -mix strategy for global marketing * (i.e. Product, Price, Promotion, Distribution, Strategies
Month – September			Module/Unit: 4	Sub-units planned
16		16	<b>Module –IV</b> <b>Emerging payment modes</b>	*QR, UPI, and *other- advantages and *disadvantages *New trends in Marketing – *Holistic Marketing, *Emotional Marketing, *Non-profit marketing, *Event marketing, *social marketing, 8Tourism marketing

Name and Signature of Teacher

  
 Miss V.D.Patil

Name and Signature of HoD

  
 Mr. Vitaj Jadhav

