



Hirachand Nemchand College of Commerce, Solapur (Autonomous College)

Dept. of Management Studies

(Affiliated to P. A. H. Solapur University, Solapur)



Ordinance & Syllabus

About Course:

A) BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Semester System:

BBA stands for Bachelor of Business Administration, a three-year professional graduation degree (CBCS Pattern) in management under Solapur University, Solapur with Marketing & Finance specialization.

1. General objectives of the course:

- i. To provide adequate basic understanding about Management Education among the students.
- ii. To prepare students to exploit opportunities created in the management Profession.
- iii. To train the students in communication skills effectively for business purpose.
- iv. To develop appropriate business skills in the students.
- v. To make the students competent for providing themselves self-employment.
- vi. To inculcate Entrepreneurial skills.

2. **Duration:** It shall be a three years full time course.

3. **Pattern:** Pattern of examination will be of semester system.

4. **Total First Year Intake: 120 seats.**

Pattern of Examination for BBA Course: Pattern of examination will be semester system.

Scheme of Examination: (Multiple Entries and Multiple Exit options)

BBA Part I (1100 Marks) UG Certificate Level

BBA Part II (1100 Marks) UG Diploma Level

BBA Part III (1100 Marks) UG Degree Level

BBA Part IV (1100 Marks) UG Degree with Honors

There will be written Examination of 60 marks (2.5 hours duration), 30 marks (1.5 hours duration) for specific subjects at the end of each Semester. The class work will carry 40 marks & 20 Marks in each subject.

Credit and Grading System:

Credit is a numerical value that indicates student's work load (Lectures, Lab work, Seminars, Tutorials, Field work, etc.) to complete a course unit. As per the NEP guideline 15 contact hours constitute one credit. The contact hours are transformed into Credits. As per norms, there are 4 contact hours for 100 marks paper, and 2 contact hours for 50 marks paper (subject) per week.

Moreover, the grading system of evaluation is introduced for B.B.A course, wherein process of In Semester Evaluation (ISE) is ensured. The candidate has to appear for Internal Evaluation of 40 /20 marks and End Semester Evaluation (ESE) for 60/30 marks.

Standard of Passing:

A Candidate must obtain minimum 40% of the marks in each examination paper as well as in internal evaluation for passing in a particular subject. The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three/four years (Part I, II, III & IV).

The award of Class is as follows:

Grade Template:

Sr. No.	Range of Marks	Grade Point	Grade
1	80-100	10	O
2	70-79	9	A+
3	60-69	8	A
4	55-59	7	B+
5	50-54	6	B
6	45-49	5	C+
7	40-44	4	C
8	<40	0	FC-Failed in Semester Exam

Medium of Instruction: The medium of instruction shall be in English.

Division of Internal Marks:

The internal evaluation will be of 40 & 20 marks which will consists of following heads. The internal evaluation should be done accordingly and marks should be sent to university.

Sr. No.	Assessment Criteria	Evaluation	
		Marks (40)	Marks (20)
1	MCQ Test	10	5
2	Assignment		
	a) Class Assignment	10	5
	b) Home Assignment	5	-
3	Seminar/ Group Exercise / Project	10	5
4	Attendance	5	5
	Total	40	20

(Three-Year UG Programme Structure as per NEP with effect from June 2023)

BBA – Business Management

PART-I, SEMESTER – I & II

BBA PART - I, SEMESER – I					
Level	Category	SubjectCode	Subject Name	Credit	Marks (ESE+ISE)
4.5	Major-Mandatory -1	23BBAMM111	Management Paper-I Principles of Management	4	100=(60+40)
	Major-Mandatory -2	23BBAMM112	Management Paper-II Business Organisation	2	50=(30+20)
	OE-1	23BBAOE111	Financial Accounting-I	4	100=(60+40)
		23BBAOE112	Business Economics (Micro)		
	VSC-1	23BBAVS111	Computer Skills for Business	2	50=(30+20)
	SEC-1	23BBASE111	Practical on Business Organisation	2	50=(30+20)
	AEC-1	23BBAAE111	Business Communication -I	2	50=(30+20)
	VEC-1	23BBAVE111	Indian Democracy	2	50=(30+20)
	IKS - 1	23BBAIK111	Indian Ethos in Management	2	50=(30+20)
	CC-1	23BBACC111	Health and Wellness Practices	2	50=(30+20)
Total Credits				22	Total = 550
BBA PART - I, SEMESER – II					
Level	Category	SubjectCode	Subject Name	Credit	Marks (ESE+ISE)
4.5	Major-Mandatory -3	23BBAMM121	Management Paper-I Business Environment	4	100=(60+40)
	Major-Mandatory -4	23BBAMM122	Management Paper-II Event Management	2	50=(30+20)
	Minor – 1	23BBAMN121	Principles of Marketing /	2	50=(30+20)
		23BBAMN122	Financial Education and Investment Awareness		
	OE-2	23BBAOE121	Financial Accounting-II /	4	100=(60+40)
		23BBAOE122	Business Economics (Macro)		
	VSC-2	23BBAVS121	Mktg- Salesmanship Skills/	2	50=(30+20)
		23BBAVS122	Fin- Practicals on Financial Education and Investment Awareness		
	SEC-2	23BBASE121	Practical on Event Management	2	50=(30+20)
	AEC-2	23BBAAE121	Business Communication -II	2	50=(30+20)
	VEC-2	23BBAVE121	Indian Constitution	2	50=(30+20)
	CC-2	23BBACC121	Sports and Fitness	2	50=(30+20)
Total Credits				22	Total = 550
OE- Open Electives, VSC-Vocational Skill Courses, SEC- Skill Enhancement Courses, AEC-Ability Enhancement Courses, VEC- Value Education Courses, IKS- Indian Knowledge System, OJT- On Job Training, FP- Field Projects, CEP- Community Engagement Projects, CC- Co curricular Courses, RM-Research Methodology, RP-Research Project					

Internal Assessment

Sr. No.	Assessment Criteria	Marks
1	MCQ Test	10
2	Class Assignment	10
3	Home Assignment	5
4	Seminar/ Group Exercise/ Project	10
5	Attendance	5
	Total	40

Sr. No.	Assessment Criteria	Marks
1	MCQ Test	5
2	Class Assignment	5
4	Seminar/ Group Exercise/ Project	5
5	Attendance	5
	Total	20

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	Major 1					
Paper Name:	Principles of Management	ESE*	ISE*	Total	4	4
Paper Code:	23BBAMM111	60	40	100		

Course Objective:

1. To develop understanding regarding basic Management concepts.
2. To impart the basic understanding of Management functions.
3. To build Managerial skills among the students.

Course Learning Outcomes: After the completion of this course, the student should be able to:

1. Understanding of fundamental concepts of management
2. Improved knowledge of Management functions & skills

Unit 1: Introduction to Management

15 Hours

Definition, Scientific and Administrative Management, Functions- Planning, Organising, Staffing, Directing & Controlling, Levels of Management and its functions, Role of Manager & Managerial skills

Unit 2: Planning, Organising, Staffing

15 Hours

Planning: Definition, Types of Plans, Steps in Planning process, Decision Making- Type of decisions & steps in decision making.

Organising: Definition, Organizational Structure & its types, Emerging organisation structures, Span of management, Departmentation & its types, Concept of Power, Authority & Responsibility.

Staffing: Definition, Staffing process- Manpower planning, Recruitment (Sources) Selection (Process), Training (types), Performance Appraisal (Need & advantages)

Unit 3: Leadership & Motivation

15 Hours

Leadership: Definition, Functions of Leader, Trait Theory of Leadership, Management Grid, Leadership Styles, Autocratic, Democratic and Free rein, Emerging Leadership Styles.

Motivation: Definition, Motivational techniques: Financial and Non- financial incentives, Theories of motivation: Maslow's Hierarchy needs theory, Theory Z by William Ouchi

Unit 4: Coordination & Controlling

15 Hours

Coordination: Definition, Types of Coordination, Techniques of effective coordination.

Controlling: Definition, Steps in Control Process, Types of Control- Feed forward control, Concurrent control & feedback control, Control Techniques- Traditional & Modern

Recommended Books:

1. Principles of Management - P C Tripathi and P N Reddy, Himalaya Publishing House
2. Principles and Practice of Management - L M Prasad, S. Chand and Sons
3. Principles of Management - Knootz & O'Donnell, Tata McGraw Hill

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	Minor – 1					
Paper Name:	Business Organization	ESE*	ISE*	Total	2	2
Paper Code:	23BBAMM112	30	20	50		

Course Objective:

1. To acquaint the students with various forms of business organization.
2. To make the students aware about developments in the business world.
3. To enable them for formulating appropriate business strategies.
4. To develop an understanding of the business enterprise, trade, commerce and Industry- its formation, procedures and functioning.

Course Learning Outcomes:

- Students will understand role and functions of modern business.
- Students will understand how business institution functions in a given economic set up.

Unit 1: Introduction to Business

15 Hours

- 1.1 Meaning, Objectives of Business,
- 1.2 Classification of Business,
- 1.3 Essentials of Successful business,
- 1.4 Introduction to Public, Private, Joint and Cooperative Sectors.

Unit 2: Forms of Business Organizations

15 Hours

- 2.1 Sole Proprietorship, Features, Merits, Demerits & Suitability of each.
- 2.2 Partnership Firms, Features, Merits, Demerits & Suitability of each.
- 2.3 Joint Hindu Family Business, Features, Merits, Demerits & Suitability of each.
- 2.4 Joint Stock Companies, Features, Merits, Demerits & Suitability of each.
- 2.5 Co-operative Society, Features, Merits, Demerits & Suitability of each.

Recommended Books:

- Modern Business Organization & Management by S. A. Sherlekar, Himalaya Publication (ISBN Number : 978-93-5202-186-4)
- Business Environment Text and Cases by F. Cherunilam, Himalaya Publication (ISBN: 978-93-5299-442-7)
- Business Organisations & Systems by Appannaiah, Ramnath, Gujarathi, Himalaya Publication
- Modern Business Organization & Management by M. C. Shukla, S. Chand Publication (ISBN 81-219-0813-2)

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Certificate Level						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	GE 1					
Paper Name:	Financial Accounting I	ESE*	ISE*	Total	4	4
Paper Code:	23BBAOE111	60	40	100		

Course Objective:

- To develop awareness about accounting as a language of business.
- To impart basic account knowledge as applicable to business.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- Students will be able to understand various accounting concepts.
- Students will learn various accounting terminologies.
- Students will be able to understand basics of accounting
- Students will be able to solve various accounting problems

Unit 1: Fundamentals of Accounting

15 Hours

- 1.1 Accounting: Meaning of accounting and book keeping.
- 1.2 Objectives of Financial Accounting.
- 1.3 Basic accounting terminologies
- 1.4 Users of Accounting Information
- 1.5 Branches of Accounting.
- 1.6 Accounting Principles: Accounting Conventions and Concepts
- 1.7 Procedural Aspects of Accounting

Unit 2: Accounting Cycle

15 Hours

- 2.1 Nature of Accounting
- 2.2 Classification of Accounts
- 2.3 Double Entry System: Meaning and features
- 2.4 Golden Rules of Accounting.
- 2.5 Journal Entry (Problems)

Unit 3: Ledger

15 Hours

- 3.1 Meaning and Importance of Ledger Accounts
- 3.2 Procedure for posting to ledger account
- 3.3 Difference between Journal and Ledger
- 3.4 Posting to Ledger (Problems)
- 3.5 Preparation of Trial Balance (Problems)

Unit 4: Subsidiary Books

15 Hours

- 4.1 Meaning of Subsidiary Books
- 4.2 Types of Subsidiary Books: Purchase Book, Purchase Returns Book, Sales Book, Sales Returns Book, Bills Receivable Book, Bills Payable Book, Journal Proper
- 4.3 Preparation of Subsidiary books (Problems)

Recommended Books:

- Accounting for Management – Dr. Jawarharlal, Himalaya Publishing House.
- Financial Accounting – Dr. Kaustubh Arvind Sontakke, Himalaya Publishing House
- Essentials of Financial Accounting – ASISH k Bhattacharyya, PHI Learning Private Limited.
- Fundamentals of Financial Accounting – Naseem Ahmed, Nawab Ali Khan, M. L. Gupta

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous) NEP Curriculum, w.e.f. July 2023 PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	GE/OE - 1					
Paper Name:	Business Economics - I	ESE*	ISE*	Total	4	4
Paper Code:	23BBAOE112	60	40	100		

Course Objective: The course aims to acquaint the learners with fundamental economic concepts and theories with its application in decision making.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- Understand nature and scope of business economics with its importance in solving business problems.
- Examine how different economic tools and its implications in business decisions.
- Analyse the relationship between various concepts of business economics.

Unit 1: Introduction to Micro Economics

15 Hours

Meaning, Nature and Scope of Micro Economics.
Significance and Limitations.
Objectives, feature and Principles of Business Economics
Business decisions - Internal and External
Importance of Business Economics.

Unit 2: Consumer Behaviour and Demand Analysis

15 Hours

Utility and Law of diminishing marginal utility
Demand function and Law of demand
Elasticity of demand: Methods of Measurement - Determinates & Significance
Introduction of Demand Forecasting, Techniques
Concepts of revenue

Unit 3: Producer Behaviour and Supply Analysis

15 Hours

Production function
Law of supply
Concepts of costs -Total, Average, Marginal, Opportunity, Sunk etc.
Short run and long run cost analysis
Break even Analysis- Concept, Determination and Importance

Unit 4: Product Market & Price Determination

15 Hours

Forms of Market
Equilibrium Price - Effect of shift in Demand & Supply
Price and output determination in:-Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly

Recommended Books:

- Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
- Economics: Principles and Applications -Mankiw, N.G., Cengage Learning.
- Business Economics - H.L. Ahuja, S. Chand Publication
- Managerial Economics - Suma Damodaran, Oxford University Press
- Managerial Economics - Geetika, Ghosh & Choudhury, Cengage Learning, New Delhi
- Managerial Economics - Moyer & Harris, Tata Mcgraw-Hill, New Delhi.
- Managerial Economics - D N Dwivedi, Vikas Publishing House.
- Business Economics– D. M. Mithani, Anjali Sane, Himalaya Publishing House

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous) NEP Curriculum, w.e.f. July 2023 PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	VSC-1					
Paper Name:	Computer Skills for Business	ESE*	ISE*	Total	2	2
Paper Code:	23BBAVS111	30	20	100		

Course Objective:

1. To develop the skills of solving real life problems in Business using computers.
2. To make students to use computer Application/ operating systems software in the field of business.
3. To develop skill among students in applications of internet in commerce education.

Course Learning Outcomes:

After completion of this course students will be able to:

- Understand the use of computer in business.
- Application of input-output devices
- Operate the business with the help of Computer.

Unit 1: Introduction to Computer:

15 Hours

Introduction: Meaning, Definition, Basic Computer Organization, Generations & Characteristics of Computer,

Types of Computers: - Microcomputer, Minicomputer, Mainframe Computer, Workstations, Client and Server.

Input devices: Keyboard, Mouse, Scanner, Web camera, Bar code reader, Speech recognition devices, Joystick, Electronic pen.

Output devices: Monitor, Printer, Speakers. External, Bio-metric devices.

Unit 2: Introduction to MS-Word, MS-PPT, MS-Excel

15 Hours

MS Word: Starting and Closing Word for Windows, Creating & Saving Documents, Printing Documents, Working with different Tools, Setting up multiple columns and sorting blocks.

MS PowerPoint: Basics, creating presentation, working with graphics in power point, Show effect and Animation effects, Slide timings

MS Excel: Data entry and Worksheet, Moving around in a Worksheet, Types of data, Formulas, Editing data in worksheet, Data Display, Formatting your data, Calculations - Using formulas Functions, Printing your Workbook, Working with Charts, Sorting, Filtering, Conditional Formatting.

Recommended Books:

1. Computer Fundamentals- P. K. Sinha and Priti Sinha –(BPB Publication)
2. MS Office 2007 (3rd Edition), AUTHOR: VISHNU P. SINGH ISBN: 978-81-7317-573-2, Computech Publications Limited.

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	SEC-1					
Paper Name:	Practicals on Business Organisation	ESE*	ISE*	Total	2	2
Paper Code:	23BBASE111	30	20	50		

Course Objective:

1. To acquaint the students with various types of trade.
2. To make the students aware about developments in the business world.

Course Learning Outcomes:

- Students will understand role and functions of modern business.
- Students will understand how business institution functions in a given economic set up.

Unit 1: Domestic Trade & Foreign Trade

15 Hours

- 1.1 Organization of Wholesale & Retail Trade,
- 1.2 Types, Characteristics & Functions of Wholesale & Retail Trade,
- 1.3 Foreign Trade-Types, Advantages & Disadvantages

Unit 2: Aids to Trade

15 Hours

- 2.1 Banking – Concept, Functions & Types.
- 2.2 Insurance – Concept, Functions & Types.
- 2.3 Transportation – Concept, Functions & Types.
- 2.4 Warehousing – Concept, Functions & Types.

Recommended Books:

- Modern Business Organization & Management by S. A. Sherlekar, Himalaya Publication (ISBN Number : 978-93-5202-186-4)
- Business Environment Text and Cases by F. Cherunilam, Himalaya Publication (ISBN: 978-93-5299-442-7)
- Business Organisations & Systems by Appannaiah, Ramnath, Gujarathi, Himalaya Publication
- Modern Business Organization & Management by M. C. Shukla, S. Chand Publication (ISBN 81-219-0813-2)

S.A.P.D.J Pathashala's						
Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	AEC 1					
Paper Name:	Business Communication I	ESE*	ISE*	Total	2	2
Paper Code:	23BBAAE111	30	20	50		

Course Objective:

- To acquaint students with importance of communication in business.
- To understand the concept, process and importance of communication.
- To gain knowledge of medias of communication

Course Learning Outcomes: After the completion of this course, the student should be able to:

- The students will be able to understand various ways of communication in Business
- The students will be able to understand both oral and written communication used in business
- The students will learn various reading and writing skills required in business

Unit 1: Fundamentals of Communication

15 Hours

- 1.1 **Communication:** Meaning, Importance and Process, 7 C's of Communication.
- 1.2 **Barriers to Communication and Overcoming Barriers.**
- 1.3 **Verbal Communication:** Written and Oral Communication (Medias, Merits and Demerits)
- 1.4 **Nonverbal Communication:** Body Language, Paralanguage, Sign Language.

Unit 2: Professional Writing

15 Hours

- 2.1 **Business Letters:** Styles, Structures
- 2.2 **Types:** Enquiries and Quotation, Placing Orders, Complaints and follow up
- 2.3 **Various Application Letters, C.V., Appointment letters.**
- 2.4 **Reports:** Structure and Types.
- 2.5 **Review Writing:** Books. News Articles and Movies

Recommended Books:

- Communication – C. S. Rayudu, Himalaya Publishing House (ISBN : 978-93-5051-953-0)
- Business Communication – Urmila Rai and S.M. Rai Himalaya Publishing House (ISBN : 978-93-5097-141-3)
- Business Communication: skills, Concepts and Applications – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson Education (ISBN : 978-81-3171-872-8, 8131718727)
- Effective Technical Communication – M Ashraf Rizvi- Tata McGraw Hill Publication (ISBN: 978-0-07-059952-9, 0-07-059952-1)

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	Minor - 1					
Paper Name:	Indian Democracy	ESE*	ISE*	Total	2	2
Paper Code:	23BBAVE111	30	20	50		

Course Objective: The course aims to acquaint the learners with fundamental concepts of democracy and theories with its application in decision making.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- Understand nature and scope of democracy with its importance in solving problems.
- Examine how different democratic systems function.
- Study the fundamental rights, fundamental duties and election procedure.

Unit 1: Introduction to Democracy

15 Hours

Meaning, Nature and Scope of Democracy

Dimensions of Democracy: Social, Economic, Political

Grassroots of Democracy

Challenges before Democracy: Women and marginalized sections of society

Unit 2: Elections

15 Hours

73rd and 74th Constitutional Amendment Acts: Institutions at local level

Role and structure of State Election Commission

Local Body Elections: Urban and Rural

Duties of an Individual towards election process

Recommended Books:

- Godbole Madhav, 2014, Good Governance: Never on India's Radar, New Delhi, Rupa and Co.
- Guha Ramchandra, 2017, India After Gandhi: The History of the World's Largest Democracy, New Delhi, Pan Macmillan India
- Palshikar Suhas, 2017, Indian Democracy, Oxford India Short Introductions, New Delhi, Oxford University Press
- Sawant P. B., 2013, A Grammar of Democracy, Mumbai, Bhashya Prakashan
- Vora Rajendra and Suhas Palshikar, 2012, Indian Democracy, New Delhi, Sage Publications
- Patil B.B., Democracy, Elections and Good Governance, 2015, Phadke Publication

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	IKS-I					
Paper Name:	Indian Ethos in Management	ESE*	ISE*	Total	2	2
Paper Code:	23BBAIK111	30	20	50		

Course Objective:

1. To understand ancient Indian management concepts from scriptures.
2. To visualize the modern Indian management approach from the perspective of Indian Ethos

Course Learning Outcomes: After the completion of this course, the student should be able to:

1. Learn improved ancient management concepts.
2. Align modern management with Indian ethos

Unit 1: Indian Ethos

15 Hours

Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices

Unit 2: Management Lessons from Scriptures:

15 Hours

Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Kautilya's Arthashastra, Indian Heritage in Business, Management, Production and Consumption, Ethics v/s Ethos Indian Management v/s Western Management, Concept & Levels of work Ethos.

Recommended Books:

1. Indian Ethos in Management – Dr. Tushar Agarwal, Nidhi Chandorkar, Himalaya Publishing House

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W	Credits
Paper Category:	Co -Curricular Courses CC-2					
Paper Name:	Health and Wellness Practices	Activity Based Practical			2	2
Paper Code:	23BBACC111	ESE*	ISE*	Total		
		30	20	50		

Course Objectives:

- To introduce the learners to the concept of health and wellness and its relevance in daily life.
- To introduce the learners to the relation between mind-body and its relevance.
- To introduce learners to health behavior and promotion of human strengths for well-being.

Course Outcomes: On completion of this course, the student should be able to.

- Explain the concept and nature of health, wellness and its various implications.
- Demonstrate adequate knowledge on well-being and promotion of healthy behavior.
- Assess the health and wellness in Scientific way.

Activity Based Theory cum Practical Course Content	Hours
Unit 1: A) Introduction to Health & Wellness ➤ Meaning, Definition and Importance of Health & Wellness ➤ Aspects Of Health & Wellness ➤ Factors influencing Health and Wellness B) Biomarkers ➤ Introduction ➤ Roll and Importance of Biomarkers ➤ Key Biomarkers to indicate Healthy body C) Mental, Emotional and Spiritual Health ➤ Introduction ➤ Ways to Improve Mental, Emotional and Spiritual Health D) Physical Health ➤ Introduction ➤ Basic Training Means and Methods ➤ Nutrition& Diet ➤ Sleep Cycles ➤ Ways to Improve Your Sleep	15 Hours

Unit 2:- Practical- Exercises for Health and Wellness <ul style="list-style-type: none"> ➤ Warm-Up and Cool Down - General & Specific Exercises ➤ General Fitness Activities ➤ Flexibility and Agility Exercises ➤ Strengthening Exercises (Basic to Intermediate) ➤ HIIT Training ➤ Assessment of Physical Fitness ➤ Relaxation techniques 	15 Hours
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Note: The practical classes shall be adapted to the physically challenged students as per requirement.

Pedagogy: The course shall be taught through Lecture, Practical, Interactive Sessions, Materials, Assignments, Seminars, Intramurals and Extra murals.

Recommended Books:

- 1) Russell, R.P. (1994). Health and Fitness Through Physical Education. USA: Human Kinetics.
- 2) Puri .k. Chandra S.S (2005) “Health and Physical Education” New Delhi : Surjeet Publication
- 3) Thomas D Fahey and others. Fit and well: 6th Edition New York: McGraw Hill Publishers,2005
- 4) Carr, A. (2004). Positive Psychology: The science of happiness and human strength. UK:Routledge.
- 5) Forshaw, M. (2003). Advanced psychology: Health psychology. London: Hodder and Stoughton.
- 6) Hick, J.W. (2005).Fifty signs of Mental Health. A Guide to understanding mental health.Yale University Press.
- 7) Snyder, C.R., &Lopez, S.J.(2007). Positive psychology: The scientific and practicalexplorations of human strengths. Thousand Oaks, CA: Sage.

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)					
NEP Curriculum, w.e.f. July 2023					
PROGRAMME: B.B.A - I, Level - 4.5 UG Certificate Level					
Semester:	II	Assessment and Evaluation Pattern			L/W* Credits
Paper Category:	Major-3				
Paper Name:	Business Environment	ESE*	ISE*	Total	4 4
Paper Code:	23BBAMM121	60	40	100	

Course Objective:

1. To make the students aware about developments in the business world.
2. To provide basic knowledge of business environment.
3. To analyze various categories those are constituting the business environment
4. To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of business.

Course Learning Outcomes:

- Examine how different factors and trends in the external environment are likely to impact upon a proposed business venture.
- Conduct a business analysis of the local and national environment.
- Employ business models and tools to evaluate changes in an organization's business environment.
- Conduct a business analysis of the local and national environment.

Unit 1: Business Environment

15 Hours

- 1.1 Introduction, Meaning, Definition,
- 1.2 Features, Importance
- 1.3 Environmental Analysis – SWOC & PESTLE Analysis– Merits & Demerits of Environmental Analysis

Unit 2: Dimensions of Business Environment

15 Hours

- 2.1 Internal Environment
- 2.2 External Environment: Micro & Macro.

Unit 3: Economic & Technological Environment

15 Hours

- 3.1 Economic Environment: Meaning, Economic Systems & Its Features
- 3.2 Economic Factors, Various Economic Policies & Its Impact on Business,
- 3.3 Introduction to Liberalization, Privatization and Globalization
- 3.4 Technological Environment: Technology & its Features,
- 3.5 Management of technology,
- 3.6 Transfer of technology & Regulations.

Unit 4: Political & Social-Cultural Environment

15 Hours

- 4.1 Political Environment: Various institutions – Legislature, Executive, Judiciary.
- 4.2 Social & Cultural Environment: Meaning, Nature of Social & Cultural Environment,
- 4.3 Social Responsibility towards various stakeholders

Recommended Books:

1. Business Environment - Francis Cherunilam, Himalaya Publication (ISBN: 978-93-5299-442-7)
2. Business Environment- Dr. C. N. Sontakki & Dr. Prakash Herekar, Mehta Publication (ISBN:978-81-7766-863-6)
3. Business Environment- Justin Paul (ISBN: 978-9353162498)
4. Essentials of Business Environment- K. Aswathappa, Himalaya Publication (ISBN:978-93-5273-481-8)

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	Major-4					
Paper Name:	Event Management	ESE*	ISE*	Total	2	2
Paper Code:	23BBAMM122	30	20	50		

Course Objective:

To give formal instructions and training to students to be future managers of the Event Industry. So that, they can effectively adjust technical proficiency to grow and excel in the field of Event Management.

Course Learning Outcomes:

- Students will be able to analyse the own role of conducting events.
- Students will be Plan and organize events and discuss ways of strategic marketing and media planning for event.
- Students will be able to demonstrate knowledge and ability to identify risk areas, evaluate safety measures.

Unit 1: Introduction to Event Management

15 Hours

- 1.1 Meaning, Definition, Characteristics
- 1.2 Categories of Events, Essential Skills, Functional Areas of Event Management
- 1.3 Analysis of Events, 5C's of Events
- 1.4 Decision Makers
- 1.5 Event Marketing & Designing
- 1.6 Importance of Events as a Marketing Communication Tool

Unit 2 Activities & Strategies in Event Management

15 Hours

- 2.1 **Activities:** Planning, Organising, Staffing, Teamwork, Leadership, Controlling
- 2.2 Pricing Objectives & Strategies
- 2.3 Public Relation Objectives & Strategies

Recommended Books:

1. Principles of Event Management by Annie Stephen & Hariharan HPH Publication
2. Event Marketing & Management by Sanjaya Singh Gaur & Sanjay V Saggere Vikas Pub.

S.A.P.D.J Pathashala's Hirachand Nemchand College of Commerce, Solapur (Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	Minor 1					
Paper Name:	Principles of Marketing	ESE*	ISE*	Total	2	2
Paper Code:	23BBAMN121	30	20	50		

Course Objective:

1. To develop understanding regarding basic Marketing concepts.
2. To impart the basic understanding of Segmentation & Consumer behaviour factors.
3. To build marketing skills among the students.

Course Learning Outcomes: After the completion of this course, the student should be able to:

1. Understanding of fundamental concepts of marketing
2. Improved knowledge of various marketing strategies

Unit 1: Introduction to Marketing & Marketing Environment

10 Hours

Definition, Importance, Orientations/ Concepts of Marketing, Distinction between Marketing and Selling, Concept of Marketing Environment, Major Macro-environmental Forces of Marketing Environment

Unit 2: Market Segmentation & Consumer Behaviour

10 Hours

Market Segmentation: Introduction to Market, Bases for Market Segmentation, Market Targeting, Product Positioning

Consumer Behaviour: Concept of Buyer, Customer, Consumer, Factors Influencing Consumer Behaviour, Buying Decision Making Process

Unit 3: Marketing Mix

10 Hours

Meaning, Definition, 4P's of Marketing- Product (Levels, Types, Branding), Price (Methods, Strategies), Place (Distribution System), Promotion (Tools- Advertisement, Sales Promotion, Personal Selling, Direct Marketing, Publicity)

Recommended Books:

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler (9th Edition)- Published by Prentice Hall
2. Marketing Management (Kotler, Keller, Koshy, Jha) – A South Asian Perspective- Pearson Prentice Hall
3. Marketing Management – Rajan Saxena- (2nd Edition)- Tata McGraw Hill

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Certificate Level						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	Minor I					
Paper Name:	Financial Education and Investment Awareness	ESE*	ISE*	Total	2	2
Paper Code:	23BBAMN122	30	20	50		

Course Objective:

- To inculcate knowledge of Financial Education,
- To inculcate basic knowledge of Investment.
- To understand various methods on investment.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- The students will be able to learn importance of savings and investment.
- The students will be able to understand various methods of investment.

Unit 1: Savings and Basics of Investments

15 Hours

1.1 **Savings:** Meaning, Importance

1.2 **Investment:** Meaning, Objectives, Characteristics, **Investment Goals:** Short-term goals, Medium-term goals, Long-term goals.

1.3 **Difference Between:** Saving and Investment, Investment and Speculation, Investment and Gambling, Speculation and Gambling.

Unit 2: Investment and Saving Alternatives

15 Hours

2.1 Bank Saving Schemes

2.2 Post Office Saving Schemes

2.3 Government Bonds

Recommended Books:

- Fundamentals of Investment Management – V. K. Bhalla, S.Chand Publication.
- Financial Education and Investment Awareness – Dr. K. Ramachandra, Dr. S. Alla Bakash, Dr. S. Nagabhushana, Dr. A. S. Geetha Bai, Himalaya Publishing House
- Investment Analysis and Portfolio Management – M. Ranganatham, R. Madhumathi, Pearson Education.
- Financial Education Booklet - SEBI

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Hirachand Nemchand College of Commerce, Solapur						
(Autonomous)						
NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Certificate Level						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	GE 2					
Paper Name:	Financial Accounting II	ESE*	ISE*	Total	4	4
Paper Code:	23BBAOE121	60	40	100		

Course Objective:

- To develop awareness about accounting as a language of business.
- To impart knowledge of accounting as applicable to business.
- To inculcate knowledge of preparing Final accounts.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- Students will be able to understand various accounting concepts.
- Students will be able to calculate depreciation.
- Students will be able to prepare of final accounts

Unit 1: Cash Book

15 Hours

- 1.1 Meaning, Importance
- 1.2 Types of Cash Book: Simple Cash Book
Two Columns Cash Book
Three Columns Cash Book
Petty Cash Book
- 1.3 Problems on Cash Book

Unit 2: Bank Reconciliation Statement

15 Hours

- 2.1 Meaning, need and importance
- 2.2 Reasons for difference in Bank Balance
- 2.3 Preparation of Bank Reconciliation Statement

Unit3: Depreciation

15 Hours

- 3.1 Concept, Objectives and Causes
- 3.2 Depreciation Methods: Straight Line Method, Written Down value Method, Sum of Years Digit, Double Declining Method, Annuity Method, Sinking Fund Method
- 3.3 Problems on Straight Line Method, Written Down Value Method.

Unit 4: Final Accounts

15 Hours

- 4.1 Preparation for Final Accounts for Proprietor: Preparation of Trading and Profit and Loss Account
- 4.2 Preparation of Balance Sheet

Recommended Books:

- Accounting for Management – Dr. Jawarharlal, Himalaya Publishing House.
- Financial Accounting – Dr. Kaustubh Arvind Sontakke, Himalaya Publishing House
- Essentials of Financial Accounting – ASISH k Bhattacharyya, PHI Learning Private Limited.
- Fundamentals of Financial Accounting – Naseem Ahmed, Nawab Ali Khan, M. L. Gupta

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: BBA- I, Level - 4.5						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	GE/OE - 2					
Paper Name:	Business Economics - II	ESE*	ISE*	Total	4	4
Paper Code:	23BBAOE122	60	40	100		

Course Objective: The course aims to acquaint the learners with fundamental of macroeconomic concepts and theories with its application in decision making.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- Understand nature and scope of macroeconomics with its importance in solving business problems.
- Examine implications of macroeconomic policies on business decisions.
- Analyse the relationship between various macro economics variables.

Unit 1: Introduction to Macro Economics

15 Hours

Meaning, Nature, Scope
Significance and Limitations
Macro Economics Goals & Objectives
Business economics - Features & Objectives
a) Full Employment b) Price Stability c) Social Justice d) Sustained & Inclusive Growth
e) Globalisation with Sovereignty intact
National Income-Meaning, Concept and Method.

Unit 2: Macro-Economic Problems

15 Hours

Unemployment
Phases of Business cycle
Inflation – forms, causes, effects and Controls
Balance of payment
Phillips Curve, Stagflation, Inflation gap

Unit 3: Money & Banking – Monetary Policy

15 Hours

Meaning, Concept and Features
Functions of Money
Demand for and Supply of Money
Commercial Bank – Role & Functions
Central Bank – Role & Functions

Unit 4: Public Finance

15 Hours

Objectives of Fiscal policy
Budget - Meaning and Classification
Public Revenue - Direct tax & Indirect tax
Public Expenditure – Classification, Causes of growth
Public Debt - Concept and Types

Recommended Books:

- Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
- Economics: Principles and Applications -Mankiw, N.G., Cengage Learning
- Business Economics - H.L. Ahuja, S. Chand Publication
- Macroeconomics-Theory & Policy: H. L. Ahuja, S. Chand Publication
- Managerial Economics - Moyer & Harris, Tata Mcgraw-Hill, New Delhi.
- Managerial Economics - D N Dwivedi, Vikas Publishing House.
- Business Economics– D. M. Mithani, Anjali Sane, Himalaya Publishing House

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	I	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	VSC-2					
Paper Name:	Salesmanship Skills	ESE*	ISE*	Total	2	2
Paper Code:	23BBAVS121	30	20	50		

Course Objective:

1. To make students familiar with different Salesmanship skills.
2. To develop qualities and skills of Salesmen among the students

Course Learning Outcomes: After the completion of this course, the student should be able to:

1. Understanding of concept of salesmanship and its importance.
2. Students will be acquainted with the basic selling techniques and skills.

Unit 1: Introduction to Salesmanship

15 Hours

Meaning, Definition, Importance, Concept of Sales Management, Qualities of Good Salesman, Types of Selling situations, Types of Salesman, AIDAS Theory of selling

Unit 2: Personal Selling:

15 Hours

Meaning, Definition, Objectives, Personal Selling Process, Buying motives (in personal selling), Concept of - Sales forecasting, Sales Presentation, Sales Demonstration, Sales Report

Recommended Books:

1. Sales Management – Still, Cundiff, Govoni (Pearson Publication)
2. Salesmanship- B. Dutta & Girish C (Himalaya Publishing House)
3. Sales Management- S A Chunawala (Himalaya Publishing House)

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Certificate Level						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	VSC II					
Paper Name:	Practicals on Financial Education and Investment Awareness	ESE*	ISE*	Total	2	2
Paper Code:	23BBAVS122	30	20	50		

Course Objective:

1. To create awareness in student about the need for possessing Investment Awareness
2. To describe the importance of Investment
3. To make help the students to avail, and manage services offered by investment avenues.

Course Learning Outcomes: After the completion of this course, the student should be able to:

1. The students will be able to understand the importance of Investment Awareness.
2. The students will be able to understand basic Investment concepts.
3. The students will be able to understand the purpose and functions of Banks, post offices for Investment Awareness.

Unit 1: Modern Investment Options

15 Hours

- 1.1 Equity Market, Bond Market
- 1.2 Mutual Fund, Debt Market, Gold.
- 1.3 NPS, Insurance, PPF, Real estate

Unit 2: Analysis of Investment Options

15 Hours

- 2.1 Analysis of Various Bank Schemes, Post Office Schemes, Gold Schemes.
- 2.2 Analysis of Modern Investment options: Equity, Mutual Fund, Insurance Market.

Recommended Books:

- Fundamentals of Investment Management – V. K. Bhalla, S.Chand Publication.
- Financial Education and Investment Awareness – Dr. K. Ramachandra, Dr. S. Alla Bakash, Dr. S. Nagabhushana, Dr. A. S. Geetha Bai, Himalaya Publishing House
- Investment Analysis and Portfolio Management – M. Ranganatham, R. Madhumathi, Pearson Education.
- Financial Education Booklet – SEBI

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	SEC-2					
Paper Name:	Practical on Event Management	ESE*	ISE*	Total	2	2
Paper Code:	23BBASE121	30	20	50		

Course Objective:

To give formal instructions and training to students to be future managers of the Event Industry. So that, they can effectively adjust technical proficiency to grow and excel in the field of Event Management.

Course Learning Outcomes:

- Students will be able to analyse the role of events in image building.
- Students will be able to explain all the steps of planning and organizing an event.
- Students will be Plan and organize events and discuss ways of strategic marketing and media planning for event.
- Students will be able to demonstrate knowledge and ability to identify risk areas, evaluate safety measures.

Unit 1: Event Management Procedure & Budgeting

15 Hours

- 1.1 Factors for Conducting Successful Event
- 1.2 Permissions, Catering, Catering, Electricity & Water Supply, Taxes
- 1.3 Preparing & Managing the Budget, Check List
- 1.4 Importance of Budgeting
- 1.5 Computer Aided Event Management & Marketing Intelligence & Information System
- 1.6 Roles & Responsibilities of Event Managers

Unit 2: Corporate Events

15 Hours

- 2.1 Meaning, Purpose of conducting Corporate Events
- 2.2 Planning of Corporate Event
- 2.3 Responsibilities of Corporate Events Organiser
- 2.4 Arrangements & Budgeting
- 2.5 Safety of Guests & Participants
- 2.6 Preparing Blueprint for Corporate Events
- 2.7 Draft an event proposal

Suggested co-curricular activities:

- Making Event Proposal, ▪ Organizing Small Events, ▪ Budgeting for Event

Reference Books:

1. Principles of Event Management by Annie Stephen & Hariharan HPH Publication
2. Event Marketing & Management by Sanjaya Singh Gaur & Sanjay V Saggere Vikas Pub.

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<p style="text-align: center;">NEP Curriculum, w.e.f. July 2023</p>						
<p style="text-align: center;">PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate</p>						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	AEC 2					
Paper Name:	Business Communication II	ESE*	ISE*	Total	2	2
Paper Code:	23BBAAE121	30	20	50		

Course Objective:

- To train students in communication skills effectively.
- To inculcate communication skills required for corporate world.
- To gain knowledge of technologies used in business communication.

Course Learning Outcomes: After the completion of this course, the student should be able to:

- The students will be able to learn various communication skills.
- The students will be able to write various types of letters
- The students will be able to understand new technologies used in communication.

Unit 1: Introduction to Channels

15 Hours

- 1.1 **Formal Channels:** Downward, Upward and Horizontal Channels of Communication.
1.2 **Informal Channels:** Grapevine, Rumour.
(Meaning, Medias, Merits and Demerits)

Unit 2: Professional Speaking and Writing

15 Hours

- 2.1 **Group Discussion:** Concept, Preparing for GDs, parameters of evaluation.
2.2 **Meetings:** Types of meetings. Meaning and Drafting of Notice, Agenda, Minutes
2.3 **Interviews:** Meaning, Types, Preparation for giving interviews (Physical, Mental, Psychological, Self Assessment)
2.4 **Technology in Communication:** Social media, blog writing and email writing

Recommended Books:

- Communication – C. S. Rayudu, Himalaya Publishing House (ISBN : 978-93-5051-953-0)
- Business Communication – Urmila Rai and S.M. Rai Himalaya Publishing House (ISBN : 978-93-5097-141-3)
- Business Communication: skills, Concepts and Applications – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson Education (ISBN : 978-81-3171-872-8, 8131718727)
- Effective Technical Communication – M Ashraf Rizvi- Tata McGraw Hill Publication (ISBN: 978-0-07-059952-9, 0-07-059952-1)

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NEP Curriculum, w.e.f. July 2023						
PROGRAMME: B.B.A - I, Level - 4.5						
Semester:	II	Assessment and Evaluation Pattern			L/W*	Credits
Paper Category:	VEC-2					
Paper Name:	Indian Constitution	ESE*	ISE*	Total	2	2
Paper Code:	23BBAVE121	30	20	50		

Course Objective:

The constitution of India is to provide individuals with a comprehensive understanding of India's constitutional framework, democratic principles, rights and duties, and the functioning of its governance institutions.

Course Learning Outcomes:

- Promotion of active citizenship, legal awareness, and critical thinking about constitutional issues.

Unit 1: Introduction to Indian constitution

15 Hours

- 1.1 **Preamble** - Introduction to Indian constitution (Components),
- 1.2 **Fundamental Rights** - overview of fundamental rights,
- 1.3 **Directive Principles** - Introduction to Directive Principles.
- 1.4 **Union Executive** - Powers and Functions of the President and Prime Minister.

Unit 2: Judiciary & Constitutional Amendments

15 Hours

- 2.1 **Judiciary Structure** - Supreme Court of India, High Courts and Subordinate Courts.
- 2.2 **Constitutional Amendments** - Process, significance and impact of important constitutional amendments.
- 2.3 **Emergency Provisions** - Powers and Implications of emergency provisions.

Recommended Books:

1. N. H. Jhabvala - Constitution of India - C. Jamnadas & Co., 2017 Edition
2. T. K. Tope : Constitution of India
3. G. Austin, History Democratic Constitution: The Indian Experience (2000) Oxford.
4. D.D. Basu, Shorter Constitution of India (1996), Prentice Hall of India, Delhi.
5. Constituent Assembly Debates Vol. 1 to 12 (1989)
6. H.M. Seervai, Constitution of India Vol. 1-3 (1992) Tripathi, Bombay.
7. M.P. Singh (ed) V.N. Shukla, Constitutional Law of India (2000) Oxford
8. G. Austin, Indian Constitution: Corner Stone of a Nation.(1972)
9. M. Galanter. Competing Equalities - Law and the Backward Classes in India (1984) Oxford.
10. B. Sivaramayya, Inequalities and the Law (1984) Eastern, Lucknow.

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NEP Curriculum, w.e.f. July 2023					
PROGRAMME: B.B.A - I, Level - 4.5 UG Level Certificate					
Semester:	II	Assessment and Evaluation Pattern			L/W* Credits
Paper Category:	Co -Curricular Courses CC-2				
Paper Name:	Sports and Fitness	Activity Based Practical			2 2
Paper Code:	23BBACC121	ESE*	ISE*	Total	
		30	25	50	

Course Objectives:

- To introduce the learners to the concept of Physical Education and Sports its relevance indaily life.
- To familiarize the learners with health -related Exercises and Sports for Overall growth&development
- To create a foundation for the professionals in Physical Education and Sports.

Course Outcomes: On completion of this course, the student should be able to.

- Understand the basic principles and practices of Physical Education &Sports
- Explain the concept and nature of Physical Education, Sports and its various implications.
- Demonstrate adequate knowledge of physical education and sports to promotion of healthybehavior..
- Develop professionalism among students to conduct, organize &officiate, Physical Educationand Sports events at schools, colleges and community.

Activity Based Theory cum Practical Course Content	Hours
Unit 1: A) Introduction to Physical Education and Sports. ➤ Meaning, Definition and Importance of Physical Education & Sports ➤ Aims and Objective of Physical Education & Sports B) Modern trends of Physical Education and Sports C) Career Opportunities in Physical Education and Sports D) Brief Introduction of One Major Game and One Indigenous Game(Among the list of IOA, AIU,SGFI) E) Introduction to Officiating of Sports and Games F) Intramural and Extramural Competitions	15 Hours

Unit 2:- Practical- Physical Education and Sports. <ul style="list-style-type: none"> ➤ Specific Warm-Up and Cool Down ➤ Fundamental Techniques, Skills, Drills, Tactics of the specific Game ➤ Specific Fitness for specific Sport/Game ➤ Officiating of the Specific Game ➤ Intramural and Extra-mural Competitions ➤ Project/Record 	30 Hours
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Note: Games may be selected based on student strength and the facilities available in the college. The practical classes shall be adapted to the physically challenged students as per requirement.

Recommended Books:

- 1) Bucher, C. A. (n.d.) Foundation of physical education. St. Louis:
- 2) C.V. Mosby Co. Deshpande, S. H. (2014). Physical Education in Ancient India. Amravati: Degree college of Physical education.
- 3) Russell, R.P. (1994). Health and Fitness Through Physical Education. USA: Human Kinetics.
- 4) Puri .k. Chandra S.S (2005) “Health and Physical Education” New Delhi : Surjeet Publication
- 5) William, J. F. (1964). The principles of physical education. Philadelphia: W.B. Saunders Co.
- 6) Coalter, F. (2013) Sport for Development: What game are we playing?. Routledge
- 7) Singh Hardayal (1991), Science of Sports Training, DVS Publication, New Delhi
- 8) Amit Arjun Budhe, (2015) Career aspects and Management in Physical Education, Sports Publication, New Delhi
- 9) **Principles of Coaching and Officiating**, 2012, Piyush Jain & Dr.C.S.Tomar, Khel Sahitya Kendra, Darya Ganj, New Delhi
- 10) **Principles of Officiating**, 2012, Prof.Dabir.R.Qureshi, Sports Publications, Ansari Road, New Delhi
- 11) Vanaik.A (2005) Play Field Manual, Friends Publication New Delhi

Note: Skills of Sports and Games (Game Specific books) may be referred