



Pimpri Chinchwad Education Trust's

Pimpri Chinchwad College of Engineering and Research, Ravet

(An Autonomous Institute affiliated to Savitribai Phule Pune University)

Curriculum Structure

BBA

Academic Year: 2026–2027

Bachelor of Business Administration

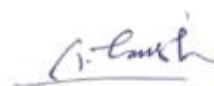


National Education Policy (NEP) 2020 Compliant Approved by the Board of Studies (BoS- Applied Science & Humanities) and Academic Council


Dr. Smriti Pathak

Chairman – Board of Studies (Bachelor of Business Administration) PCET's Pimpri Chinchwad College of Engineering and Research, Ravet, Pune - 412101





Chairman, Academic Council
PCET's Pimpri Chinchwad College of Engineering and Research, Ravet,
Pune - 412 101

With effect from (AY2026-27)

Contents

1.	Nomenclature.....	03
2.	Preface by Board of Studies	04
3.	Vision Mission of the Institute and Department.....	05
4.	General Rules and Regulations Studies.....	06
5.	Program Specific Outcomes	10
6.	Program Educational Objectives	10
7.	Program Outcomes (PO)	12
8.	Syllabus for Semester-III.....	14
9.	Syllabus for Semester-IV.....	28
10.	Annexure – I.....	42
11.	Annexure – II	57

Nomenclature

AEC	Ability Enhancement Course
MDC	Multi-Disciplinary Elective Course
VAC	Value Addition Course
SEC	Skill Enhancement Course
CC	Core Courses
DSE	Discipline Elective Courses
AICTE	All India Council of Technical Education
OE	Open Elective
PO	Program Outcomes
PEO	Program Educational Outcomes
PSO	Program Specific Outcomes
WK	Knowledge an Attitude Profile
BA	Business Administration
BOS	Board of Studies

Preface by Board of Studies

Dear Students and Teachers,

We, the members of the Board of Studies for Bachelor of Business Administration (BBA), are delighted to present the revised syllabus for the **Second Year BBA program**, effective from the **Academic Year 2026-27** at **Pimpri Chinchwad College of Engineering & Research (PCCOER), Ravet, Pune** – an autonomous institute.

This syllabus has been thoughtfully designed following the recommendations and guidelines of the **National Education Policy (NEP) 2020, Savitribai Phule Pune University, UGC, AICTE** and other accreditation agencies. It reflects our commitment to providing quality education that aligns with **contemporary academic standards, industry expectations, and global business trends**.

The curriculum aims to offer students a **strong foundational understanding of business concepts, principles, and practices** across various disciplines such as marketing, finance, human resource management, communication, entrepreneurship, and emerging technologies. Emphasis is laid on **critical thinking, practical application, ethical practices, and the development of entrepreneurial and leadership skills** that are essential in today's dynamic business environment.

The **Board of Studies meeting** was conducted with the involvement of academic experts, industry professionals, alumni, and faculty members to ensure that the curriculum remains relevant, forward-looking, and holistic. Additionally, **online learning resources such as NPTEL, SWAYAM, and case-based learning tools** have been integrated wherever appropriate to enhance student engagement and support self-directed learning.

We are confident that this syllabus will foster not only academic growth but also the **professional and personal development** of our students. It is designed to empower them to pursue higher education, competitive exams, start-ups, or successful careers in the business world with integrity and confidence.

We express our sincere gratitude to all stakeholders – faculty, students, industry representatives, and subject experts – for their valuable contributions and support in the formulation of this syllabus.

Dr. Smriti Pathak

Chairman – Board of Studies (Bachelor of Business Administration)

Pimpri Chinchwad College of Engineering & Research

Department: Bachelor of Business Administration

Vision:

The Department of BBA aims to become a premier center for business, technology, and research education by preparing confident, creative, and socially responsible, who are ready to serve the needs of society and associated stakeholders.

Mission:

- To provide quality education that builds strong knowledge, critical thinking, and problem-solving skills in business and technology.
- To inspire students to explore new ideas and use the latest technologies to develop innovative solutions in management and computer applications.
- To develop practical, entrepreneurial, and technical skills that prepare students for successful and meaningful careers worldwide.
- To nurture ethical values and a sense of social responsibility, encouraging students to become responsible professionals who contribute positively to their communities.

General Rules and Guidelines

- **Course Outcomes (CO):** Course Outcomes are narrower statements that describe what students are expected to know, and are able to do at the end of each course. These relate to the skills, knowledge and behavior that students acquire in their progress through the course.
- **Assessment:** Assessment is one or more processes, carried out by the institution, that identify, collect, and prepare data to evaluate the achievement of Program

Educational Objectives and Program Outcomes.

- **Evaluation:** Evaluation is one or more processes, done by the Evaluation Team, for interpreting the data and evidence accumulated through assessment practices. Evaluation determines the extent to which Program Educational Objectives or Program Outcomes are being achieved, and results in decisions and actions to improve the program.

Guidelines for Examination Scheme

Theory Examination: The theory examination shall be conducted in two different parts Comprehensive Continuous Evaluation (CCE) and Summative Assessment (SA).

SY Autonomy Assessment

I) Theory – 100 Marks

a) Formative Assessment – 50 Marks

b) Summative Assessment – 50 Marks

II) Practical Exam – 25 Marks

Component	Unit Covered	Assessment Type	Marks	Details
Formative Assessment-I	Unit I & II	Attendance	6	-
		Unit Test	14	7 Marks each Unit
		Attendance	6	-
Formative Assessment-II	Unit III & IV	Pedagogical Tools	14	7 Marks each Unit Assignment, Viva, Case Study, Group Discussion, Poster/Tech Presentation, Open Book Test, Model Making
Formative Assessment-III	Unit V	Attendance	3	-
		Quiz	7	-
Total Formative Assessment			50	Includes 50 marks from above Formative Assessments

2. Summary Table:

Assessment Type	Component	Marks	Weightage
Formative Assessment	Attendance	15	15%
	Different Tools	35	35%
Summative Assessment	Semester Exam	50	50%
Total		100	100%

Formative Assessment (FA) Theory Courses:

- The FA for Open Elective, Core Courses shall be conducted at department level. FA shall

consist of three evaluation instances as follows:

- a. Formative Assessment 1 (FA 1) [Unit Test.]
 - b. Formative Assessment 2 (FA 2) [Assignment/ case study/ Quiz/Poster/ Presentation / Seminar presentation/ Open book test etc.]
 - c. Formative Assessment 3 (FA 3) [Assignment and Quiz]
- ii. Sum of the scores obtained in FA 1, FA 2 & FA 3 shall be considered for computing the final FA of a student in each course.

Internal Evaluation of Practical Term work

- i. Continuous evaluation of each experiment/assignment shall be done throughout the semester, collating as Term work at the end of each semester. The Evaluation in a laboratory course will be based on the following criteria
- Attendance and participation in laboratory work.
 - Performance in Evaluation of understanding through viva voce, group discussions quizzes, etc.
 - The quality of work as prescribed by the course instructor.
 - Report through laboratory journals
- ii. It is mandatory for the student to complete all the experiments/assignments as specified in course curriculum for the grant of term work. It is obligatory to maintain and submit laboratory journals as prescribed by the course instructor before the Term End.
- iii. Students shall be detained for incomplete term work and non-submission of laboratory journals and will require registering the course again.
- iv. Term work marks assigned for special courses such as Mini Project etc. shall be evaluated based on parameters proposed by respective Department and duly approved by Dean Academics.

External Evaluation:

Theory Evaluation:

Summative Assessment (SA): Summative assessment at the end of semester shall be conducted for external evaluation. This SA of 60 Marks and it will be conducted at Institute level.

Re-examination: Re-examination shall be conducted after declaration of result of main SA

examination for students with failed/acquired transitional grade as per rules and regulations. Students need to pay additional examination fees for such Re-SA examinations. Re-SA examination shall be provided for those students who are having satisfactory attendance (Minimum 75%), course-wise, but remain absent for the regular SA due to a valid/unavoidable circumstance.

Program Specific Outcomes (PSO)

PSO 1: Apply core concepts from marketing, finance, human resources, economics, and entrepreneurship to solve structured and unstructured business problems.

PSO 2: Demonstrate proficiency in the use of modern digital tools and platforms including data analytics, productivity software, and communication technologies for business decision-making.

PSO 3: Integrate ethical reasoning, environmental awareness, and sustainability principles into business strategies and social initiatives.

PSO 4: Exhibit entrepreneurial thinking and the ability to plan, launch, and manage business ventures aligned with innovation, technology, and customer value.

Program Educational Objectives (PEOs)

PEO 1: Develop into competent professionals capable of applying business knowledge, analytical skills, and digital tools in real-world environments.

PEO 2: Pursue higher education, entrepreneurship, or gainful employment across diverse business sectors with an innovation-driven mindset.

PEO 3: Demonstrate effective communication, teamwork, and leadership while embracing ethical business practices and global citizenship.

PEO 4: Contribute responsibly to society by integrating sustainable business practices and promoting social welfare through their careers or ventures.

SEMESTER WISE CREDIT DISTRIBUTION

SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA
[BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)] PROGRAM

Semester	BBA							BBA (Honours)			BBA (Honours with Research)		
	I	II	III	IV	V	VI	Total Credit	VII	VIII	Total Credit	VII	VIII	Total Credit
Core Courses	12	12	12	17	8	6	67	4	-	71	8	20	95
Ability Enhancement Courses	6	4	-	-	-	-	10	-	-	10	-	-	10
Multi-Disciplinary Elective course	2	2	3	-	-	-	07	4	-	11	-	-	07
Value added Courses	2	2	2	2	-	-	08	-	-	08	-	-	08
Skill Enhancement courses	-	2	4	2	3	4	15	4	12	31	4	-	19
Discipline Specific Elective	-	-	-	-	10	11	21	8	8	37	8	-	29
Total	22	22	21	21	21	21	128	20	20	168	20	20	168

3 Years BBA Program	Total Credits = 128
4 Years BBA (Honours)	Total Credits = 168
4 Years BBA (Honours with Research)	Total Credits = 168

	Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering & Research Ravet, Pune <i><u>An Autonomous Institute</u></i>	
AY: 2025– 26	<u>Board of Studies – BBA Department</u> <u>BBA BoS</u>	Term I

Program Outcomes (POs)

PO1: Graduates will have a thorough understanding of fundamental business principles, including management, finance, marketing, and human resources.

PO2. Graduates will demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.

PO3. Graduates will possess strong written and verbal communication skills, essential for business reporting, presentations, and professional interactions.

PO4. Graduates will exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.

PO5. Graduates will be adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.

PO6. Graduates will understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.

PO7. Graduates will integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.

PO8. Graduates will be well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and

knowledge.

PO9. Graduates will have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.

Level 5																	
Course Code	Course	Course Type	Credits	Credit Scheme				Teaching Scheme (Hrs / Week)				Evaluation Scheme					Total Marks
				L	T	P	T	L	T	P	T	F	S	P	O	T	
				U	R	W		U	R	W		A	A	R	R	W	
Semester III																	
CC - 201 - BA	Cost & Management Accounting	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC - 202 - BA	Legal & Ethical Issues in Business	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC - 203 - BA	Human Resource Management	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
MDC - 201 - BA	Digital Marketing	MDE	3	3	0	0	0	3	0	0	0	50	50	-	-	-	100
SEC - 201 - BA	Management Information System	SEC	4	2	0	2	0	2	0	4	0	25	25	50	-	-	100
VAC - 201 - BA	VAC	VAC	2	0	0	2	0	0	0	2	0	-	-	50	-	-	50
	Total		21	17	-	4	-	17	-	6	-	225	225	100	-	-	550

*VAC-201-BA – To be chosen from the basket

VAC (Value Added Course) Basket	
Sr. No	Subject / Course
1	Yoga
2	NSS

Level 5																	
Course Code	Course	Course Type	Credits	Credit Scheme				Teaching Scheme (Hrs / Week)				Evaluation Scheme					Total Marks
				L	T	P	T	L	T	P	T	F	S	P	O	T	
					U	R	W		U	R	W	A	A	R	R	W	
Semester IV																	
CC - 251 - BA	Entrepreneurship and Startup Ecosystem	CC	2	2	0	0	0	2	0	0	0	25	25	-	-	-	50
CC - 252 - BA	Operations Management	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC - 253 - BA	Financial Management	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC - 254 - BA	Business Research methodology	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC - 255 - BA	International Business	CC	3	3	0	0	0	3	0	0	0	50	50	-	-	-	100
VAC - 251 - BA	Public Health and management	VAC	2	2	0	0	0	2	0	0	0	25	25	-	-	-	50
SEC - 251 - BA	Information and Communication Technology	SEC	2	2	0	0	0	2	0	0	0	25	25	-	-	-	50
Total			21	21	-	-	-	21	-	-	-	275	275	-	-	-	550

SEMESTER –III

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: III	
Course Code: CC - 201 - BA			Name of Course: Cost & Management Accounting			
Teaching Scheme (Hrs/week):				Credits: 04		
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 marks					
Course Objectives:						
1. Understand the framework, principles and scope of cost and management accounting.						
2. Apply material, labour and overhead cost concepts for accurate cost determination.						
3. Use marginal costing and budgeting tools for managerial decision-making.						
4. Analyze financial statements using comparative, common-size and ratio analysis techniques.						
5. Prepare cash flow statements and managerial reports to support business decision-making.						
Course Outcomes:						
CC-201.1	Recall key concepts, terminology and classifications of cost and management accounting.					
CC-201.2	Explain the elements of cost and prepare a cost sheet and quotations.					
CC-201.3	Apply material control, labour costing methods, and overhead allocation in cost computation problems.					
CC-201.4	Analyze business performance using marginal costing, budgeting techniques.					
CC-201.5	Interpret and evaluate financial performance using comparative statements, common-size statements, trend analysis, and ratio analysis (liquidity & profitability).					
Course Content						
Unit I	Introduction to Cost and Management Accounting					(14 Hours)
Meaning, Definitions, Features, Objectives, Functions, Scope, Advantages and Limitations of Cost & Management Accounting; Differences and Relationship between Cost Accounting, Management Accounting and Financial Accounting; Cost Concepts and Cost Classification.						
Unit II	Elements of Cost and Cost Sheet					(10 Hours)
Elements of Cost (Material, Labour & Overheads); Preparation of Cost Sheet and Quotation; Material Cost – Direct and Indirect Materials; Inventory Control Techniques – Stock Levels, EOQ, ABC Analysis; Pricing of Material Issues – FIFO, LIFO, Average Cost Method.						
Unit III	Labour Cost and Overheads					(12 Hours)
Labour Cost – Direct and Indirect Labour, Methods of Wage Payment and Incentive Plans (Halsey, Rowan, Taylor’s Piece Rate); Overheads – Meaning, Features, Classification, Allocation and Apportionment, Primary & Secondary Overhead Distribution Methods.						
Unit IV	Marginal Costing & Budgetary Control					(12 Hours)
Marginal Costing – Meaning, Importance, Marginal Cost Equation; Absorption vs Marginal Costing; Break-Even Analysis, P/V Ratio, Cost-Volume-Profit Analysis, Margin of Safety and Angle of Incidence; Budget and Budgetary Control – Meaning, Importance, Types of Budgets; Flexible Budget & Cash Budget (Problems).						
Unit V	Financial Statement Analysis					(12 Hours)
Comparative and Common Size Statements; Trend Analysis; Ratio Analysis – Liquidity, Solvency, Proprietary, Profitability, Turnover & Leverage Ratios(problems on Liquidity and profitability ratio)						
1. Learning Resources						

Text Books:

- ☐ **M.N. Arora** – *Cost and Management Accounting*, Himalaya Publishing House.
- ☐ **Dr. S.N. Maheshwari & S.K. Maheshwari** – *Cost Accounting: Theory and Problems*, Sultan Chand & Sons.
- ☐ **Jain & Narang** – *Cost Accounting*, Kalyani Publishers.

Reference Books:

- ☐ **Horngren, Datar & Rajan** – *Cost Accounting: A Managerial Emphasis*, Pearson.
- ☐ **Colin Drury** – *Management and Cost Accounting*, Cengage.
- ☐ **Khan & Jain** – *Management Accounting*, Tata McGraw Hill.

e-resources:

- | | |
|---|---|
| NPTEL – Cost & Management Accounting (IITs/UGC MOOCs) | https://nptel.ac.in/courses/110/107/110107073/ |
| Accounting Study Material – ICAI BOS Portal | https://www.icaai.org/post.html?post_id=10130 |
| Open Textbook: Principles of Accounting | https://openstax.org/details/books/principles-managerial-accounting |

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Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: III	
Course Code: CC - 202 - BA			Name of Course:Legal and Ethical issues in business			
Teaching Scheme (Hrs/week):				Credits: 4		
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 Marks					
Course Objectives:						
1. Develop an understanding of the fundamental principles of business law and contracts.						
2. Explain the legal framework related to sales, leases, negotiable instruments, and consumer protection.						
3. Introduce the significance of business ethics and corporate social responsibility in managerial decision-making.						
4. Familiarize students with Indian ethical philosophies and their relevance to organizational behavior.						
5. Equip students with ethical decision-making frameworks to resolve conflicts and promote effective corporate governance.						
Course Outcomes:						
CC-202.1	Recall basic legal concepts, contract essentials, and ethical terminology.					
CC-202.2	Explain the role of law and ethics in business decision-making.					
CC-202.3	Apply legal rules to business situations involving contracts, sales, and negotiable instruments.					
CC-202.4	Analyze ethical issues in functional areas and evaluate stakeholder concerns.					
CC-202.5	Design and evaluate ethical decision-making strategies and governance practices in organizations.					
Course Content						
Unit I	Introduction to Business Law & Contract Law					(10 Hours)
Meaning and Scope of Business Law; Importance of Law in Business; Essentials of a Valid Contract; Offer and Acceptance; Consideration; Contractual Capacity; Types of Contracts; Performance of Contract; Breach of Contract and Remedies; Business Torts; Employment Law; Product Liability and Consumer Protection Laws.						
Unit II	Sales, Leases and Negotiable Instruments					(12 Hours)
Formation of Sales Contracts; Leasing of Goods; Title and Risk of Loss; Performance and Remedies in Sales Contracts; Warranties and Product Liability; Negotiable Instruments: Meaning, Negotiability, Negotiation, Holder in Due Course; Liability and Discharge; Banking & Customer Relationship; Electronic Fund Transfers.						
Unit III	Introduction to Business Ethics and Social Responsibility					(14 Hours)
Meaning and Importance of Business Ethics; Business Ethics in India; Benefits of Ethical Practices; Stakeholder Interests and Ethical Issues; Corporate Social Responsibility (CSR); Environmental Responsibility; Ethical Issues in Marketing, Finance and HR; Ethical Responsibilities of Multinational Corporations; Global Ethical Dilemmas: Human Rights, Discrimination, Intellectual Property, Environmental Impact.						
Unit IV	Indian Ethical Thought and Moral Foundations					(14 Hours)
Philosophical and Religious Approaches to Ethics; Moral vs Legal Approach; Ethical Teachings from Bhagavad Gita; Kautilya’s Arthashastra; Swami Vivekananda’s Ethics and Message to Youth; Karmyog and Indian Philosophy of Work Ethics; Introduction to Integral Humanism.						
Unit V	Ethical Decision Making in Organizations & Corporate Governance					(10 Hours)

Individual and Organizational Determinants of Ethical Behavior; Ethical Decision-Making Frameworks; Corporate Governance – Meaning, Importance and Practices; Whistleblowing; Conflict Resolution & Ethical Problem-Solving in Business Contexts.

1. Learning Resources

Text Books:

- **N.D. Kapoor** – *Elements of Business Law*, Sultan Chand & Sons.
- **P.P.S.Gogna** – *A Textbook of Business Law*, S.Chand Publications.
- **Fernando, A.C.** – *Business Ethics: An Indian Perspective*, Pearson. education.

Reference Books:

- **Chandrasekaran, N. & Raghavan, U.** – *Ethics in Business and Corporate Governance*, Oxford University Press.
- **Charles E. Scott** – *Business Ethics: Moral Decision Making*, Prentice Hall.
- **K. Aswathappa** – *Business Environment*, Himalaya Publishing House.

E-resources:

NPTEL – Business Ethics <https://nptel.ac.in/courses/110105081>

MCA / Corporate Governance Portal (Gov. of India) <https://www.mca.gov.in>

CSR Guidelines & Reports – Ministry of Corporate Affairs <https://csr.gov.in>

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Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: III	
Course Code: CC - 203 - BA			Name of Course: Human Resource Management: Employee Management & HRM Practices			
Teaching Scheme (Hrs/week):				Credits: 4		
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 Marks					
Course Objectives:						
1. Gain awareness of the fundamental concepts, scope, and significance of Human Resource Management in organizational success.						
2. Develop an understanding of how effective HR planning, recruitment, and selection contribute to workforce efficiency.						
3. Build practical insights into training, performance evaluation, and employee engagement techniques used in modern workplaces.						
4. Enhance analytical and decision-making skills through the application of HR analytics and technology in managing people.						
5. Foster ethical thinking and career-oriented perspectives by exploring fair compensation systems, career development, and emerging HR trends.						
Course Outcomes:						
CC-203.1	Explain the principles, scope, and strategic role of HRM in organizations.					
CC-203.2	Analyze HR planning, recruitment, and selection processes for workforce optimization.					
CC-203.3	Apply training, development, and onboarding techniques to enhance employee performance.					
CC-203.4	Evaluate compensation systems, career and succession planning for employee retention.					
CC-203.5	Assess ethical, technological, and global HR trends to propose innovative HR practices.					
Course Content						
Unit I	Foundations of Human Resource Management					(12 Hours)
Human Resource management: Meaning, Definition, Scope, Advantages & Disadvantage, Factors Influencing HR Estimation, Policies, Ethics & Professionalism in HRM, Emerging Trends in HRM.						
Unit II	Human Resource Planning and Job Analysis					(12 Hours)
Human Resource Planning: Meaning, Definition, Process, Advantages & Barriers, Factors Influencing HR Estimation, Job Analysis: Meaning, Objectives, and Importance, Components: Job Description, Job Specification, Job Evaluation., Job Design; Job rotation, Job enlargement, Job enrichment.						
Unit III	Talent Acquisition, Onboarding, and Training & Development					(12 Hours)
Recruitment: Meaning, Factors, and Sources (Internal & External), Process, Selection: Meaning, Process, Methods, and Influencing Factors, Onboarding and Induction: Objectives, Process, and Effective Integration, Training & Development: Objectives, and Methods (On-the-Job & Off-the-Job), Evaluating Training Effectiveness.						
Unit IV	Performance Management and Employee Engagement					(12 Hours)
Performance Appraisal; Methods- 360° Feedback, Goal Setting, KPIs, and Performance Metrics, Employee Engagement: Key Drivers, Models, and Strategies, Job Satisfaction: Meaning, Factors, and Measurement Techniques, Retention Strategies: Employer Branding, Career Growth, Work-Life Balance.						

Unit V	Compensation and Career Development	(12Hours)
Compensation Management: Meaning, Objectives, Components, Pay Structure, Internal and External Equity, Employee Benefits: Incentives, Fringe Benefits, and Non-Monetary Benefits, Career Planning: Concept, Process, and Importance, Succession Planning and Internal Mobility, Use of HR Analytics in Compensation and Career Management		
1. Learning Resources		
Text Books:		
☐ Gary Dessler & Varkkey – <i>Human Resource Management</i> , Pearson. ☐ K. Aswathappa – <i>Human Resource Management: Text and Cases</i> , McGraw Hill. ☐ VSP Rao – <i>Human Resource Management: Text and Cases</i> , Excel Books.		
Reference Books:		
☐ Decenzo & Robbins – <i>Fundamentals of Human Resource Management</i> , Wiley India. ☐ P. Subba Rao – <i>Essentials of HRM and Industrial Relations</i> , Himalaya Publishing. ☐ Armstrong, M. – <i>Armstrong's Handbook of Strategic HRM</i> , Kogan Page.		
E-resources:		
☐ https://www.shrm.org – Society for Human Resource Management ☐ https://www.cipd.co.uk – Chartered Institute of Personnel and Development ☐ https://hbr.org – Harvard Business Review (HR Insights) ☐ https://www.managementstudyguide.com ☐ NPTEL Courses: <i>Human Resource Management</i> (IIT Kharagpur, IIT Roorkee) ☐ YouTube: HR 360, Gregg Uehlein (SHRM Trainer)		

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Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: III	
Course Code: MDC - 201 - BA			Name of Course:Digital Marketing			
Teaching Scheme (Hrs/week):				Credits: 03		
Lecture	Practical	TW		Lecture	Practical	TW
3	-	-		3	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 Marks					
Course Objectives:						
1. Introduce the fundamentals and evolving landscape of Digital Marketing.						
2. Develop understanding of social media, website optimization, and online advertising strategies.						
3. Enhance skills in content writing and engagement-driven communication.						
4. Apply SEO, inbound marketing and conversion techniques to attract and retain customers.						
5. Familiarize students with emerging trends such as AI tools, influencer marketing, and automated engagement systems.						
Course Outcomes:						
MDE-201.1	Recall key concepts, tools and terminology of digital marketing.					
MDE-201.2	Explain digital engagement, website strategies and content writing approaches.					
MDE-201.3	Apply social media and SEO techniques to improve online visibility.					
MDE-201.4	Analyze digital performance metrics to enhance marketing effectiveness.					
MDE-201.5	Evaluate and create marketing strategies using AI tools, influencer marketing and UGC practices.					
Course Content						
Unit I	Fundamentals of Digital Marketing					(9 Hours)
Meaning and Concept of Digital Marketing; Digital Marketing Tools & Process; Online Visibility – Meaning, Types and Ways to Improve Visibility; Visitor Engagement – Meaning, Importance and Examples; Inbound vs Outbound Marketing; Bringing Targeted Traffic; Conversion Process and Types of Conversion.						
Unit II	Social Media & Online Advertising					(9 Hours)
Social media marketing and online advertising platforms; fundamentals of video platform marketing; basic concepts of email marketing and common strategies used; understanding audience targeting and how to reach the right audience; planning social media campaigns and understanding simple performance indicators used to measure campaign effectiveness.						
Unit III	Website Creation & SEO Optimization					(9 Hours)
Basics of the World Wide Web(WWW) and domain names; how to purchase and choose a domain name; purpose of a website and basic website structure; simple and effective design of a home page; basic concept of search engine optimization(SEO); on-page and off-page optimization; use of keywords and metadata; ways to improve website performance and visibility.						
Unit IV	Content Writing for Digital Platforms					(9 Hours)
Meaning and importance of content writing in digital platforms; types of content such as website content, blogs, articles, and promotional writing; role and basic responsibilities of a digital content writer; essential skills needed for effective content writing; simple content planning for audience engagement and conversion.						
Unit V	Recent Trends and Innovations in Digital Marketing					(9 Hours)
AI-Powered Marketing; Use of AI Tools in Content Creation; AI-driven Customer Behavior Analytics & Personalization; Chatbots& Virtual Assistants; Influencer and Creator Marketing; Micro & Nano Influencers; User Generated Content (UGC) Strategy.						

1. Learning Resources	
Text Books:	
☐	Seema Gupta – <i>Digital Marketing</i> , McGraw Hill.
☐	DebraZahay – <i>Digital Marketing Management</i> , SAGE Publications.
☐	Philip Kotler, Kartajaya&Setiawan – <i>Marketing 5.0: Technology for Humanity</i> , Wiley.
Reference Books:	
☐	RyanDeiss& Russ Henneberry – <i>Digital Marketing for Dummies</i> , Wiley.
☐	Chaffey, D. & Ellis-Chadwick, F. – <i>Digital Marketing</i> , Pearson.
☐	Jonah Berger – <i>Contagious: How to Build Word of Mouth in the Digital Age</i> , Simon & Schuster.
e-resources:	
☐	Google Digital Garage (Free Certification) https://learndigital.withgoogle.com
☐	HubSpot Academy (Free Courses on Digital Marketing) https://academy.hubspot.com
☐	Meta Blueprint – Social Media Marketing Training https://www.facebook.com/business/learn

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: III	
Course Code: SEC - 201 - BA			Name of Course: Management Information System			
Teaching Scheme (Hrs/week):				Credits: 04		
Lecture	Practical	TW		Lecture	Practical	TW
2	2	-		2	2	-
Examination Scheme :						
FA	ESE	PR				
25 Marks	25 Marks	50 Marks				
Course Objectives:						
1. Introduce the fundamental concepts, role and scope of MIS in organizational decision-making.						
2. Develop understanding of database management systems and data organization.						
3. Explain various applications of MIS, DSS, KMS, and enterprise-wide information systems.						
4. Familiarize learners with project management approaches in information system implementation.						
5. Create awareness regarding ethical, social, and legal challenges in the digital information era.						
Course Outcomes:						
SEC-201.1	Recall key concepts, elements and types of MIS and database systems.					
SEC-201.2	Explain the role of MIS and DBMS in organizational processes.					
SEC-201.3	Apply MIS and DSS concepts to support business decisions and operations.					
SEC-201.4	Analyze enterprise systems and evaluate system implementation and risk management approaches.					
SEC-201.5	Evaluate and formulate MIS strategies considering ethical, technological and organizational implications.					
Course Content						
Unit I	Introduction to MIS & Information Systems					(6 Hours)
Meaning and Concept of MIS; Objectives, Functions and Types of MIS; Components & Dimensions of Information Systems; Role and Benefits of MIS in Organizations; IT Infrastructure and its Evolution; Components of IT Infrastructure; New Approaches to System Building in the Digital Era.						
Unit II	Database Management Systems					(6 Hours)
Database Concepts; Objectives and Advantages of Database Approach; Characteristics of DBMS; Data Processing Systems; Components of DBMS Packages; Database Administration; Entity–Relationship (E-R) Model – Basic Concepts.						
Unit III	Information Systems in Business Applications					(6 Hours)
MIS Applications in Business; Decision Support System (DSS); Group Decision Support System (GDSS); DSS in E-Enterprise; Knowledge Management System and Expert System; Enterprise Systems; E-Business, E-Commerce and E-Communication; Business Process Reengineering (BPR).						
Unit IV	Project Management in MIS Implementation					(6 Hours)
Meaning and Importance of IT Project Management; Project Management Life Cycle; Project Risk and Uncertainty; Controlling Risk Factors; Agile Methodologies; Introduction to SCRUM – Roles, Meetings, User Stories; Information System Project Documentation.						
Unit V	Ethical, Social and Contemporary Issues in MIS					(6 Hours)
Ethical Issues in Using Information Systems; Social and Political Issues in the Information Era; Data Security, Privacy and Cyber Laws; MIS Challenges in Digital Organizations; MIS and Organizational Change; Future Trends in MIS and IT Governance.						
1. Learning Resources						

Text Books:	
☐ Laudon& Laudon – <i>Management Information Systems</i> , Pearson. ☐ James O'Brien & George Marakas – <i>Management Information Systems</i> , McGraw Hill. ☐ Waman S. Jawadekar – <i>Management Information Systems</i> , McGraw Hill.	
Reference Books:	
☐ Ralph Stair & George Reynolds – <i>Principles of Information Systems</i> , Cengage. ☐ Gordon B. Davis – <i>Management Information Systems: Conceptual Foundations</i> , McGraw Hill. ☐ Alexis Leon – <i>Enterprise Resource Planning</i> , Tata McGraw Hill.	
E-resources:	
NPTEL – Management Information Systems Course: https://nptel.ac.in/courses/110/105 MIT OpenCourseWare – Information Systems & Data Management: https://ocw.mit.edu TutorialsPoint MIS Resources: https://www.tutorialspoint.com/management_information_system/	
2. Management Information System Laboratory/Tutorial	
List of Tutorials:	
Tutorial No.	Content
01	Hands-on: Create, save, and format a basic document.
02	Practice text alignment, font styles, and paragraph formatting.
03	Create and edit tables, format columns, and insert objects.
04	Apply headers, footers, page numbers, and special effects.
05	Group activity: Collaborative document editing.
06	Create, save, and format a basic spreadsheet.
07	Hands-on: Apply SUM, AVERAGE, COUNT functions.
08	Apply conditional formatting and data validation techniques.
09	Create and customize different types of charts.
10	Group project: Real-time data entry and sharing
11	Embed charts, import/export files between Word & Excel.
12	Recap key learning, troubleshooting, and Q&A session.

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: III	
Course Code: VAC - 201 - BA			Name of Course: Yoga and Physical fitness			
Teaching Scheme (Hrs/week):				Credits:02		
Lecture	Practical	TW		Lecture	Practical	TW
-	2	-		-	2	-
Examination Scheme :						
FA	ESE	PR				
-	-	50 Marks				

Course Objectives:

1. Understand the fundamental concepts and types of Yoga and their relevance in the modern era.
2. Explain yogic anatomy, psychological impacts of yoga, and role of Yoga in managing psycho-somatic disorders.
3. Develop awareness regarding physical fitness, sports participation, and components of a healthy exercise routine.
4. Analyze various dimensions of wellness and adopt positive lifestyle practices to enhance quality of life.
5. Demonstrate knowledge of nutrition principles and apply healthy weight management techniques.

Course Outcomes:

VAC-201.1	Recall the definitions and types of Yoga and Physical Fitness.
VAC-201.2	Describe the physiological and psychological benefits of Yoga and Wellness.
VAC-201.3	Apply fitness principles and yogic practices in daily routine.
VAC-201.4	Examine factors affecting wellness and lifestyle behaviours influencing health.
VAC-201.5	Design personalized wellness and weight management plans based on learned principles.

Course Content

Unit I	Introduction to Yoga	(6 Hours)
Yoga: Meaning and definition, Importance of yoga in the 21st century, Introduction to Yogic Anatomy and Physiology, Yoga & sports; Yoga for healthy lifestyle, Types of Yoga: Hatha Yoga, Laya Yoga, Mantra Yoga, Bhakti Yoga, Karma Yoga, Jnana Yoga, Raja Yoga.		
Unit II	Yogic Concepts and Practices	(6 Hours)
Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus, Ashtanga Yoga (Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana, Samadhi), Benefits and psychological impact of Yogic practices on body and mind, Yoga-based management of psycho-somatic disorders: frustration, anxiety, depression.		
Unit III	Physical Fitness and Sports	(6 Hours)
Sports for Physical Fitness: Meaning and importance, Concept and benefits of Physical Activity, Components of Physical Fitness (Health, Skill, Cosmetic Fitness), Types of Physical Activities: Walking, Jogging, Running, Rope Skipping, Cycling, Swimming, Circuit Training, Weight Training, Adventure Sports, Warming Up, Conditioning, Cooling Down		
Unit IV	Wellness and Lifestyle	(6 Hours)
Physical Wellness: Concept and Components, Types of Wellness: Psychological, Social, Emotional, Spiritual, Positive Lifestyle and Quality of Life, Concepts of Self-Image and Body Image, Factors affecting Wellness, Designing and Implementing Wellness Programs.		
Unit V	Nutrition and Weight Management	(6 Hours)
Concept of Nutrients, Nutrition and Balanced Diet, Dietary Aids and Nutrition Gimmicks, Energy balance: Calorie intake vs Activity output, Obesity: Definition, Causes, Related Health Risks, Behavioural modifications for healthy Weight Management.		

1. Learning Resources

Text Books:
☐ SwamiSatyanandaSaraswati – <i>Asana Pranayama Mudra Bandha</i> , Bihar School of Yoga. ☐ B.K.S.Iyengar – <i>Light on Yoga</i> , HarperCollins. ☐ Kshirsagar, Pallavi – <i>Yoga and Physical Fitness</i> , Himalaya Publishing
Reference Books:
☐ Taimni, I.K. – <i>The Science of Yoga</i> , The Theosophical Publishing House. ☐ Frank W. Cotton and Roger Eston – <i>Sports & Exercise Physiology</i> , Wiley. ☐ Debnath, M. – <i>Yoga Psychology</i> , Kaivalyadhama.
E-resources:
Ministry of AYUSH: https://yoga.ayush.gov.in WHO Physical Activity Guidelines: https://www.who.int Swami Vivekananda Yoga AnusandhanaSamsthana (S-VYASA): https://svyasa.edu.in

SEMESTER - IV

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: CC - 251 - BA			Name of Course: Start-Up Innovation and Entrepreneurship Development			
Teaching Scheme (Hrs/week):				Credits:02		
Lecture	Practical	TW		Lecture	Practical	TW
2	-	-		2	-	-
Examination Scheme :						
FA	ESE					
25 Marks	25 Marks					
Course Objectives:						
1. Develop understanding of the fundamental concepts of entrepreneurship, enterprise, innovation, start-up ecosystem, and government support mechanisms.						
2. Enable students to identify business opportunities and apply tools such as market research, feasibility analysis, and Business Model Canvas for start-up creation.						
3. Equip students with knowledge of financial planning, funding sources, working capital management, costing, pricing, and risk management for start-ups.						
4. Develop analytical ability to examine legal, ethical, intellectual property, and women entrepreneurship issues along with government schemes and institutional support.						
5. Encourage students to evaluate growth strategies, innovation management practices, digital tools, sustainability approaches, and design a comprehensive business plan including exit strategies.						
Course Outcomes:						
CC-251.1	Define and recall the fundamental concepts of entrepreneurship, enterprise, innovation, start-up ecosystem, and government support schemes.					
CC-251.2	Explain the characteristics of entrepreneurs, types of entrepreneurship, challenges faced by start-ups, and the role of entrepreneurship in economic development.					
CC-251.3	Apply tools and techniques such as opportunity identification, market research, Business Model Canvas, and financial planning in developing a start-up idea.					
CC-251.4	Analyze sources of finance, risk factors, legal structures, intellectual property rights, and growth strategies for start-ups.					
CC-251.5	Evaluate business opportunities and design a comprehensive business plan integrating innovation, finance, marketing, sustainability, and exit strategies.					
Course Content						
Unit I	Fundamentals of Innovation and Entrepreneurship					(6 Hours)
Concept and Meaning of Entrepreneurship, Characteristics and Types of Entrepreneurs, Innovation: Meaning, Types, and Importance, Start-Up Ecosystem: Components and Stakeholders, Concept and Meaning of Enterprise difference between Intrapreneurship and Entrepreneur .						
Unit II	Start-Up Creation and Opportunity Assessment					(6 Hours)
Idea Generation and Opportunity Identification, Market Research and Feasibility Analysis, Business Model Development (Business Model Canvas), Preparing a Business Plan, Legal Structure and Registration of Start-Ups, Intellectual Property Rights (Patents, Trademarks, Copyrights).						
Unit III	Start-Up Finance and Resource Planning					(6 Hours)
Sources of Finance (Bootstrapping, Banks, NBFCs), Venture Capital, Angel Investment, Crowd-Funding, Financial Planning and Budgeting, Working Capital and Cash Flow Management, Costing, Pricing, and Break-Even Analysis, Risk Management and Insurance, Government Policies and Institutional Support for Start-Ups (State and central government initiatives)-Startup India, MSME, SIDBI.						
Unit IV	Women Entrepreneurship, Legal and Ethical Dimensions					(6 Hours)

Legal and Ethical Issues Faced by Women Entrepreneurs, Case Studies of Successful Women Entrepreneurs, Social Responsibility and Sustainable Entrepreneurship, Ethics in Entrepreneurial Decision Making.		
Unit V	Managing Growth, Innovation and Sustainability	(6 Hours)
Scaling Up Strategies for Start-Ups, Innovation Management and Technology Adoption, Marketing Strategies for New Ventures, Leadership, Team Building, and HR Management, Digital Tools for Start-Up Growth (Social Media, Analytics, CRM), Exit Strategies: Mergers, Acquisitions, IPOs, Succession Planning, Lean Start-Up Methodology and MVP.		
1. Learning Resources		
Text Books:		
☐ S.S. Khanka – <i>Entrepreneurial Development</i> , S. Chand Publications. ☐ Peter F. Drucker – <i>Innovation and Entrepreneurship</i> , Harper Business.		
Reference Books:		
☐ Timmons, Jeffry & Spinelli – <i>New Venture Creation</i> , McGraw Hill. ☐ Vasant Desai – <i>Dynamics of Entrepreneurial Development and Management</i> , Himalaya Publishing. ☐ Hisrich, Peters & Shepherd – <i>Entrepreneurship</i> , Tata McGraw-Hill.		
E-resources:		
Startup India Official Portal – https://www.startupindia.gov.in MSME Schemes and Guidelines – https://msme.gov.in NITI Aayog Innovation Hub / Atal Innovation Mission – https://aim.gov.in		

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: CC - 252 - BA			Name of Course:Operations Management			
Teaching Scheme (Hrs/week):				Credits:04		
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 Marks					
Course Objectives:						
1. To provide a foundational understanding of the role and scope of operations management in business organizations.						
2. To equip students with knowledge of process and layout design for effective operational efficiency.						
3. To develop the ability to apply quality management tools and continuous improvement techniques in operational settings.						
4. To enhance understanding of supply chain and inventory management for efficient resource utilization.						
5. To familiarize students with emerging technological and sustainable trends in operations management.						
Course Outcomes:						
CC-252.1	Identify key concepts and functions of operations management.					
CC-252.2	Explain process design, layout strategies, and capacity planning principles.					
CC-252.3	Apply quality management techniques to analyze and improve operational processes.					
CC-252.4	Evaluate supply chain and inventory management strategies for optimization.					
CC-252.5	Propose operational improvements considering sustainability and technological advancements.					
Course Content						
Unit I	Introduction to Operations Management					(12 Hours)
Fundamental concept of operations management and its importance in organizations; Role of operations management in improving productivity, quality, and customer satisfaction; Relationship between operations and business activities; Types of production systems; Basic functions of operations managers such as planning, organizing, and controlling.						
Unit II	Process Design, Layout, and Capacity Planning					(12 Hours)
Basics of process design and analysis; Types of process selection; Basic workflow analysis and process mapping using simple tools such as flowcharts and process diagrams; Types of layout such as product layout, process layout, cellular layout, and fixed-position layout; Basic factors affecting layout such as efficiency, cost, safety, flexibility, and space utilization; Basic concept of capacity planning and simple methods to balance capacity with demand.						
Unit III	Quality Management and Improvement					(12 Hours)
Importance of quality in operations; Basic concept of total quality management; Basic idea of quality improvement methods; Simple tools used in quality management such as cause-and-effect diagram and control chart; Concept of continuous improvement; Role of quality in reducing defects, improving productivity, and achieving customer satisfaction.						
Unit IV	Supply Chain and Inventory Management					(12 Hours)

Basic concept of supply chain management; Flow of materials and information in the supply chain; Basic activities such as purchasing, transportation, warehousing, and distribution; Concept of inventory management Inventory management models like EOQ, ABC analysis, and Just-in-Time will be covered to enable strategic decision-making that optimizes cost and ensures smooth production flows.		
Unit V	Emerging Trends in Operations Management	(12 Hours)
Explores current and future trends shaping the field of operations management. Topics include sustainable and green operations, digital transformation in operations through technologies like AI, IoT, and Data Analytics, and the challenges and opportunities of global operations. The unit aims to prepare students to adapt and innovate in dynamic business environments.		
1. Learning Resources		
Text Books:		
☐ Heizer, J., Render, B., & Munson, C. – <i>Operations Management</i> , Pearson. ☐ Mahadevan, B. – <i>Operations Management: Theory and Practice</i> , Pearson. ☐ Krajewski, L.J., Malhotra, M.K., & Ritzman, L.P. – <i>Operations Management: Processes and Supply Chains</i> , Pearson.		
Reference Books:		
1. Chase, Jacobs & Aquilano – <i>Operations Management for Competitive Advantage</i> , McGraw Hill. 2. S. Anil Kumar & N. Suresh – <i>Operations Management</i> , New Age International. 3. Norman Gaither & Greg Frazier – <i>Production and Operations Management</i> , Cengage.		
E-resources:		
MIT OpenCourseWare – Operations Management: https://ocw.mit.edu/courses/sloan-school-of-management/ NPTEL – Operations and Supply Chain Courses: https://nptel.ac.in/courses APICS Supply Chain Body of Knowledge: https://www.apics.org/		

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: CC - 253 - BA			Name of Course:Financial Management			
Teaching Scheme (Hrs/week):				Credits:04		
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 marks					
Course Objectives:						
1. To provide a comprehensive understanding of financial management concepts, scope, and objectives.						
2. To develop the ability to analyze capital structure, capitalization, and financing strategies.						
3. To enable students to compute and apply cost of capital and leverage for financial decision making.						
4. To equip learners with practical skills in working capital and capital budgeting techniques.						
5. To familiarize students with dividend policies, regulatory guidelines, and strategic financial planning approaches.						
Course Outcomes:						
CC-253.1	Recall key concepts, terminology, and functions of financial management.					
CC-253.2	Explain capital structure, cost of capital, working capital, and dividend policy frameworks.					
CC-253.3	Apply financial formulas and techniques to compute cost of capital, leverage, and capital budgeting metrics.					
CC-253.4	Analyze financial decisions and working capital strategies in business scenarios.					
CC-253.5	Formulate and evaluate strategic financing and investment decisions to optimize firm value.					
Course Content						
Unit I	Introduction to Financial Management and Sources of Finance					(12 Hours)
Meaning, objectives, and scope of financial management, concepts of profit maximization and wealth maximization. Functional areas of financial management, and the role of the finance manager. Sources of finance: ownership securities (equity, preference shares, DVR shares, sweat equity), creditorship securities (debentures and bonds), internal financing.						
Unit II	Capital Structure and Capitalization					(18 Hours)
Capitalization, theories of capitalization, and issues related to over-capitalization and under-capitalization along with their causes, effects, and remedies. Concepts of capital structure and financial structure, principles and determinants of capital structure, capital gearing, and the impact of capital structure on earnings. EBIT-EPS analysis and the point of indifference for making financing decisions. Problems on capital structure						
Unit III	Leverages and Working Capital Management					(10 Hours)
Leverage and its types—operating, financial, and combined leverage—and their implications on risk and return with numerical illustrations. Working capital management, its types, determinants, working capital cycle, estimation of working capital, and management of cash, inventory, and receivables(Theory).						
Unit IV	Capital Budgeting					(10 Hours)
Meaning, importance, and time value of money concepts such as present and future value. capital budgeting techniques through traditional and modern evaluation methods, including Payback Period, Accounting rate of return, NPV, IRR and Profitability Index (practical problems on payback period,Accounting rate of return).						
Unit V	Corporate Financial Strategy					(10 Hours)

Corporate restructuring strategies like mergers, acquisitions, and buybacks, and emphasizes how financial policies align with organizational growth, sustainability, and stakeholder value creation.

1. Learning Resources

Text Books:

- Khan, M.Y. & Jain, P.K. – *Financial Management*, Tata McGraw Hill.
- Prasanna Chandra – *Fundamentals of Financial Management*, Tata McGraw Hill.
- I.M. Pandey – *Financial Management*, Vikas Publishing.

Reference Books:

- Bhabatosh Banerjee – *Financial Policy and Corporate Strategy*, PHI.
- Van Horne & Wachowicz – *Financial Management: Theory and Practice*, Pearson.
- Richard Brealey, Stewart Myers & Franklin Allen – *Principles of Corporate Finance*, McGraw Hill.

E-resources:

NPTEL - Financial Management Courses: <https://nptel.ac.in/courses/110/107> Investopedia – Finance Concepts and Tools: <https://www.investopedia.com/>
Corporate Finance Institute (CFI) – Free Tutorials: <https://corporatefinanceinstitute.com/resources/>

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: CC - 254 - BA			Name of Course:Business Research Methodology			
Teaching Scheme (Hrs/week):				Credits:04		
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 marks					
Course Objectives:						
1. Develop foundational understanding of research concepts and their relevance in business decision-making.						
2. Enable students to understand and apply basic research design and data collection methods.						
3. Equip students with skills to organize, analyze, and forecast business data using simple statistical tools.						
4. Develop ability to interpret and visualize research findings effectively.						
5. Train students to prepare structured research reports with proper citation and ethical standards.						
Course Outcomes:						
CC-254.1	Explain the meaning, objectives, types, process, and ethical aspects of research in a business context.					
CC-254.2	Identify appropriate research design, sampling methods, and data collection techniques for simple business research problems.					
CC-254.3	Organize, classify, and analyze research data using basic statistical measures and Excel tools.					
CC-254.4	Interpret business data, apply simple forecasting techniques (moving average, trend analysis), and present findings using suitable visualization methods.					
CC-254.5	Develop a structured research report with proper interpretation, referencing styles, and ethical presentation of findings.					
Course Content						
Unit I	Introduction to Research					(10 Hours)
Meaning and Objectives of Research, Importance of Research in Business, Types of Research (Basic, Applied, Descriptive), Steps in Research Process, Qualities of Good Research, Research Ethics and Plagiarism .						
Unit II	Research Design and Data Collection					(15 Hours)
Meaning and Importance of Research Design, Types: Exploratory and Descriptive, Sampling: Meaning, Population and Sample, Simple Sampling Methods (Random and Convenience), Sources of Data: Primary and Secondary, Methods of Data Collection: Questionnaire and Interview, Questionnaire Design.						
Unit III	Data Processing and Basic Statistical Tools					(15 Hours)
Data Editing and Coding, Classification and Tabulation, Data Presentation (Tables, Bar Diagram, Pie Chart, Line Graph), Measures of Central Tendency (Mean, Median, Mode – basic calculation), Introduction to Excel for Data Entry and Basic Analysis.						
Unit IV	Data Interpretation, Forecasting and Visualization					(10 Hours)

Meaning of Data Interpretation, Understanding Trends and Patterns, Simple Forecasting Techniques: Moving Average Method, Simple Trend Analysis, Basic Time Series Concept (introductory level), Interpretation of Forecasted Results, Data Visualization Techniques: Bar Charts, Line Graphs, Pie Charts, Dashboard basics using Excel, Presentation of Findings using PPT.		
Unit V	Research Report Writing and Referencing	(10 Hours)
Structure of Research Report: (Title Page, Introduction, Objectives, Methodology, Data Analysis, Findings, Conclusion & Suggestions), Guidelines for Writing a Good Report, Types of Referencing: (APA, MLA, Harvard Style), Citation and Bibliography, Avoiding Plagiarism, Presentation Skills for Viva/Project Defense.		
1. Learning Resources		
Text Books:		
☐ Kothari, C.R. & Gaurav Garg – <i>Research Methodology: Methods and Techniques</i> , New Age International. ☐ Cooper, D.R. & Schindler, P.S. – <i>Business Research Methods</i> , McGraw Hill. ☐ Uma Sekaran & Roger Bougie – <i>Research Methods for Business</i> , Wiley India.		
Reference Books:		
☐ Zikmund, W. – <i>Business Research Methods</i> , Cengage Learning. ☐ Bryman, A. & Bell, E. – <i>Business Research Methods</i> , Oxford University Press. ☐ Taro Yamane – <i>Statistics: An Introductory Analysis</i> , Harper & Row.		
E-resources:		
NPTEL Business Research Methods (IIT Kharagpur / IIT Roorkee) https://nptel.ac.in/courses/110/106 SAGE Research Methods Online https://methods.sagepub.com/ Google Scholar for Literature Review https://scholar.google.com/		

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: CC - 255 - BA			Name of Course: International Business			
Teaching Scheme (Hrs/week):				Credits: 3		
Lecture	Practical	TW		Lecture	Practical	TW
3	-	-		3	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 Marks					
Course Objectives:						
1. Understand the fundamentals of International Business, including its meaning, scope, globalization, and trade theories.						
2.Explain various modes of entry into international markets and the role of international trade institutions.						
3.Develop knowledge of India’s foreign trade framework, including export–import structure and trends.						
4.Familiarize students with export–import procedures, documentation, payment methods, and regulatory requirements.						
5.Enhance understanding of logistics, export incentives, and government support systems for promoting international trade.						
Course Outcomes:						
CC-255.1	Explain the meaning, nature, scope, globalization process, and major theories of international trade.					
CC-255.2	Apply knowledge of various modes of entry and international institutional frameworks in analyzing global business operations.					
CC-255.3	Describe India’s foreign trade structure, export–import cycle, and the regulatory framework governing international trade.					
CC-255.4	Demonstrate knowledge of export and import procedures, documentation requirements, customs processes, and international payment methods.					
CC-255.5	Analyze export promotion schemes, logistics management, Incoterms, and the role of government agencies in supporting international business.					
Course Content						
Unit I:	Fundamentals of International Business and Globalization					(9 Hours)
Introduction to International Business: Meaning, Nature and Scope, Domestic vs International Business, Understanding Globalization: Meaning, Benefits, Challenges, Economic Effects, International Trade Theories: Comparative Advantage Theory, Heckscher–Ohlin Theory, Product Life Cycle Theory, Porter’s Diamond (National Competitive Advantage).						
Unit II:	Modes of Entry and International Institutions					(9 Hours)
Modes of Entry into International Business: Exporting & Importing, Licensing & Franchising, Joint Ventures, Wholly-Owned Subsidiaries, MNCs & Global Companies, International Institutions Promoting Trade: World Trade Organization (WTO), International Monetary Fund (IMF),World Bank, United Nations Conference on Trade and Development (UNCTAD).						
Unit III:	India’s Foreign Trade and Export–Import Framework					(9 Hours)

India's Foreign Trade Overview: Major Exports & Imports, Key Trading Partners, Current Trends, Introduction to Export–Import: Meaning of Export & Import, Types of Exporters (Manufacturer & Merchant Exporters), Export–Import Cycle.		
Unit IV:	Export–Import Procedures, Documentation and Payment Methods	(9 Hours)
Export Procedure: Registration (IEC, RCMC), Product & Market, Selection, Documentation: Invoice, Packing List, Bill of Lading/Airway Bill, Certificate of Origin, Insurance Documents, Role of CHA (Custom House Agent), Import Procedure: Import License Requirements, Placing an Order, Bill of Entry, Customs Clearance, Basic Duty Structure, Export Payment Methods: Advance Payment, Letter of Credit (LC), Documentary Collection (DP/DA), Open Account.		
Unit V:	Export Promotion, Logistics and Government Support	(9 Hours)
Export Incentives in India: Duty Drawback, MEIS/SEIS (or updated schemes), EPCG, EOU/STPI, Export Promotion Councils, Logistics in Export– Import: Freight Forwarding (Basic Idea), Incoterms (EXW, FOB, CIF –simplified), Warehousing, Packing & Labelling Requirements, Government Support Agencies: Directorate General of Foreign Trade (DGFT), Federation of Indian Export Organisations (FIEO), Export Credit Guarantee Corporation of India (ECGC), Export-Import Bank of India (EXIM Bank).		
1. Learning Resources		
Text Books:		
International Business: Competing in the Global Marketplace – Charles W. L. Hill & G. Tomas M. Hult		
International Business – P. Subba Rao		
Global Business Today – Charles W. L. Hill & Arun Kumar Jain		

Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering and Research, Ravet, Pune						
Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: VAC - 251 - BA			Name of Course: Public Health care and Management			
Teaching Scheme (Hrs/week):				Credits:02		
Lecture	Practical	TW		Lecture	Practical	TW
2	-	-		2	-	-
Examination Scheme :						
FA	ESE					
25 Marks	25 marks					
Course Objectives:						
1. Understand the foundational concepts and importance of Public Health in society. 2. Examine the evolution and global frameworks influencing public health systems. 3. Analyze the structure, functioning, and challenges of the health system in India. 4. Develop an understanding of management principles and planning strategies in the health sector. 5. Apply monitoring and evaluation frameworks to assess public health programs.						
Course Outcomes:						
VAC-251.1	Remember basic concepts, terminology, and history of Public Health.					
VAC-251.2	Understand the determinants influencing health systems and health outcomes.					
VAC-251.3	Apply planning and management tools in health program design.					
VAC-251.4	Analyze major national health schemes and evaluate their impact on public health delivery.					
VAC-251.5	Evaluate and Design monitoring & evaluation frameworks for public health interventions					
Course Content						
Unit I	Introduction to Public Health					(6 Hours)
Concept of Public Health and its role in society, Understanding health and disease, Measures of health, Disease prevention & health promotion.						
Unit II	Evolution & Global Perspectives of Public Health					(6 Hours)
Evolution of Public Health globally and in India, Global Health Frameworks, Health equity, Social determinants of Health.						
Unit III	Health care Systems in India					(6 Hours)
Organization & structure of health care systems in India, Key Issues and Challenges, Case Studies of Major Contemporary Health care Schemes: National Health care Mission, ICDS, Janani Suraksha Yojana, Ayushman Bharat, POSHAN Abhiyaan.						
Unit IV	Management Concepts & Health Planning					(6 Hours)
Basic concepts of management, Health planning at macro and micro levels, Tools & techniques for health planning, Health management at district level.						
Unit V	Monitoring and Evaluation in Public Health					(6 Hours)
Introduction to Monitoring & Evaluation (M&E), Health system frameworks, Application of M&E techniques, Indicators and assessment methods.						
1. Learning Resources						
Text Books:						
☐ Park's Textbook of Preventive and Social Medicine – K. Park ☐ Essentials of Community Health Nursing – Suresh Sharma / B. T. Basavanthappa ☐ Public Health: An Introduction to the Science and Practice – Heather Wipfli (optional modern reference)						

Reference Books:

- ☐ **Public Health Management** – Rao & Gupta
- ☐ **Health Systems in Transition: India** – World Health Organization Reports
- ☐ **Health Policy in India** – Sundararaman&Muraleedharan

E-resources:

- ☐ WHO - Global Health Observatory: <https://www.who.int/data/gho>
- ☐ Ministry of Health & Family Welfare (MoHFW), India: <https://www.mohfw.gov.in>
- ☐ National Health Mission Portal: <https://nhm.gov.in>
- ☐ UNICEF India (Health and Nutrition): <https://www.unicef.org/india/what-we-do>

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: IV	
Course Code: SEC - 251 - BA			Name of Course: Information and Communication Technology			
Teaching Scheme (Hrs/week):				Credits:03		
Lecture	Practical	TW		Lecture	Practical	TW
2	-	-		3	-	-
Examination Scheme :						
FA	ESE					
25 Marks	25 marks					
Course Objectives:						
1. To enable students to understand the basic concepts, terminologies, and significance of ICT in personal, academic, and business contexts						
2. To equip students with practical skills in using internet tools, digital communication platforms, and productivity software for effective task management.						
3. To help students identify and analyze the role of ICT in business decision-making, e-learning, and governance.						
4. To encourage students to evaluate modern digital tools, cloud systems, and cybersecurity measures relevant to today’s business environment.						
5. To motivate students to create and present digital solutions, business reports, or presentations using ICT applications and collaborative tools						
Course Outcomes:						
SEC-251.1	Define key ICT terminologies, abbreviations, and components.					
SEC-251.2	Demonstrate the use of the internet, email, conferencing, and productivity tools.					
SEC-251.3	Explain the role of ICT in digital learning and higher education initiatives.					
SEC-251.4	Analyze the application of ICT in e-Governance and business operations.					
SEC-251.5	Design and present ICT-enabled solutions or reports using digital tools.					
Course Content						
Unit I	Fundamentals of ICT and Digital Terminology					(6 Hours)
Meaning, scope, and importance of ICT in business and education, General ICT abbreviations and terminology (e.g., LAN, WAN, Wi-Fi, VPN, URL, HTTP, AI, IoT, etc.), Evolution of ICT and its impact on business and management, Hardware, software, and data concepts, Role of ICT in the modern knowledge economy						
Unit II	Internet, Intranet, and Communication Tools					(6 Hours)
Basics of Internet, Intranet, and Extranet, Email structure, Etiquette, and management, Audio and video conferencing tools, Cloud storage and file-sharing applications (Google Drive, OneDrive, Dropbox), Cybersecurity and safe online practices						
Unit III	ICT in Higher Education and Learning					(6 Hours)
Digital initiatives in higher education (e.g., SWAYAM, DIKSHA, NPTEL, e-PG Pathshala), E-learning tools and platforms (LMS, MOOC, Google Classroom), Blended and hybrid learning models, ICT in teaching, learning, and assessment, Role of Artificial Intelligence in education						
Unit IV	ICT in Business and Governance					(6 Hours)
Concept of e-Governance and m-Governance, Digital India Mission and its components, E-services: e-Banking, e-Procurement, e-Office, ICT applications in business management.						
Unit V	Emerging Trends and Practical Applications					(6 Hours)

Social media tools for business communication, Mobile technologies and apps for productivity, Data storage, backup, Introduction to AI tools and trends, Hands-on Project: Creating a digital presentation or business report using ICT tools

1. Learning Resources

Text Books:

- **Rajaraman, V.** (2022). *Fundamentals of Computers*. Prentice-Hall of India, New Delhi.
- **Leon, Alexis & Leon, Mathews.** (2021). *Fundamentals of Information Technology*. Vikas Publishing House, New Delhi.
- **Sinha, P. K. & Sinha, Priti.** (2020). *Computer Fundamentals*. BPB Publications, New Delhi.

Reference Books:

1. **Behl, Ramesh.** (2019). *Information Technology for Management*. Tata McGraw Hill Education, New Delhi.
2. **Goel, Anita.** (2021). *Computer Fundamentals*. Pearson Education, New Delhi.
3. **Turban, E., Volonino, L., & Wood, G.** (2020). *Information Technology for Management: Transforming Organizations in the Digital Economy*. Wiley India.
4. **Government of India, Ministry of Education & MeitY.** *Digital India, SWAYAM, DIKSHA, and e-Governance Resources* — <https://www.digitalindia.gov.in>
5. **Oxford University Press (Online Resources).** *ICT in Education and e-Governance Case Studies*.

Annexure - I

1. Eligibility

A) Introduction

Government of Maharashtra has established a State Common Entrance Test Cell (CET CELL) under Admission Regulating Authority (ARA) as per the provision in Section 10 of Maharashtra Unaided Private Professional Educational Institutions (Regulation of Admissions and Fees) Act, 2015, (Herein after called the Act). The Competent Authority shall conduct the ENTRANCE TEST FOR FIRST YEAR OF THREE YEAR FULL TIME UNDER GRADUATE DEGREE COURSE in Bachelor of Business Administration (BBA) A Y 2025-26.

B) Competent Authority

“Commissioner, State CET Cell' is the Competent Authority to conduct the MAH B.BCA/BBA/BMS/BBM CET 2025 as per the Provisions of 2(e) and Section 10(2) of the Act.

C) Eligibility for Appearing for Appearing BBA -CET 2025

- The candidate should be a citizen of India.
- Candidates should have passed 10 + 2 examination with eligibility as per the Admission Policy of the Affiliating University.
- Candidates appearing for 10 + 2 or its equivalent examination are also eligible to appear for this CET examination.

Note:

- Aggregate marks means the grand total of marks obtained by the candidate in subjects on which the class declaration is made in the particular Board from which the candidate is passing the qualifying examination.
- In case the candidates are awarded grades/CGPA instead of marks, the conversion of grades/CGPA to percentage of marks would be based on the procedure certified by the Board from where they passed the qualifying examination.
- The percentage of marks shall be calculated by rounding off to two places after decimal.
- The candidates belonging to SC, VJ/DT (NT (A)), NT (B), NT(C), NT (D), OBC, SEBC and SBC categories should produce “Caste Validity Certificate” issued by Scrutiny Committee of Social Welfare Department and the Candidate belonging to ST category should submit “Tribe Validity Certificate” issued by Scrutiny Committee of Tribal Department and valid Non Creamy Layer certificate except SC, ST candidates at the time of verification of documents.

2. EXAMINATION AND EVALUATION

There shall be continuous evaluation of students. This system will have following objectives:

1. To get insights regarding student performance/abilities which helps to identify learning needs and take necessary actions for possible improvement.
 2. To give feedback to the student about his level of understanding and abilities as per required Graduate Attributes (GAs).
 3. To allow students to demonstrate their competence which they will practice in their professional career.
 4. To award students grades based on their performance and abilities.
- Evaluation processes shall ensure outcome-based education adopted by the institute. All assessment methods will ensure constructive alignment of curriculum with intended outcomes.
 - There shall be internal and external evaluation of students as a part of evaluation to award grades. All assessment of Theory, Practical, Project, Seminar and internship shall be conducted to evaluate GAs essential to meet the needs of engineering graduates at national as well as international level. Appropriate weightages given to these evaluation methods will ensure quality of assessment and evaluation.

2.2 Internal Evaluation:

Internal Evaluation shall be done continuously by faculty over a span of semester. Structured Evaluation will be done for all programmes with appropriate schedule in Academic Calendar as follows:

2.1.1 Formative Assessment (FA) Theory Courses:

- i. The FA for Professional Core, Professional Elective, Open Elective, Basic Science Course, Engineering Science Course, HSMC courses and MDM courses, Experiential Learning Courses etc. shall be conducted at department level. FA shall consist of three evaluation instances as follows:
 - a. Formative Assessment 1 (FA 1) [Unit test]
 - b. Formative Assessment 2 (FA2) [Assignment/ case study/ Quiz/Poster/ Presentation / Seminar presentation/ Open book test etc.] The FA for other type of courses shall be based on feasibility & need of Evaluation.
 - c. Formative Assessment 1 (FA3) [Quiz]
- ii. Sum of the scores obtained in FA1, FA2 and FA3 shall be considered for computing the final FA of a student in each course.

2.1.2 Internal Evaluation of Practical Term work

- 2.1.2.1 Continuous evaluation of each experiment/assignment shall be done throughout the semester, collating as Term work at the end of each semester. The Evaluation in a laboratory course will be based on the following criteria
 - Attendance and participation in laboratory work.
 - Performance in Evaluation of understanding through viva voce, group discussions, quizzes, etc.
 - The quality of work as prescribed by the course instructor.
 - Timely Submission
 - Report through laboratory journals

- 2.1.2.2 It is mandatory for the student to complete all the experiments/assignments as specified in course curriculum for the grant of Term work. It is obligatory to maintain and submit laboratory journals as prescribed by the course instructor before the Term End.
- 2.1.2.3 Students shall be detained for incomplete Term work and non-submission of laboratory journals and will require registering the course again.
- 2.1.2.4 Term work marks assigned for special courses such as Mini Project etc. shall be evaluated based on parameters proposed by respective Department and duly approved by Dean Academics.

2.1.3 Internal Evaluation of Project/Seminar/Internship:

- 2.1.3.1 Project/Seminar Term work will be evaluated based on Reviews scheduled in the semester/s as mentioned in the Guidelines.
- 2.1.3.2 For Internship rubrics-based evaluations along with a report shall be conducted. The marks of this evaluation will be collated as term work with 100% weightage in total Evaluation.

2.2 External Evaluation:

2.2.1 Theory Evaluation:

Summative Assessment (SA): Summative assessment at the end of semester shall be conducted for external evaluation. This SA of 50 Marks and it will be conducted at Institute level.

Re-examination: Re-examination shall be conducted after declaration of result of main SA examination for students with failed/acquired transitional grade as per rules and regulations. Students need to pay additional examination fees for such Re-SA examinations.

Re-SA examination shall be provided for those students who are having satisfactory attendance (Minimum 75%), course-wise, but remained absent for the regular SA due to a valid/unavoidable circumstance, like:

- a. Students, who have sought due prior permission from concerned HOD and Director through proper channel, and there after permitted by the institute for taking part in important curricular/ co-curricular/ extra-curricular activities like Technical events/NSS/Sports/Cultural/Project Competitions/Paper presentation etc. at University/ State/ National/ International levels (the students/ authorities should exercise enough care that a student shall not remain absent for the makeup examination) After such an event, at the time of reporting to the Institute, the student must submit the proof of participation/ certificate from the competent authority for approval of the prior leave request. The prior leave request shall be converted to official leave and an endorsement will be issued by the Institute, based on which the student shall be eligible for the makeup examination.
- b. Students seeking prior leave on account of
 1. Accident or severe illness leading to hospitalization, which disables the student from writing the examination.
 2. A calamity in the family (first relation Only-Parents, Grandparents and Siblings) barring the student from writing the examination.
- c. Students seeking prior leave for attending any competitive examinations (NDA/SSB/UPSC/MPSC etc.) /Placement drives.

In the event of b and c, it is mandatory on the part of the student/parent to inform the respective departmental authorities (Class Teacher/HOD) immediately through email or mobile message and submit a prior leave request. If the information reaches the Class Teacher first, it is the responsibility of the Class Teacher to immediately intimate the HOD and record the same in the examination report without fail. After such an event at the time of reporting to the Institute, the student must submit all the relevant reports/certificates from the competent authority for approval of the prior leave request. The prior leave request will then be converted to official leave and an endorsement will be issued by the Institute, based on which the student becomes eligible for the Re-SA examination. Any intimation after the completion of regular examination and/or non-submission of report/certificate will be construed as absent for the examination and the student will be awarded ZERO marks in the respective examination. No further request will be entertained in this regard.

The Re-SA examination shall not be treated as an improvement examination.

Summer Examination: The Summer examination shall be conducted at the end of even semester. The summer exam includes courses offered in both the semesters. Only Summative examination will be conducted. Students need to register for such examinations by paying specified fees.

If a student fails in the Summer Examination, then he/she may Reregister with FA again or he/she may Reappear with his/her existing FA performance (Latest FA will be considered).

2.2.2 Practical Evaluation

Practical/Oral examinations by the internal and external examiners will be conducted for Practical's at the end of each semester as per the schedule in Academic Calendar.

2.2.2.1 Final examination for laboratory courses will normally be held in the last week of conclusion of teaching as per Academic Calendar.

2.2.2.2 These oral/practical examinations will be conducted in the presence of an External Examiner appointed by competent authority.

2.2.2.3 Weightage of 50% each for evaluation by internal and external examiner shall be considered. In case of absence from oral/practical examination, the same rules as those for theory courses are applicable.

2.2.2.4 Re-examination for practical/oral examinations shall be conducted before re-examination of theory courses.

2.2.3 Major Project/Seminar Evaluation

The Project is a group activity. Minimum two Internal Reviews per semester shall be conducted. Students shall be evaluated as per the rubric designed by the relevant Programmes. A Viva voce will be conducted at the end of the semester in the presence of an External Examiner. The student team has to submit a hard bound copy of the report summarizing the Problem, Relevant Literature, Design, Analysis, Experimentation, Results, Outcomes and Conclusions as per the guidelines provided by the relevant Programmes.

3 EXAMINATION RULES AND REGULATION

3.1 Credit Courses:

Based on the Evaluation student will be awarded letter grades after combining performance of all (FA+SA) evaluations for the respective course. These letter grades will be derived from quantitative and qualitative evaluation converted into a 10-point scale called as grade point for credit courses.

3.2 Noncredit Courses:

Apart from credit courses, Noncredit courses will be awarded letter grades as PP (Pass) and NP (Not Pass) based on quantitative and qualitative Evaluation. In addition to above letter grades students will be awarded dual letter grades in specific circumstances mentioned in rules and regulations for passing, A.T.K.T, award of class.

3.3 Passing, A.T.K.T. and award of class

3.3.1 Rules of Passing

3.3.1.1 Term work/Practical/Oral

To pass the Term work/Practical/Oral the student has to earn a minimum of 40% marks in each head.

3.3.1.2 Theory Course head

3.3.1.2.1 To pass the Theory Subject head the student must earn a minimum of 40 percent marks in SA and 40 percent average marks (FA+ SA).

3.3.1.2.2 The failing student can repeat the SA to pass the head in the same semester and the FA marks will be retained as it is. However, grades earned in re-examination (Re-SA) shall be marked with *(asterisk) for more than 2 attempts except for transitional grades II and XX.

Students failed in re-examination (Re-SA) can:

3.3.1.2.2.1 continue their FA just by appearing for SA (Reappear)

3.3.1.2.2.2 apply for FA betterment (Re-Registration). This is irrevocable once opted.

If students have applied for FA betterment (Re-Registration), they need to attend classes and perform their FA and appear for the SA.

3.3.1.2.3 To earn credits of a course (Theory/term work/practical/oral/presentation) students must pass the course with minimum passing marks/grade.

Summary:

Students must earn a minimum of 40 percent marks in SA and 40 percent average marks (FA + SA) for passing.

Students failed in Re-examination need to reappear for the course/s by paying applicable fees in the Summer Examination, if offered by the Department or reappear/re-register by paying applicable fees in respective semester (Odd and Even) of next academic year.

- 3.3.1.3 A student shall be awarded the bachelor's degree if he/she earns 168 credits as per the structure defined by the programme and clears all the audit and noncredit courses specified in the curriculum. In case of lateral entry, students shall be awarded the bachelor's degree if he/she earns 124 credits as per the structure defined by the programme.

3.3.2 Rules of A.T.K.T.:

- 3.3.2.1 A student can register for the third semester if he/she earns minimum 60% credits of the total of first and second semesters.
- 3.3.2.2 A student can register for the fifth semester if he/she earns a minimum 60% credits of the total of third and fourth semesters and all the credits of first and second semester.
- 3.3.2.3 A student can register for the seventh semester if he/she earns a minimum 60% credits of the total of fifth and sixth semesters and all the credits of third and fourth semester.

4 PERFORMANCE INDICES SGPA & CGPA**4.1 Grading and Evaluation:**

Grade points and equivalent letter grades for absolute grading will be as mentioned in Table 10.1.

Table 4.1. Performance with grade points and equivalent letter grades

Grade Point	Letter Grade
10	O (Outstanding)
9	A+ (Excellent)
8	A (Very Good)
7	B+ (Good)
6	B (Above Average)
5	C (Average)
4	P (Pass)
0	F (Fail)
0	Ab (Absent)

- i. Apart from credit courses, Noncredit courses will be awarded with letter grades based on quantitative and qualitative evaluations as PP (Pass) and NP (Not Passed).
- ii. Grades in special circumstances: In addition to above letter grades students will be awarded dual letter grades in specific circumstances as mentioned in table 10.2.

Table 4.2 Grades in special circumstances

Reason	Letter Grade
Detained due to insufficient attendance or incomplete Term work (Detained and Repeat)	DR
Withdrawal of course with satisfactory attendance (Willful Withdrawal)	WW
Satisfactory performance in FA but absent in SA due to valid reason (Incomplete due to Illness)	II
Very good performance in FA (more than or equal to 80%) but poor performance in SA leading to fail (F) overall grade	XX
Credit Transfer grades, if student is completing grades for any courses at other Institute/ University etc.	CT
Special Grades to be given to students appearing for special examination, who could not attend earlier examination due to Co-curricular activities/ NSS/ NCC/ Competitions.	SG
Result Reserved due to backlog	RRB

- iii. Note: 'II' and 'XX' are transitional grades awarded which will be converted to actual grades earned in re-examination else will automatically get converted into 'F' grade. Candidates can avail facility of XX grade only once over the span of program for theory courses.

4.2 Calculation of SGPA and CGPA:

Based on the grade points earned by the students, performance of student in each semester will be calculated as semester grade point average (SGPA) as follows

$$SGPA = \frac{\sum_{i=1}^n \text{Grade points earned} \times \text{credits of each course}}{\text{Total credits in a semester}}$$

For Example: suppose in a given semester a student has registered for five courses having credits C1, C2, C3, C4, C5 and his / her grade points in those courses are G1, G2, G3, G4, G5 respectively. Then student's SGPA will be

$$SGPA = \frac{\sum_{i=1}^5 C1G1 + C2G2 + C3G3 + C4G4 + C5G5}{C1 + C2 + C3 + C4 + C5}$$

At the end of each academic year cumulative grade point average will be calculated based on the grade points obtained in all the courses (Theory/term work/practical/oral) of first semester to eighth semester for the students admitted in the First year and third to eighth semesters for the students directly admitted in Second year. It is calculated in the same manner as the SGPA. The class shall be awarded to a student on the CGPA calculated as mentioned in Table 10.3:

Table 4.3 Class of Degree

Sr. No.	CGPA	Class of the degree awarded
1	7.75 or More than 7.75	First class with distinction
2	6.75 or more but less than 7.75	First class
3	6.25 or more but less than 6.75	Higher second class
4	5.50 or more but less than 6.25	Second class
5	4.00 or more but less than 5.50	Pass Class

10.3 Percentage of Marks: Based on the CGPA earned by the students, percentage of marks of student will be calculated as follows:

$$\text{Percentage of Marks} = \text{CGPA} \times 9.5$$

5 SEMESTER GRADE REPORT

- i. A Grade Report in the form of a Grade Card shall be issued to students at the end of each Semester.
- ii. The Grade Card shall include the following;
 - a. The list of courses registered for an academic year along with credits.
 - b. The letter grade obtained in each course.
 - c. The total number of credits earned by a student.
 - d. SGPA, CGPA Details.
 - e. Examination details.
 - f. Grading System, calculation of performance indices and conversion of CGPA to equivalent percentage shall be provided on the back page of the grade card.
- iii. Grade Cards shall be used to prepare Transcripts of the student.

6 AWARD OF THE DEGREE

A student shall be eligible for the award of BBA. Degree from the institute and Savitribai Phule Pune University if the student has:

- i. Obtained eligibility certificate from the University.
- ii. Registered & passed all the prescribed courses & earned minimum credit requirement for the said degree.
- iii. Obtained CGPA ≥ 4.00
- iv. Paid all the Institute dues and satisfied all the requirements prescribed.
- v. No case of indiscipline pending against him/her.

The Academic Council (AC) shall recommend the list of all eligible students to SPPU for award of BBA. Degree with additional Honors/Minor certification wherever applicable.

7. DISCIPLINE & CONDUCT

- i. Every admitted student shall be issued a photo identification (ID) card which must be retained by the student while he/she is registered at PCCOE&R. The student must have a valid ID card with him/her while in the Institute.
- ii. Discipline & Conduct: Any act of misconduct committed by a student inside or outside the campus shall be an act of violation of discipline of the institute. Violations of the discipline shall include:
 - a. Disruption of teaching, examination, administrative work, curricular or extracurricular activity, and any act likely to cause such disruption.
 - b. Refusing to provide an identity card when demanded by any institute authority.
 - c. Damaging or defacing the property inside or outside the institute campus.
 - d. Engaging in any attempt at wrongful confinement of teachers, offices, employees and students of the institute.
 - e. Use of abusive and derogatory slogans or intimidatory language or incitement of hatred and violence.
 - f. Ragging in any form (“Ragging” means causing, inducing, compelling or forcing a student, whether by way of a practical joke or otherwise, to do any act which detracts from human dignity or violates his person or exposes him to ridicule or to forbear from doing any lawful act, by intimidating, wrongfully re-straining, wrongfully confining or injuring him or by using criminal force to him or by holding out to him any threat of such intimidation, wrongful restraint, wrongful confinement, injury or the use of criminal offense. Supreme Court of India has defined ragging as a criminal offense.)
 - g. Eve teasing or disrespectful behavior to women or girl’s students.
 - h. An assault upon, or intimidation of, or insulting behavior towards a teacher, officer, employee or student or any other person.
 - i. Getting enrolled in more than one programme course of study simultaneously.

- j. Committing forgery, tampering with documents or records, identity cards, furnishing false certificate or false information.
 - k. Organizing instant agitation/meetings without prior permission in the campus.
 - l. Viewing/downloading obscene information/data, images and executable files, sending obscene mails/ messages via facebook / twitter/other social sites using institute servers.
 - m. Sharing the login and passwords & other details of IT facilities provided to other students/outside rs.
 - n. Consuming or possessing alcoholic drinks, dangerous drugs or other intoxicants in the institute campus.
 - o. Possessing or using any weapons and firearms in the institute campus.
 - p. Unauthorized occupation of a hostel, Accommodating guests or other persons in hostels without permission.
 - q. Malpractice in examination.
 - r. Indulging in anti-national activities contrary to the provisions of acts and laws enforced by the Government.
 - s. Any other act which may be considered by the Director or the Discipline Committee to be an act of violation of discipline.
- iii. Any act of indiscipline of a student reported to Director/concerned authority shall be referred to Grievance Redressal and Disciplinary Committee (GRDC) of the institute. The Committee shall enquire into the charges and recommend suitable punishment if the charges are substantiated. The penalties/punishment/actions may include:
- a. Written warning and information to the parents/guardian.
 - b. Imposition of fine ranging from Rs.500/- up to Rs.5000/-
 - c. Suspension from the Institute/Hostel/Mess/Library/ or availing of any other facility.
 - d. Suspension or cancellation of scholarships /fellowship or any financial assistance from any source.
 - e. Recover of loss caused to Institute property.
 - f. Debarring from participation in sports/NSS/student club.
 - g. Disqualifying from holding any representative position in the Class/institute / Hostel / Mess/Sports/ Clubs and in similar other bodies.
 - h. Disqualifying from appearing in placement and receiving any awards.
 - i. Expulsion from the Hostel/Mess/Library/Club/institute for a specified period by forfeiting fees.
 - j. Debarring from an examination.
 - k. Action as per Maharashtra anti-ragging act1999.
- iv. If a student is found guilty of malpractice in examinations, then he/she shall be punished as per the recommendations of the Complaint Redressal Committee (CRC) constituted by BOE. The CRC committee shall inquire and decide the punishment by

following the guidelines for imposing punishment on examinee/s/others involved in unfair means. However, depending on the situation, committee may quantify the severity of the punishment which may include:

- a) Cancellation of the performance of the student in the course/s in which he/she was involved in malpractice.
- b) Cancellation of the performance in that examination for all the courses.
- c) Expulsion/termination from the institute if repeatedly involved.
- d) Stoppage of scholarships/stipend.
- e) Issuing warning.
- f) Debarring from the examinations for a specified period.

Student/s involved in acts of indiscipline/malpractice in examination shall be issued notice asking him/her to be present before the respective committee (CRC) on the day at specified time and venue with his/her parents/guardian. He/she shall give written reply/oral explanation to the charges leveled against him/her for consideration. If the implicated students fail to appear before the committee, then a decision shall be taken in absentia, based on available evidence/documents, which shall be binding on the concerned student.

a. Conduct during Examination:

i. Timing:

- a. The students are required to be present outside the examination hall exactly 20 minutes before the start of the examination.
- b. Students will only be allowed to enter the examination hall 15 minutes prior to commencing the examination.
- c. The students will not be allowed to appear in the examination if they reach the examination center 30 minutes after commencement of examination.
- d. No student can leave for 30 minutes after the commencement of the examination.
- e. Students are not permitted to leave the examination hall during the last 10 minutes.
- f. Students are responsible for keeping themselves informed about exam dates, as well as the time and place of the examination.
- g. Differently abled students will be given additional time of 20 minutes/ hour of examination.

ii. Identity check-up:

- a. Students will not be allowed into the examination hall without presenting an appropriate photo identity card, Hall ticket issued by the Institute.
- b. Invigilators are responsible to ensure full compliance with such requirements.
- c. If a student forgets his/her Institute Identity Card, the driving license/ other photo identity card will be accepted in place subject to verification by the concerned teacher/ examination coordinator/ Head of the Department concerned.

iii. Breaks:

- a. Breaks for visits to the bathroom may be taken only after permission from the invigilator and under the condition that the invigilator's instructions given on the occasion are followed.
- b. If a student falls ill during the examination and is unable to complete the examination, the concerned student should alert the invigilator and senior supervisor in consultation with the concerned Head of the Department may make suitable arrangements for proper medical attention.
- c. No student shall re-enter the examination hall after leaving it unless he/she was under approved supervision during the full period of absence.

iv. Question papers and answer sheets:

- a. During an ongoing examination students are not allowed to take the examination question paper outside the examination hall. After the examination, the student should personally submit his/her examination answer sheet to the invigilator.
- b. Even a blank answer sheet shall be handed over to the invigilator.
- c. Each answer sheet should contain details as mentioned on the front page.
- d. If there are any queries regarding the exam questions the students must ask the invigilators who will contact the course teacher through the proper channel.

v. Other materials:

- a. Students should bring their own pencils, pens, erasers, rulers, non-programmable calculators, and any other tools required for the examination.
- b. Students are advised not to bring valuables for examination. Students shall keep their handbags, cases, outdoor clothes, etc. at identified locations for the same. Students are responsible for the safekeeping of all personal belongings they bring to the examination hall. The Institute takes no responsibility for the loss or damage of such belongings.
- c. Pencil cases, mobile phones, smart watches, earbuds/neck bands/headphones, dictionaries, electronic dictionaries, written or electronic media, digital media, or any other materials are not permitted/ allowed into the examination hall, with the exception of devices used for assisting students with hearing visual or other physical difficulties.
- d. Exchange of pens, pencils, calculators, study material, etc. is not permitted.
- e. Calculators with more than one-line display or with alphanumeric display (programmable calculators) are not permitted into the examination hall unless specified in advance by the examiner. If the invigilator reasonably believes that a student is using a calculator that does not conform to the rules, he/she has the discretion to replace the calculator and a report on the matter will be made on the invigilator's declaration form.

vi. Disturbance:

- a. During the examination period, there must be no communications among students or between a student and an outsider by any means, such as phones. This rule applies to students in the examination hall and those on supervised breaks for visits to bathroom/s.
- b. No student shall leave his/her assigned seat without the permission of the invigilator. It is the invigilator's discretion to decide whether there is enough reason to remove a student from the examination hall owing to disorderly conduct.

vii. Miscellaneous:

- a. The students must ensure before they leave the examination hall that they have signed the attendance sheet.
- b. The students with medical problems will be provided Writer in the Examinations only subject to prior permission from the Dean Academics.
The documentary proof along with recommendations of concerned HOD will be required. All such cases will be dealt with as per academic rules.
- c. If you suffer from language difficulties or any disabilities, you can apply for an extension of the test time.
- d. Students are not allowed to wear a smart watch during the examination.
- e. Cheating, and attempts at cheating, will immediately be reported to the Examination Office. Consequences of proven cheating or attempts at cheating will be dealt with separately by the malpractice and grievance handling committee.

8. CONCLUSIONS

- i. The Academic, Examination and Evaluation Policies/Rules and Regulations regarding conduct of undergraduate programmes at PCCOE&R are published in this document. The Academic Council reserves the right to modify these policies/ regulations as and when required from the point of achieving academic excellence.
- ii. The rules for grace marks, consideration of extracurricular activities, condonation, amendment of results, unfair means resorted to by the students and punishments, physically challenged students will be governed by the ordinance approved in Academic Council. These policies will be in concurrent with the rules and guidelines of professional statutory bodies such as AICTE, UGC and affiliating university SPPU etc.
- iii. Interpretation: Any question as to the interpretation of these guidelines shall be decided by the institute head, whose decision shall be final and binding in the matter. The institute head shall also have the power to issue clarifications to remove any doubt, difficulty or anomaly, which may arise regarding the implementation of these Guidelines.
- iv. The decision of the Director (Chairman, Academic council) shall be final and binding on all concerned i) for the cases not covered through this document; ii) in case of dispute, difference of opinion in interpretation of this regulation; and iii) emergent cases.

Annexure II

1) Formative Assessment Paper Format

	Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering & Research Ravet, Pune An Autonomous Institute NBA Accredited (4 UG Programs) NAAC A++ Accredited ISO 21001:2018 Certified IQAC PCCOER	
Academic Year: 2025-26 Term-I	Formative Assessment	ACAD/R/11-FA

Department: BBA.
Subject:
Subject Code:

Class: FY
Maximum Marks: 30

Div:
Duration: 1 hr
Date:

Note: 1. Attempt all Questions
 2. Give explanation or justification wherever required.
 3. Neat diagrams must be drawn wherever necessary.

Course Outcomes:

CO No.	Course Outcomes	BT Level

Question No.	Question	CO / BTL /PI	Marks
Q1	Attempt any Three (Unit 1)		15 Marks
	a		
	b		
	c		
	d		
	e		
Q2	Attempt any Three (Unit 2)		15 Marks
	a		
	b		
	c		
	d		
	e		

*****END*****

Department Seal

2) Summative Assessment Paper Format

	Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering & Research Ravet, Pune An Autonomous Institute NBA Accredited (4 UG Programs) NAAC A++ Accredited ISO 21001:2018 Certified IQAC PCCOER		
Academic Year: 2025-26 Term-I	Summative Assessment		ACAD/R/11-SA

Department: BBA.

Subject:

Subject Code:

Class: FY

Maximum Marks: 50

Div:

Duration: 2 Hrs

Date:

Note: 1. *Attempt all Questions*

2. *Give explanation or justification wherever required.*

3. *Neat diagrams must be drawn wherever necessary*

4. *Figures to the right indicate full marks*

Course Outcomes:

CO No.	Course Outcomes	BT Level

Question No.	Question	CO & BT	Marks
Q1	Attempt any Two (Unit 1)		10 Marks
	a		
	b		
	c		
Q2	Attempt any Two (Unit 2)		10 Marks
	a		
	b		
	c		
Q3	Attempt any Two (Unit 3)		10 Marks
	a		
	b		
	c		
Q4	Attempt any Two (Unit 4)		10 Marks
	a		
	b		

c

Q5

Attempt any Two (Unit 5)

10 Marks

a

b

c

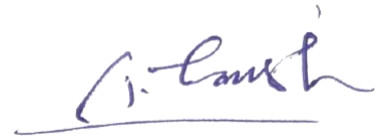
These Academics, Examinations and Evaluation Guidelines are applicable for all years and all batches under autonomy, as per NEP 2020 guidelines commencing from the Academic Year 2025-26.

For any difficulty in understanding rules and regulations, please write to:

- deanacademics@pccoer.in
- examcell@pccoer.in
- registrar@pccoer.in
- principal@pccoer.in

Note:

The above rules and regulations are also applicable to BBA and BCA courses with obvious changes wherever required/applicable.



Dr. Harish Tiwari

Director

**PCET's Pimpri Chinchwad College of
Engineering and Research, Ravet,
Pune - 412 101**

Team Members for Course Design

Sr No	Name of Team Members
1	Asst. Prof. Lakshay Goyal
2	Dr. Rashmi Mishra
3	Asst. Prof Amruta Dixit
4	Asst. Prof. Snehal Rahude

Dr. Smriti Pathak

Chairman – Board of Studies (Bachelor of Business Administration)