

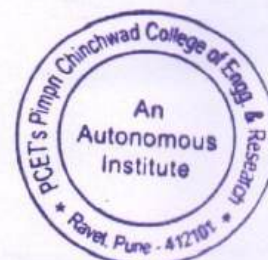
Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research,
Ravet Pune

Curriculum Structure and Syllabus of
First Year B.B.A

With Effective from Academic Year 2025-26



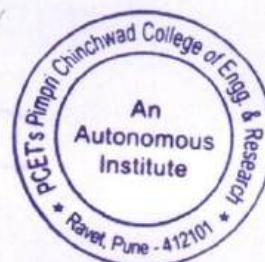
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Nomenclature

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

T. Parikh



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 **First Year BBA program**, effective from the **Academic Year 2025-26** at **Pimpri Chinchwad College of Engineering & Research (PCCOER), Ravet, Pune** – an autonomous institute.

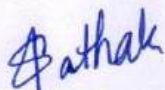
This syllabus has been thoughtfully designed following the recommendations and guidelines of the **National Education Policy (NEP) 2020**, **Savitribai Phule Pune University**, **UGC**, **AICTE** and other accreditation agencies. It reflects our commitment to providing quality education that aligns with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

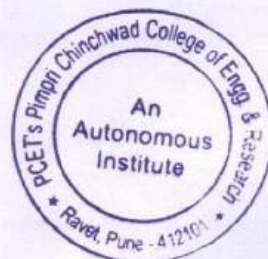
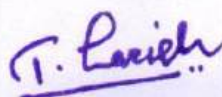
We are confident that this syllabus will foster not only academic growth but also the **professional and personal development** of our students. It is designed to empower them to pursue higher education, competitive exams, start-ups, or successful careers in the business world with integrity and confidence.

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

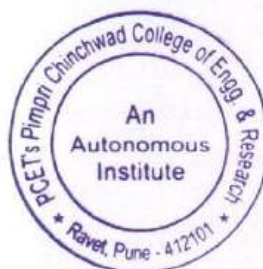
Chairman – Board of Studies (Bachelor of Business Administration)
Pimpri Chinchwad College of Engineering & Research



Members of Board of Studies – Bachelor of Business Administration

Dr. Smriti Pathak	Dr. Jalpa Thakkar
Dr. Prashant Kalshetti	Mr. Shriyash Patil
Dr. Neha Patvardhan	Dr. Rashmi Mishra
Dr. Kishore Nawale	Mrs. Snehal Rahude
Mr. Yogesh Shinde	Mr. Lakshay Goyal

Pathak
Dr. SMRITI PATHAK
HOD BBA DEPARTMENT



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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 behaviour 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 that are Formative Assessment (FA) and End-Semester Examination (ESE).

FE Autonomy Assessment

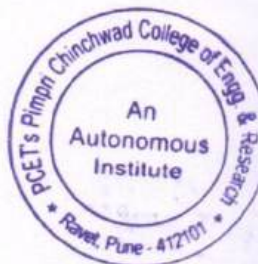
I) Theory – 100 Marks

a) Formative Assessment – 50 Marks

b) Summative Assessment – 50 Marks

II) Practical Exam – 25 Marks

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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.



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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.

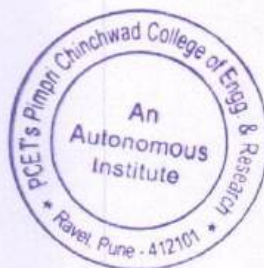
Program Educational Objectives (PEOs)

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.



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

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Level 4.5																	
Course Code	Course	Course Type	Credits	Credit Scheme				Teaching Scheme (Hrs / Week)				Evaluation Scheme					Total Marks
				L	T U	P R	T W	L	T U	P R	T W	FA	SA	P R	O R	T W	
Semester I																	
CC-101-BA	Principles of Management	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC-102-BA	Business Accounting	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC-103-BA	Business Economics	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
AEC-101-BA	Business Communication	AEC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
AEC-102-BA	Software Tools for Business	AEC	2	1	0	2	0	1	0	2	0	25	-	-	-	25	50
AEC-103-BA	Additional Course - Indian or Foreign Language	AEC	00*	1	0	0	0	1	0	0	0	-	-	-	-	-	0
MDC-101-BA	Indian Knowledge System	MDC	2	1	1	0	0	1	1	0	0	25	-	-	-	25	50
VAC-101-BA	Environmental Sustainability	VAC	2	2	0	0	0	2	0	0	0	25	25	-	-	-	50
Total			22	21	1	2	0	21	1	2	0	275	225	0	0	50	550

*Indian Languages: Sanskrit/Hindi/All Regional languages

Foreign Languages: Spanish/German/French/Korean/Mandarin

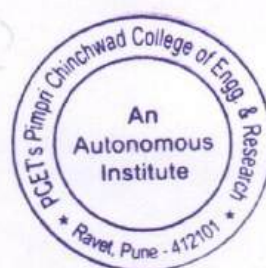


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Level 4.5																	
Course Code	Course	Course Type	Credits	Credit Scheme				Teaching Scheme (Hrs / Week)				Evaluation Scheme					Total Marks
				L	T U	P R	T W	L	T U	P R	T W	FA	SA	P R	O R	T W	
Semester II																	
CC-151-BA	Marketing Management	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC-152-BA	Organization Behavior	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
CC-153-BA	Principles of Finance	CC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
AEC-151-BA	Business Statistics	AEC	4	4	0	0	0	4	0	0	0	50	50	-	-	-	100
AEC-152-BA	Additional Course - Indian or Foreign Language	AEC	00*	1	0	0	0	1	0	0	0	-	-	-	-	-	0
MDC-151-BA	Media Literacy and Critical Thinking	MDC	2	1	0	2	0	1	0	2	0	25	0	-	-	25	50
VAC-151-BA	Indian Constitution	VAC	2	1	1	0	0	1	1	0	0	25	-	0	-	25	50
SEC-151-BA	Application of Emerging Technologies for effective communication	SEC	2	1	0	2	0	1	0	2	0	25	0	-	-	25	50
Total			22	20	1	4	0	20	1	4	0	275	200	0	0	75	550

*Indian Languages: Sanskrit/Hindi/All Regional languages
Foreign Languages: Spanish/German/French/Korean/Mandarin

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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: CC-101-BA			Name of Course: Principles of 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:

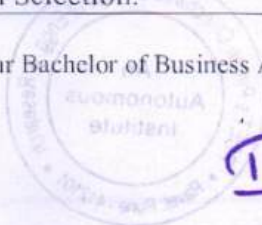
1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.
5. To develop students' ability to respond effectively to modern workplace challenges through structured analysis and ethical awareness.

Course Outcomes:

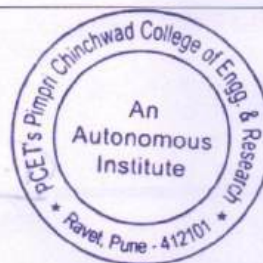
CC-101.1	Recall and list key concepts, definitions, and principles of management along with major contributors to management thought.
CC-101.2	Understand core functions of management, managerial roles, and organizational structures in various business contexts.
CC-101.3	Apply planning, decision-making, and staffing techniques to routine administrative and business situations.
CC-101.4	Analyze communication, coordination, directing, and control processes to improve workplace functioning and team dynamics.
CC-101.5	Evaluate strategic frameworks and ethical issues to support sustainable and responsible business decisions.

Course Content

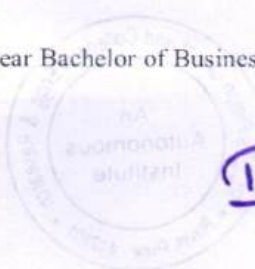
Unit I	Fundamentals of Management	(14 Hours)
Definition, Meaning, nature, Scope and significance of management; Principles of management, management and administration, Levels of management and roles of managers; Evolution of management thought: Classical, (Taylor, Fayol) Behavioral, (Mayo, Hawthorne) Quantitative, Systems, Contingency and Modern approaches (Peter Drucker, Indian Ethos); Management as a science and an art.		
Unit II	Planning and Decision Making	(10 Hours)
Nature, importance and purpose of planning in management; Types of plans – strategic, tactical, and operational; Planning process; Decision-making – importance, steps, and Models of Decision-Making.		
Unit III	Organizing and Staffing	(12 Hours)
Nature of Organizing; Types of Organizational Structures: Functional, Divisional, Matrix; Authority, Responsibility, Delegation of Authority; Centralization and Decentralization; Span of Control, Coordination and Integration; Staffing Function: Nature and Importance of Staffing, Process of Recruitment and Selection.		



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Unit IV	Directing and Controlling	(12 Hours)
Meaning and Nature of Directing; Elements of Directing: Supervision and Communication Communication Process; Types of Communication: Formal, Informal; Directions of Communication: Upward, Downward, Horizontal, Diagonal; Barriers and Essentials of Effective Communication Coordination and Control: Meaning, Importance, and Techniques of Coordination; Meaning and Importance of Controlling, Control Process; Types of Control: Feed forward, Concurrent, Feedback Essentials of a Sound Control System; Basic Tools of Control: Budgets, Reports, Audits, KPIs.		
Unit V	Strategic Management, Ethics and Social Responsibility	(12 Hours)
Strategic Management: Overview of Strategic Management; SWOT Analysis Strategy Formulation, Implementation, and Evaluation; Ethics, CSR and Sustainability: Ethical Issues in Management, Corporate Social Responsibility (CSR), Sustainable Management Practices.		
1. Learning Resources		
Text Books:		
1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.		
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston		
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.		
Reference Books:		
□ Harold Koontz & Heinz Weihrich – <i>Essentials of Management: An International Perspective</i> , McGraw-Hill Publication		
□ Stephen P. Robbins & Mary Coulter – <i>Management</i> , Pearson Publication		
□ Peter F. Drucker – <i>The Practice of Management</i> , Harper & Row.		
□ Ricky W. Griffin – <i>Management: Principles and Applications</i> , Cengage Publication		
□ James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. – <i>Management</i> , Pearson Publication		
e-resources:		
□ MIT Open CourseWare – https://ocw.mit.edu		
□ Harvard Business Review (HBR) Articles – https://hbr.org		
□ Coursera - Management Courses – https://www.coursera.org		
2. Preparation:		
Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session		
Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.		
Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.		
3. Engagement Strategies:		
Active Participation: Encourage all students to actively engage in discussions and activities throughout the session.		
Use of Technology: Utilize multimedia presentations or online tools to enhance learning experiences and engagement.		
Group Activities: Incorporate group discussions or collaborative activities to promote peer learning and interaction.		
4. Assessment and Evaluation:		
Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.		
Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.		



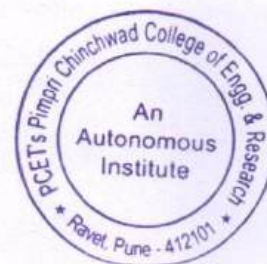
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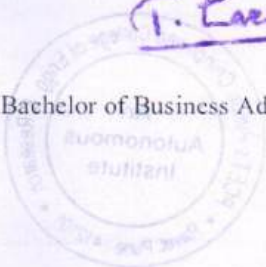
5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



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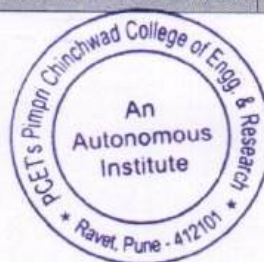


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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: CC-102-BA			Name of Course: Business Accounting			
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. To provide an understanding of application of various principles and practice of Accounting.						
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.						
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.						
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.						
5. To analyze and interpret financial data for informed decision-making and effective financial planning in a business environment.						
Course Outcomes:						
CC-102.1	Identify the application of various principles and practice of Accounting in preparation of accounting statements.					
CC-102.2	Demonstrate the knowledge on the process of accounting cycle.					
CC-102.3	Apply the knowledge of systematic maintenance of books of accounts to real life business.					
CC-102.4	Apply & Evaluate the Annual Financial statements of Sole proprietorship and Company form of business.					
CC-102.5	Analyze accounting records and trial balance for accuracy, identify errors, and propose necessary adjustments.					
CC-102.6	Create a sustainability reporting framework using principles of green accounting and IFRS-based financial sustainability disclosures.					
Course Content						
Unit I	Introduction to Accounting, Accounting System and Process					(10 Hours)
Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organizations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.						
Unit II	Recording transactions and Trial balance					(12 Hours)
Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.						
Unit III	Final Accounts					(14 Hours)

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Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

Unit IV	Company Final Accounts	(14 Hours)
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Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

Unit V	Green Accounting and Sustainable Reporting	(10 Hours)
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Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

1. Learning Resources

Text Books:

1. Jain S.P., & Narang K.L. . Basic Financial Accounting I, New Delhi, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.

Reference Books:

1. "Financial Accounting" – P.C. Tulsian & Bharat Tulsian, S. Chand Publishing
2. "Advanced Accountancy" – R.L. Gupta & M. Radhaswamy, S. Chand Publishing
3. "Modern Accountancy" – A. Mukherjee & M. Hanif, Tata McGraw-Hill Publishing
4. "Accounting Principles" – Jerry J. Weygandt, Paul D. Kimmel & Donald E. Kieso, John Wiley & Sons Publishing
5. "Company Accounts" – S.P. Jain & K.L. Narang, Kalyani Publishers

E-resources:

1. Institute of Chartered Accountants of India (ICAI) – <https://www.icai.org>
2. Coursera – Accounting Courses – <https://www.coursera.org>
3. Harvard Business Review – Accounting & Finance Articles – <https://hbr.org>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Engagement Strategies:

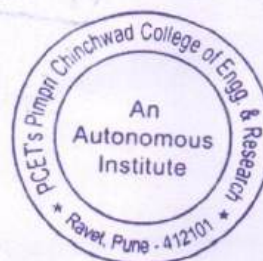
- ☐ Accounting-based quizzes on **Kahoot!** or **Quizizz**.
- ☐ Competitive ledger-balancing exercises.
- ☐ **Flipped Classroom Approach** – Pre-watch videos on accounting concepts, followed by practical class sessions.

4. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

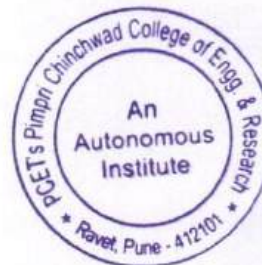
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5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.

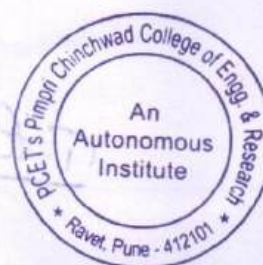


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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: CC-103-BA			Name of Course: Business Economics			
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. To equip students with fundamental concepts of microeconomics.						
2. To delve into the complexities of market structures, helping students navigate.						
3. To make challenges such as competition, regulatory environments, and technological disruptions.						
4. To foster critical thinking by analyzing real-world case studies, enabling students to propose.						
5. To innovative solutions to business problems.						
Course Outcomes:						
CC-103.1	Define and explain basic microeconomic and macroeconomic concepts.					
CC-103.2	Illustrate demand and supply dynamics using graphical and numerical tools.					
CC-103.3	Apply consumer and producer behavior theories in decision-making.					
CC-103.4	Analyze pricing and output decisions across different market structures.					
CC-103.5	Evaluate national income aggregates and macroeconomic indicators.					
CC-103.6	Create the changing trends and challenges in the Indian economy.					
Course Content						
Unit I	Introduction to Microeconomics and Economic Problems					(12 Hours)
Meaning of Microeconomics and Macroeconomics; Nature and Scope – Positive and Normative Economics; Basic Economic Problems: Scarcity and Choice; Central Problems of an Economy: What, How, and For Whom to Produce; Concepts of Utility and Opportunity Cost; Introduction to Economic Systems: Capitalism, Socialism, Mixed Economy						
Unit II	Demand, Supply and Market Equilibrium					(12 Hours)
Demand: Meaning, Individual and Market Demand, Demand Schedule; Determinants of Demand; Law of Demand; Movement vs Shift in Demand Curve; Elasticity of Demand: Price, Income, Cross; Supply: Individual and Market Supply, Law of Supply, Elasticity of Supply Equilibrium: Determination of Price through Demand and Supply; Effect of Shifts in Demand or Supply.						
Unit III	Consumer and Producer Behavior					(12 Hours)
Consumer Behavior: Cardinal Utility Approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility: Indifference Curves, Budget Line, Consumer Equilibrium; Producer Behavior: Production Function and Law of Variable Proportions, Returns to Scale, Cost Analysis: Short-run and Long-run Cost Curves (TFC, TVC, TC, AC, MC), Producer's Equilibrium.						
Unit IV	Market Structures and Pricing Mechanisms					(12 Hours)

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Concept of Market and its Types; Perfect Competition: Price and Output Determination; Monopoly: Price Determination, Price Discrimination; Monopolistic Competition: Features, Short and Long-run Equilibrium; Oligopoly: Kinked Demand Curve, Cartels, Price Rigidity; Role of Government in Market Regulation.

Unit V Fundamentals of Macroeconomics and Indian Economy (12 Hours)

Circular Flow of Income; National Income Concepts: GDP, GNP, NDP, NNP (At Market Price and Factor Cost); Methods of Measuring National Income: Product, Income, Expenditure; A Brief History of Indian Economy: Pre- and Post-Independence; Recent Trends in Indian Economy; Current Challenges: Poverty, Human Capital Formation, Unemployment; Sustainable Development and India's Trade with Other Nations.

1. Learning Resources

Text Books:

1. Varian. H.R: Microeconomics A modern Approach, W W Norton
2. Mc Connell & Brue: Microeconomics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory, S. Chand Publisher

Reference Books:

1. "Principles of Microeconomics" – N. Gregory Mankiw, Cengage Learning Publishing
2. "Microeconomic Theory" – Andreu Mas-Colell, Michael D. Whinston & Jerry R. Green, Oxford University Press
3. "Breakthrough Advertising" - Eugene M. Schwartz, Bottom Line Books Publishers
4. "Managerial Economics" – P.L. Mehta, Sultan Chand & Sons

E-resources:

1. Khan Academy – Microeconomics & Macroeconomics – <https://www.khanacademy.org>
2. MIT Open Course Ware – Economics Courses – <https://ocw.mit.edu>
3. World Bank & IMF Economic Reports – <https://www.worldbank.org> | <https://www.imf.org>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Engagement Strategies:

1. **Live Business Case Discussions** – How companies set prices based on supply & demand.
2. **Real Data Analysis** – Students analyze GDP growth trends over decades.
3. **MOOCs & Online Courses** – Integrate Coursera/EdX microeconomics courses.

4. Assessment and Evaluation:

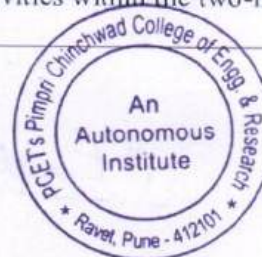
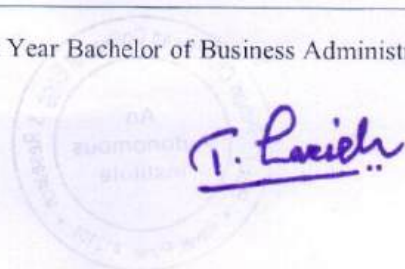
Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

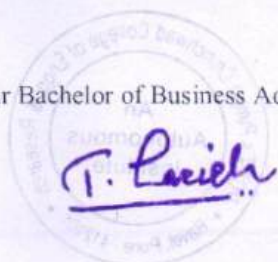
5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering and Research, Ravet, Pune (An Autonomous Institute)						
Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: AEC-101-BA			Name of Course: Business Communication			
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 understand the concept, process, and importance of Business Communication.						
2. To help students in understanding the basic principles and techniques of business communication.						
3. To train students to acquire and master written communication for the corporate world.						
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.						
5. To critically evaluate digital communication tools for effective and responsible use in a business environment.						
Course Outcomes:						
AEC-101.1	Recall the basic concepts, types, and process of communication, including barriers and listening skills.					
AEC-101.2	Understand and draft written communication including emails, letters, and reports with proper etiquette.					
AEC-101.3	Apply presentation and interpersonal communication techniques in business situations.					
AEC-101.4	Evaluate and adapt digital communication and social media usage professionally.					
AEC-101.5	Demonstrate para-linguistic communication in interviews, meetings, and customer scenarios.					
AEC-101.6	Evaluate and apply cross-cultural etiquette and negotiation techniques in global business contexts.					
Course Content						
Unit I	Fundamentals of Business Communication					(12 Hours)
Meaning, Importance, and Process of Communication; Models of Communication: Shannon-Weaver, Berlo, etc.; 7 C's of Effective Communication; Types of Communication: Verbal (Formal/Informal), Non-Verbal (Kinesics, Posture, Gestures, Eye Contact, Silence); Listening Skills: Types, Barriers, Techniques; Communication Barriers: Physical, Semantic, Psychological, Organizational.						
Unit II	Written Business Communication and Documentation					(12 Hours)
Planning and Drafting Business Messages; Types of Professional Correspondence: Enquiry, Complaint, Sales, Promotion, Follow-up, Resignation, Job Applications; Cover Letters & Resume Writing; Email Etiquette: Format, Subject Lines, Tone, Professional Language; Report Writing: Structure, Types, Layout, Writing Tips; Memo, Circular, and Notice Drafting.						
Unit III	Interpersonal, Visual, and Digital Communication					(12 Hours)



Interpersonal Communication in Teams and Organizations; Presentation Skills: Structure, Delivery, Non-verbal Cues; Use of Visual Aids: PPT, Canva, Prezi, Zoho, Visme; Digital Communication Platforms: Video Conferencing, IM, Blogs, LinkedIn; Social Media Etiquette & Digital Footprint; Introduction to Personal and Business Websites.

Unit IV	Skills Para-linguistic Skills for Professional Excellence	(12 Hours)
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Para-linguistics: Meaning, Importance in Communication; Voice Modulation & Tone – Pitch, Volume, Emotion; Rate of Speech, Strategic Pauses, Avoiding Fillers; Stress & Emphasis: Vocal Highlighting Techniques; Pronunciation & Clarity: Common Errors and Practice; Application in Interviews, Team Talks, Customer Handling.

Unit V	Negotiation and Cross-Cultural Communication	(12 Hours)
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1. Learning Resources

Text Books:

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.

Reference Books:

1. "Business Communication Today" – Courtland L. Bovee & John V. Thill, Pearson Education
2. "Excellence in Business Communication" – John V. Thill & Courtland L. Bovee, Pearson
3. "The Business Communication Handbook" – Judith Dwyer, Cengage Publishers
4. "Digital Communications: Principles and Systems" – Shanmugam & Rajeev, Wiley India Publishers.

e-resources:

1. Harvard Business Review (HBR) – Business Communication Articles – <https://hbr.org>
2. Coursera - Business Communication Courses – <https://www.coursera.org>
3. LinkedIn Learning - Business Writing and Digital Communication - <https://www.linkedin.com/learning>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Engagement Strategies:

Case Studies & Real-World Scenarios: Analyzing real business communication failures and successes (e.g., company PR disasters or viral marketing campaigns).

Role-Playing & Mock Scenarios: Students take on roles (manager, employee, and customer) and practice professional communication.

Debates & Group Discussions: Topics such as "Formal vs. Informal Communication in the Workplace" or "Ethical vs. Unethical Social Media Practices".

4. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

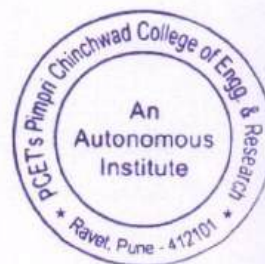
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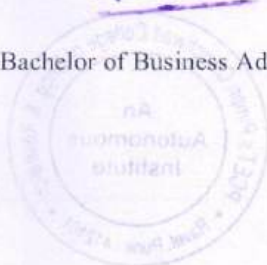
5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
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Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: AEC-102-BA			Name of Course: Software Tools for Business			
Teaching Scheme (Hrs/week):				Credits: 02		
Lecture	Practical	TW		Lecture	Practical	TW
1		1		1		1
Examination Scheme :						
FA	ESE	TW	Total			
25 Marks	-	25 Marks	50 Marks			

Course Objectives:

1. To develop proficiency in using word processing tools such as MS Word and Google Docs for creating, formatting, and managing professional documents.
2. To enable students to effectively organize, analyze, and visualize data using spreadsheet applications like MS Excel and Google Sheets.
3. To build skills in designing impactful presentations using tools like MS PowerPoint, Google Slides, Canva, and Prezi for clear and engaging communication.
4. To equip students with the ability to create and analyze digital feedback forms and surveys using Google Forms and Sheets for data-driven decision making.
5. To foster collaboration and productivity through the use of cloud-based platforms such as Google Workspace, Microsoft 365, and communication tools like Slack, Trello, and Zoom.

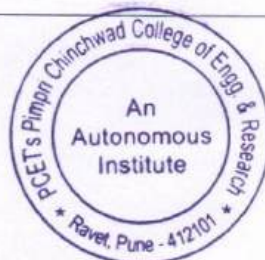
Course Outcomes:

AEC-102.1	Apply various word processing tasks using MS Word and Google Docs.
AEC-102.2	Prepare spreadsheets and presentations using formatting and data visualization tools.
AEC-102.3	Design and conduct feedback collection and surveys using digital tools.
AEC-102.4	Analyze the effectiveness of digital tools for productivity and communication.
AEC-102.5	Create professional documents and reports integrating multiple digital tools.
AEC-102.6	Evaluate collaborative platforms and cloud tools for business productivity.

Course Content

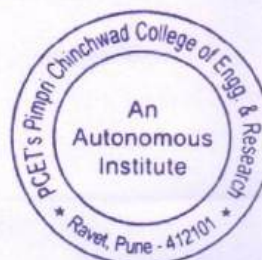
Unit I	Word Processing using MS Word & Google Docs	(6 Hours)
Basics of Word Processing: Interface, Menu, Ribbon; Creating, Saving, Opening, and Editing Documents; Formatting Text: Font, Alignment, Line Spacing, Bullets; Page Layout, Margins, Headers/Footers, Page Numbers; Inserting Tables, Shapes, Images, Text Boxes; Google Docs: Sharing, Commenting, Version History.		
Unit II	Spreadsheet Management using MS Excel & Google Sheets	(6 Hours)
Introduction to Excel & Google Sheets: Layout and Use Cases; Data Entry, Formatting Cells, Sorting and Filtering; Basic Formulas: SUM, AVERAGE, COUNT, IF, VLOOKUP; Conditional Formatting and Data Validation; Creating Charts: Pie, Bar, Line – Interpretation and Presentation; Sharing and Collaborating in Google Sheets.		
Unit III	Presentations and Visual Communication Tools	(6 Hours)
Creating Effective Slides using MS PowerPoint; Slide Layouts, Design Themes, Transitions and Animations; Inserting Visuals: Charts, Tables, Videos, Smart Art; Introduction to Canva, Google Slides, and Prezi; Delivering Presentations: Verbal & Non-verbal Tips; Group Practice: Design and Present Mini Presentation.		

T. Laxich



Unit IV	Feedback, Forms and Survey Tools	(6 Hours)
Importance of Feedback & Surveys in Business; Introduction to Google Forms: Question Types Designing Feedback Forms: MCQs, Likert Scales, Descriptive; Form Settings: Response Limits, Validation, Quiz Mode; Analyzing Survey Results in Google Sheets; Mini Project: Create and Analyze a Survey.		
Unit V	Cloud Collaboration & Productivity Platforms	(6 Hours)
Google Workspace: Docs, Sheets, Slides, Drive; Microsoft 365: One Drive, Teams, Outlook Productivity Tools: Trello, Slack, Zoom, WhatsApp Business; Cloud Storage: Sharing, Permissions, Security; Etiquette in Online Collaboration & Meetings; Final Group Activity: Prepare & Present a Team Report using Digital Tools.		
1. Learning Resources		
Text Books:		
1. "Microsoft Word 2019 Step by Step" – Joan Lambert, Pearson Education Publishers		
2. "Google Docs Made Easy" – James Bernstein, Independently Published		
3. "Excel 2021 Power Programming with VBA" – Michael Alexander & Dick Kusleika, Wiley Publishers		
Reference Books:		
1. "Microsoft Office 365 & Office 2019" – Joan Lambert & Curtis Frye, Microsoft Press		
2. "Google Workspace for Beginners" – Scott La Counte		
3. "Excel Bible" – John Walkenbach, Wiley Publishers		
4. "MOS Study Guide for Microsoft Word & Excel" – Joan Lambert, Microsoft Press		
E-resources:		
1. Microsoft Office Support – https://support.microsoft.com		
2. Google Docs Help Center – https://support.google.com/docs		
3. Google Sheets Help Center – https://support.google.com/sheets		
2. Software Tools for Communication 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.	
3. Tutorial and Term Work:		
1. Case Studies – Document collaboration in remote teams.		
2. Group Projects – Create a project report using Google Docs & Sheets.		
3. Practical Exercises – Formatting challenges and data analysis in spreadsheets.		
4. Guidelines For Tutorial/ Practical conduction		

T. Laxmi



4. **Hands-on Approach** – Encourage **practical exercises over theory**.
5. **Use Online Collaboration** – Students work on shared documents and spreadsheets.
6. **Introduce Real-world Scenarios** – Example: Formatting a professional resume.

5. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

6. Structure of the Tutorial:

1. **Introduction (10 mins)** – Overview of the topic.
2. **Demonstration (20 mins)** – Live walkthrough of the tool.
3. **Hands-on Activity (30 mins)** – Students practice tasks with instructor guidance.
4. **Team Collaboration (15 mins)** – Group discussion or project work.
5. **Q&A & Feedback (10 mins)** – Troubleshooting and summary.

7. Engagement Strategies:

1. **Kahoot! quizzes** on Word & Excel shortcuts.
2. **Challenge-based learning** – Example: "Create a budget spreadsheet in 10 minutes".
3. **Live document collaboration** – Google Docs & Sheets group projects.

8. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

9. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.

10. Post Tutorial Follow-up:

Reflection: Reflect on the tutorial session to evaluate its effectiveness and identify areas for improvement in future sessions.

Student Support: Offer additional office hours or online support for students who may need further assistance with tutorial material or assignments.

By following these guidelines, you can conduct a structured and engaging two-hour tutorial session that enhances students' understanding and retention of theory subjects while fostering active learning and participation.

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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: MDC-101-BA			Name of Course: Indian Knowledge System			
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. To introduce students to the foundations, classification, and historical evolution of Indian Knowledge Systems and their relevance in contemporary contexts.
2. To explore the scientific advancements of ancient India in fields such as astronomy, mathematics, medicine, metallurgy, and environmental sustainability.
3. To provide a critical understanding of major Indian philosophical schools and ethical frameworks, highlighting their influence on society and culture.
4. To examine the development of classical Indian languages, literature, and educational institutions, along with the pedagogical practices of ancient India.
5. To appreciate the artistic, architectural, and aesthetic contributions of ancient India, and understand how knowledge was represented through various cultural forms.

Course Outcomes:

MDC-101.1	Recall and explain the concept, scope, and evolution of ancient Indian knowledge.
MDC-101.2	Describe key developments in ancient Indian science and scientific thought.
MDC-101.3	Interpret ancient Indian contributions in humanities, philosophy, and languages.
MDC-101.4	Compare and analyze ancient education systems and their pedagogical relevance.
MDC-101.5	Evaluate the contributions of Indian knowledge systems in shaping worldviews.
MDC-101.6	Develop critical insights into how ancient knowledge can inspire modern systems.

Course Content

Unit I	Foundations of Indian Knowledge Systems	(6 Hours)
Definition, nature, scope, and significance of knowledge; Introduction to the Indian Knowledge System (IKS); Classification of knowledge in Indian tradition; Evolution and timeline of ancient Indian knowledge.		
Unit II	Scientific Developments in Ancient India	(6 Hours)
Astronomy: Aryabhatta, Varahamihira, Sawai Jai Singh; Mathematics: Contributions of Baudhayana, Bhaskara; Medicine: Ayurveda (Charaka, Sushruta), Yunani medicine; Metallurgy: Copper, Iron, Bronze, and alloy technologies; Environmental practices in ancient India.		
Unit III	Philosophical Thought and Traditions	(6 Hours)
Six schools of Indian philosophy (Darshanas); Lokayat (Charvaka), Vedic, Upanishadic, Buddhist, Jaina philosophies; Concept of Dharma, Karma, Moksha; Ethical and moral dimensions of ancient thought; Interrelation between philosophy and social systems.		
Unit IV	Indian Languages, Literature, and Education Systems	(6 Hours)

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Classical Languages: Sanskrit, Prakrit, Pali, Farsee; Literary works: Ramayana, Mahabharata, Arthashastra; Education in ancient India: Gurukul system, Takshashila, Nalanda, Valabhi, Vikramshila; Pedagogy and methodology of ancient Indian education; Role of women in education and scholarship.

Unit V Indian Art, Architecture, and Knowledge Representation (6 Hours)

Temples, Stupas, and Viharas: Symbolism and structure: Architecture as cultural expression: Harappan to Gupta period; Knowledge representation through sculpture, painting, and dance; Ancient Indian concepts of design, town planning, and aesthetics; Integration of science, art, and spirituality.

1. Learning Resources

Text Books:

1. Abdur Rahman, Science and Technology in Medieval India: A Bibliography of Source Materials in Sanskrit, Arabic, and Persian, Indian National Science Academy, New Delhi, 1982.
2. Bag A. K. (ed), History of Technology in India (Vol I) (From Antiquity to C. 1200 A.D.), Indian National Science Academy, Delhi, 1997.
3. Chattopadhyaya, Debiprasad, History of science and technology in ancient India: the beginnings, Firma KLM Pvt. Ltd. 1986.

Reference Books:

1. "The Indian Knowledge System" – Kapil Kapoor, Indian Institute of Advanced Study & DK Printworld Publishers
2. "The Wonder That Was India" – A.L. Basham, Pan Macmillan Publisher
3. "History of Science in India" – Debiprasad Chattopadhyaya, Firma KLM Publisher
4. "Indian Philosophy" – S. Radhakrishnan, Oxford University

E-resources:

1. National Digital Library of India (NDLI) – <https://ndli.iiitkgp.ac.in>
2. Indira Gandhi National Open University (IGNOU) E-Books – <http://egyankosh.ac.in>
3. Indian Knowledge System Portal (AICTE) – <https://iksindia.org>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Structure of the Tutorial:

1. Introduction (10 mins) – Overview of the topic.
2. Discussion/Lecture (20 mins) – Theoretical background.
3. Case Study/Application (25-30 mins) – Interactive problem-solving.
4. Student Presentations/Group Work (15 mins) – Sharing insights.
5. Q&A & Feedback (10 mins) – Clarifications and key takeaways.

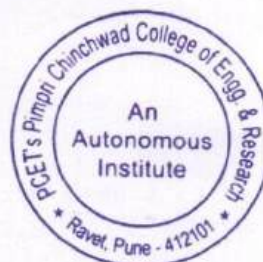
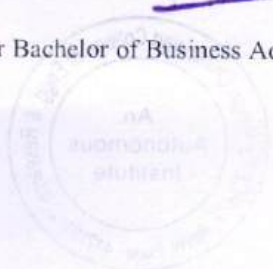
4. Engagement Strategies:

Experiential Learning:

Live Demonstrations – Use Ayurvedic herbs, astronomical charts, and old scripts.

Project-Based Learning – Students create mini-documentaries on ancient universities.

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5. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

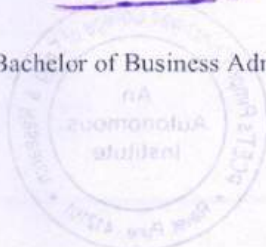
6. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: I	
Course Code: VAC-101-BA			Name of Course: Environmental Sustainability			
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. To understand the basics of environment, sustainability, and human–nature relationship.						
2. To identify types, causes, and control measures of environmental pollution.						
3. To explore natural resources, biodiversity, and their conservation methods.						
4. To learn waste management techniques and promote sustainable practices.						
5. To understand environmental laws, policies, and disaster management systems.						
Course Outcomes:						
VAC-101.1	Recall key environmental concepts and various types of pollution.					
VAC-101.2	Explain how environmental and social systems are interlinked.					
VAC-101.3	Apply pollution control and sustainable practices in business settings.					
VAC-101.4	Analyze environmental problems, waste management, and human contributions.					
VAC-101.5	Evaluate government policies, ESG goals, and disaster management strategies.					
Course Content						
Unit I	Introduction to Environment and Awareness					(6 Hours)
Definition, Scope & Importance of EVS; Multidisciplinary Nature of Environmental Studies Human–Environment Interdependence; Concept of Sustainability, Ecological Footprint; Need for Public Awareness, Role of Media & NGOs; Universal Human Values (UHV), SDGs & ESG Basics.						
Unit II	Environmental Pollution and Its Management					(6 Hours)
Pollution: Air, Water, Soil, Noise, Thermal, Nuclear; Causes, Effects on Health, Ecosystems, Economy; Pollution Control Technologies and Practices; Role of Individuals and Businesses in Pollution Control; Pollution Case Studies (e.g., Bhopal Gas Tragedy); Legal Framework: CPCB, SPCBs, Environmental Acts Overview.						
Unit III	Natural Resources and Biodiversity Conservation					(6 Hours)
Classification of Resources: Renewable & Non-renewable; Forest, Water, Energy, Mineral Resources – Usage & Crisis; Biodiversity: Definition, Types, Importance; Threats to Biodiversity: Habitat Loss, Poaching, Invasive Species; Conservation Strategies: In-situ and Ex-situ Methods; Biodiversity Hotspots and Protected Areas in India						
Unit IV	Waste Management and Sustainable Practices					(6 Hours)
Solid Waste: Urban, Industrial, E-waste, Biomedical; Waste Segregation, Collection, Disposal Techniques; 3Rs: Reduce, Reuse, Recycle; Sustainable Consumption and Green Marketing; ESG in Business, Circular Economy; Individual & Corporate Roles in Waste Reduction.						
Unit V	Environmental Laws, Policies, and Disaster Management					(6 Hours)

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Environmental Acts: Water Act, Air Act, EPA (1986); National Missions: NAPCC, Swachh Bharat, Ganga Mission; Disaster Types: Flood, Earthquake, Cyclone, Landslide; Role of NDMA, SDRF, Local Government; Community-based Disaster Preparedness; Evaluating Policy Effectiveness in Environmental Protection.

1. Learning Resources

Text Books:

1. "Textbook of Environmental Studies for Undergraduate Courses" – Erach Bharucha, Orient Blackswan Publisher
2. "Environmental Science: A Global Concern" – William P. Cunningham & Mary Ann Cunningham, McGraw-Hill Education
3. "Environmental Management" – N.K. Uberoi, Excel Books Publisher

Reference Books:

1. "Environmental Studies" – Erach Bharucha, Orient Blackswan Publisher
2. "Environmental Science" – G. Tyler Miller & Scott Spoolman, Cengage Publisher
3. "Fundamentals of Environmental Studies" – Mahua Basu, Cambridge University Press Publisher
4. "Environmental Studies: From Crisis to Cure" – R. Rajagopalan, Oxford University Publisher

E-resources:

1. Ministry of Environment, Forest and Climate Change (MoEFCC), India – <https://moef.gov.in>
2. United Nations Environment Programme (UNEP) – <https://www.unep.org>
3. National Geographic – Environment – <https://www.nationalgeographic.com/environment>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Engagement Strategies:

1. Live Projects – Tree plantation, community waste management, awareness campaigns.
2. Real-World Data Analysis – Air quality index tracking, water pollution analysis.

4. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

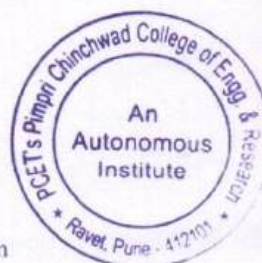
Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.

T. Parikh

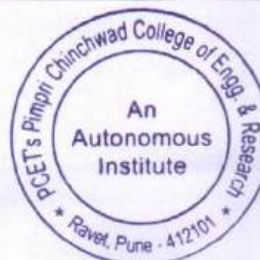


Semester II



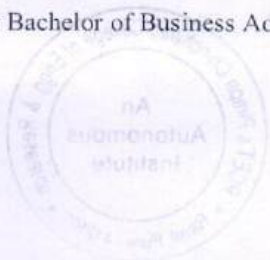
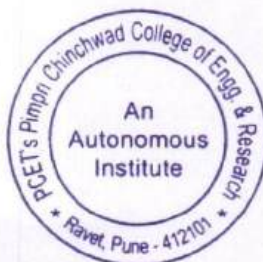
Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering and Research, Ravet, Pune (An Autonomous Institute)						
Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: II	
Course Code: CC-151-BA			Name of Course: Marketing Management			
Teaching Scheme (Hrs/week):			Credits:04			
Lecture	Practical	TW		Lecture	Practical	TW
4	-	-		4	-	-
Examination Scheme :						
FA	ESE					
50 Marks	50 Marks					
Course Objectives:						
1. To provide students with a foundational understanding of the core concepts and functions of modern marketing.						
2. To familiarize students with the role of marketing within organizations and its impact on business success.						
3. To equip students with knowledge of the Marketing Mix (4Ps) and its practical applications.						
4. To introduce students to emerging trends and contemporary issues in the field of marketing.						
5. To develop essential marketing skills and insights that help students become effective and responsible marketers.						
Course Outcomes:						
CC-151.1	Understand the fundamental concepts and importance of marketing in modern organizations.					
CC-151.2	Describe the key components of the Marketing Mix and their role in marketing strategy.					
CC-151.3	Describe the intricacies of the marketing environment and marketing information systems.					
CC-151.4	Develop skills for effective segmentation, targeting, and positioning.					
CC-151.5	Understand promotion mix and strategies for successful promotion.					
CC-151.6	Apply basic marketing skills to plan and implement marketing activities.					
Course Content						
Unit I	Introduction to Marketing					(12 Hours)
Nature and Scope of Marketing; Customer Needs, Wants and Demand; Marketing Concepts: Production, Product, Selling, Marketing and Societal Marketing; Importance of Marketing in Modern Organizations; Overview of Marketing Environment (Micro and Macro)						
Unit II	Marketing Environment & Marketing Mix					(12 Hours)
Analyzing Marketing Environment: Micro and Macro Environment (continued); Market Segmentation: Need, Concept, Nature, Basis and Strategies; Mass Marketing vs. Segmentation Marketing Mix Overview: 4Ps of Products and 7Ps of Services; Factors Affecting the Marketing Mix.						
Unit III	Product and Pricing Decisions					(12 Hours)
Product Definition and Levels; New Product Development Process; Product Life Cycle and Positioning; Branding, Packaging, and Labeling Decisions; Pricing Decisions: Importance, Objectives; Pricing Strategies and Techniques.						

T. Parikh



Unit IV	Distribution and Promotion	(12 Hours)
Distribution: Types of Channels, Factors Affecting Channel Decisions; Designing and Managing Marketing Channels; Physical Distribution System and Its Components; Promotion Mix: Introduction and Importance; Components of Promotion Mix: Advantages and Disadvantages.		
Unit V	Contemporary Issues in Marketing	(12 Hours)
Digital Marketing: Basics and Emerging Trends; Green Marketing: Introductory Aspects Ethics and Social Responsibility in Marketing; Integrated Marketing Communication (Introductory Aspects); Case Discussions or Examples from Current Marketing Practices		
1. Learning Resources		
Text Books:		
1..Kotler,P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education		
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.		
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd		
4.Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth Marketing Management. Pearson Higher Education		
Reference Books:		
☐ "Marketing Management" – Philip Kotler & Kevin Lane Keller, Pearson Education		
☐ "Principles of Marketing" – Philip Kotler, Gary Armstrong, Pearson Education		
☐ "Consumer Behavior" – Schiffman & Kanuk, Pearson Education		
☐ "Marketing: A Managerial Perspective" – Arun Kumar & N. Meenakshi, Vikas Publishing		
E-resources:		
☐ Harvard Business Review (HBR) – Marketing Articles – https://hbr.org		
☐ Google Digital Garage – Free Marketing Courses – https://learndigital.withgoogle.com		
☐ Coursera – Digital & Traditional Marketing Courses – https://www.coursera.org		
2. Assessment and Evaluation:		
Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.		
Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.		

T. Parikh



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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)				Sem: II		
Course Code: CC-152-BA			Name of Course: Organizational Behaviour			
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 develop a fundamental understanding of human behavior within organizational settings.						
2. To emphasize the significance of Organizational Behaviour (OB) in enhancing productivity, efficiency, and employee well-being.						
3. To analyze individual behavior and its impact on workplace dynamics and outcomes.						
4. To explore group behavior and team dynamics to improve organizational effectiveness.						
5. To critically evaluate various leadership styles and their influence on organizational culture and performance.						
Course Outcomes:						
CC-152.1	Recall and explain fundamental concepts, models, and disciplines contributing to Organizational Behaviour.					
CC-152.2	Demonstrate understanding of individual behaviour via personality, perception, values, learning, and motivation theories.					
CC-152.3	Analyze group dynamics and suggest improvements for better team functioning and conflict resolution.					
CC-152.4	Evaluate leadership styles and power, and create strategies for change, development, and stress management.					
CC-152.5	Interpret the role of organizational culture, ethics, and cross-cultural behaviour in the workplace.					
Course Content						
Unit I	Foundations of Organizational Behaviour					(10 Hours)
Meaning and importance of Organizational Behaviour (OB); Historical development of OB Contributing disciplines to OB; Models of OB: Autocratic, Custodial, Supportive, Collegial, SOBC; Factors influencing OB; Organizational Culture and Climate.						
Unit II	Understanding Individual Behaviour					(10 Hours)
Foundations of Individual Behaviour; Personality: Determinants, Type A and B, Big Five Traits, Stages of Development; Attitude: Components, Types, and Job-related Attitudes; Perception: Concept, Process, Factors affecting Perception; Values: Terminal and Instrumental Values						
Unit III	Learning, Motivation, and Performance					(10 Hours)

T. Parikh



Learning: Meaning, Theories (Classical, Operant Conditioning, Social), Reinforcement; Motivation: Concept and Importance; Early Theories: Maslow's Hierarchy, Theory X & Y, Herzberg's Two-Factor Theory; Contemporary Theories: Self-Determination, Goal-Setting, Reinforcement, Self-Efficacy; Introduction to Types of Leaders (brief overview to connect with next unit).

Unit IV	Groups, Teams, and Conflict	(15 Hours)
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Groups and Teams: Concepts; Five-Stage Model of Group Development; Group think and Group Shift; Indian Perspective on Group Norms; Types of Teams: Functional, Cross-Functional, Virtual; Team Formation and Team Player Development; Individual and Group Conflict: Sources, Resolution Strategies; E-teams and Virtual Collaboration.

Unit V	Leadership, Power, and Organizational Change	(15 Hours)
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Leadership: Concepts, Trait, Behavioral (Ohio, Michigan), Contingency Theories; Contemporary Leadership Styles: Authentic, Transformational, Charismatic, Self-leadership, Mentoring; Indian vs. Global Leadership Styles; Power: Bases and Influence Tactics; Organizational Culture: Functions, Liabilities, Sustaining Culture; Cross-cultural Management: Concept and Relevance; Organizational Change: Types, Forces, Resistance and Its Management; Organizational Development: Concept, Conditions; Stress: Causes and Stress Management Techniques.

1. Learning Resources

Text Books:

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.

Reference Books:

- ☐ "Organizational Behavior" – Stephen P. Robbins & Timothy A. Judge, Pearson Publisher
- ☐ "Understanding Organizational Behavior" – Uday Pareek & Sushama Khanna, Oxford University Publisher
- ☐ "Organizational Behavior: Text and Cases" – K. Aswathappa, Himalaya Publishing House

E-resources:

- ☐ Coursera – Organizational Behavior Courses – <https://www.coursera.org>
- ☐ YouTube Channels:
- ☐ TED Talks on Leadership & Motivation

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

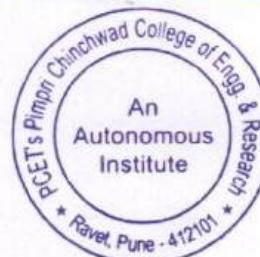
Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

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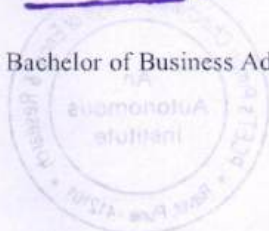
4. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



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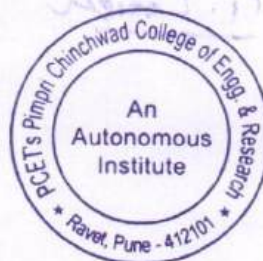


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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: II	
Course Code:CC-153-BA			Name of Course: Principles of Finance			
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 key financial principles and concepts.						
2. To introduce students to financial planning, analysis, and decision-making in a business context.						
3. To explain the role of finance in achieving overall organizational goals and success.						
4. To develop students' ability to analyze financial data and solve financial problems.						
5. To equip students with practical knowledge for applying financial concepts in real-life business scenarios.						
Course Outcomes:						
CC-153.1	Identify the fundamental concepts and scope of finance, and describe the objectives and decisions in financial management.					
CC-153.2	Demonstrate understanding of financial planning and apply time value of money concepts for effective financial decisions.					
CC-153.3	Examine and differentiate among various sources of finance and evaluate their suitability in different business contexts.					
CC-153.4	Analyze working capital components and assess their impact on short-term financial performance and liquidity.					
CC-153.5	Develop integrated financial plans and strategies through effective utilization of available resources.					
Course Content						
Unit I	Introduction to Finance					(10 Hours)
Meaning, Nature, and Scope of Finance, Role of Finance in Business, Objectives of Financial Management.						
Unit II	Basic Concepts in Financial Management					(10 Hours)
Profit Maximization vs. Wealth Maximization, Functions of Financial Manager, Financial Decisions: Investment, Financing, Dividend.						
Unit III	Financial Planning and Time Value of Money					(10 Hours)
Importance of Financial Planning, Process of Financial Planning, Concept of Time Value of Money, Present Value and Future Value Calculations, Simple and Compound Interest						
Unit IV	Sources of Finance					(15 Hours)

T. Parikh



Short-term and Long-term Sources of Finance, Equity Shares, Preference Shares, Debentures, Retained Earnings, Bank Loans, Public Deposits, Venture Capital and Angel Investors (Introduction)

Unit V

Working Capital Management (Introduction)

(15 Hours)

Concept and Importance of Working Capital, Factors Affecting Working Capital Requirements, Management of Cash, Inventory and Receivables.

1. Learning Resources

Text Books:

1. "Fundamentals of Financial Management" – Prasanna Chandra, McGraw Hill
2. "Financial Management: Theory and Practice" – I.M. Pandey, Vikas Publishing

Reference Books:

1. "Principles of Corporate Finance" – Richard A. Brealey & Stewart C. Myers, McGraw Hill
2. "Financial Management" – Khan & Jain, Tata McGraw Hill
3. "Essentials of Financial Management" – Eugene F. Brigham & Joel F. Houston, Cengage Learning

E-resources:

"Principles of Finance" – OpenStax (Free online textbook)
<https://openstax.org/books/principles-finance/pages/1-introduction>

Corporate Finance Institute (CFI) Free Finance Resources
<https://corporatefinanceinstitute.com/resources/>

Investopedia Financial Education Platform
<https://www.investopedia.com/finance-4427784>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Engagement Strategies:

- ☐ **Finance Role Play** – Act as investor, banker, entrepreneur.
- ☐ **Case Study Analysis** – Solve basic business finance cases.
- ☐ **Annual Report Reading** – Read and interpret sample reports.
- ☐ **Mini Projects** – Example: study how a startup raises funds.

4. Assessment and Evaluation:

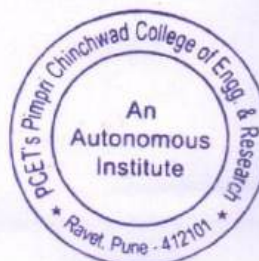
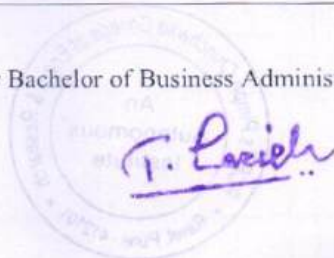
Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)						Sem: II
Course Code: AEC-151-BA			Name of Course: Business Statistic			
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 establish the importance of logical reasoning and its role in human inquiry and analysis.
2. To demonstrate data handling skills and summarize data effectively and clearly.
3. To apply relevant statistical concepts to analyze and interpret business scenarios.
4. To understand business problems and make informed decisions using appropriate statistical models.
5. To develop proficiency in organizing data and performing statistical treatments for meaningful conclusions.

Course Outcomes:

AEC-151.1	Understand -To understand basic concepts in statistics
AEC-151.2	Apply - To Apply various measures of central tendency to summarize business data.
AEC-151.3	Apply - To Compute and interpret different measures of dispersion to analyze variability in data.
AEC-151.4	Analyze - To Analyze skewness and kurtosis to understand the shape of data distribution.
AEC-151.5	Analyze - To Calculate and interpret correlation and regression for understanding relationships between variables.
AEC-151.6	Evaluate - Select appropriate statistical tools for solving business-related problems and decision making.

Course Content

Unit I	Frequency Distribution	(12 Hours)
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Data- Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.

Classification- Concept and definition of classification, objectives of classification, types of classification.

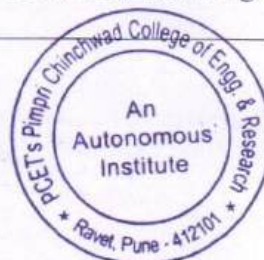
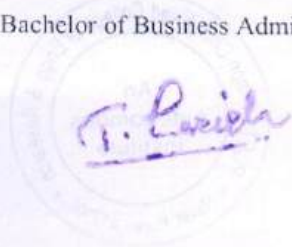
Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.

Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram

Unit II	Measures of Central Tendency	(12 Hours)
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Concept -Meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, and Requirements of good Measure of Central Tendency.

Types of Measures of central Tendency- Arithmetic Mean, Weighted Arithmetic Mean, Concept of Median, Mode, Geometric Mean and Harmonic Mean and meaning of partition values- Quartiles, Deciles, Percentiles.



Unit III	Measures of dispersion	(12 Hours)
Measures of dispersion - Concept of dispersion, Measures of dispersion: Range, Variance, Standard deviation (SD) for grouped and ungrouped data, combined SD, Measures of relative dispersion: Coefficient of range, coefficient of variation. Examples and problems.		
Unit IV	Measures of Skewness and Kurtosis	(12 Hours)
Measures of Skewness and Kurtosis -Skewness - meaning, difference between dispersion and skewness, Karl Pearson and Bowley's measures of skewness, Concept of Kurtosis, types of kurtosis and importance.		
Unit V	Correlation and Regression	(12 Hours)
Correlation - Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error.		
Regression - regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning.		
1. Learning Resources		
Text Books:		
1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.		
2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing		
3. SP Gupta. Statistical Methods, Sultan Chand and Sons.		
Reference Books:		
☐ "Fundamentals of Statistics" – S.C. Gupta, Himalaya Publishing House		
☐ "Mathematical Statistics" – J.N. Kapur & H.C. Saxena, S. Chand Publisher		
☐ "Introduction to Probability and Statistics" – William Mendenhall, Robert J. Beaver, Barbara M. Beaver, Cengage Publisher		
E-resources:		
☐ Khan Academy – Probability & Statistics – https://www.khanacademy.org		
☐ Coursera – Statistics & Probability Courses – https://www.coursera.org		
☐ MIT OpenCourseWare – Probability & Statistics – https://ocw.mit.edu		
2. Preparation:		
☐ Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session		
☐ Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.		
☐ Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.		
3. Engagement Strategies:		
☐ Real-life Examples & Applications – Competitions on solving probability & logic problems.		
☐ Group work: Divide students into small groups to create frequency tables or draw bar diagrams from raw data.		
4. Assessment and Evaluation:		
Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.		
Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.		

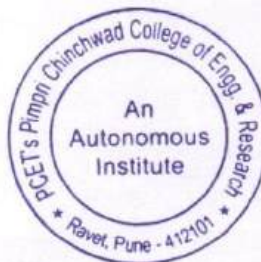
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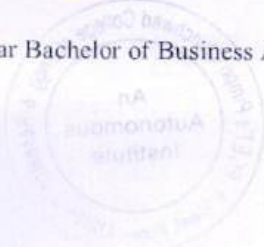
5. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.



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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)				Sem: II		
Course Code: MDC-151-BA			Name of Course: Media literacy and critical thinking			
Teaching Scheme (Hrs/week):			Credits: 2			
Lecture	Practical	TW		Lecture	Practical	TW
1	-	1		1	-	1
Examination Scheme :						
FA	ESE	TW	Total			
25 Marks	-	25 Marks	50 Marks			
Course Objectives:						
1. To develop critical thinking skills to analyze different media formats and identify embedded biases.						
2. To understand and apply media literacy principles for evaluating the credibility of digital content.						
3. To explore media production processes and ownership structures, with a focus on the Indian media landscape.						
4. To examine ethical issues and regulatory frameworks governing media practices.						
5. To strengthen digital media literacy for responsible online behavior and countering misinformation.						
Course Outcomes:						
MDC-151.1	Demonstrate proficiency in analyzing media texts and identifying implicit messages and ideologies.					
MDC-151.2	Apply media literacy principles to make informed decisions about media consumption and production.					
MDC-151.3	Understand the complexities of media production, distribution, and audience behavior.					
MDC-151.4	Adhere to ethical standards in media content creation and consumption					
MDC-151.5	Promote responsible digital citizenship by navigating online information critically and combating misinformation.					
Course Content						
Unit I:	Foundations of Media Literacy and Critical Thinking					(6 Hours)
Core principles of media literacy and critical thinking; Definition and significance of media literacy; Historical evolution of media literacy within the Indian context; Understanding media as a powerful communication tool.						
Unit II:	Deconstructing Media Texts					(6 Hours)
Forms of media texts: print, broadcast, digital, and social media; Textual analysis and deconstruction of visual media using semiotics; Case studies from the Indian context on media representation.						
Unit III:	Media Consumption and Production Dynamics					(6 Hours)
Dynamics of media production and distribution in India; Influence of ownership and control structures on media content; Audience consumption patterns and critical evaluation techniques.						
Unit IV:	Ethics and Regulation in Media					(6 Hours)

T. Parikh



Ethical considerations in media practices; Regulatory frameworks governing media content; Role of self-regulatory bodies in upholding ethical standards.

Unit V:

Digital Media Literacy and Information Navigation

(6 Hours)

Evolving landscape of digital media literacy; Digital media's impact on contemporary media literacy practices; Strategies for navigating online information and promoting digital citizenship.

1. Learning Resources

Text Books:

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations,



T. Parikh



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Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)					Sem: II	
Course Code: VAC-151-BA			Name of Course: Indian Constitution			
Teaching Scheme (Hrs/week):			Credits:02			
Lecture	Practical	TW		Lecture	Practical	TW
2	-	-		2	-	-
Examination Scheme :						
FA	ESE	TW				
25 Marks	-	25 marks				

Course Objectives:

1. Develop an understanding of the Indian Constitution from a business and societal perspective beyond legal and political frameworks.
2. Recognize the relevance of constitutional fundamentals and their influence on trade, economy, and business practices.
3. Analyze the concept of economic justice in the Preamble and its impact on post-colonial economic policymaking.
4. Explore the legal history of India's economic development in relation to equity and justice.
5. Understand the balance between economic growth and constitutional principles in shaping business environments.

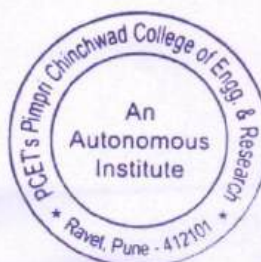
Course Outcomes:

VAC-151.1	Analyze the Indian Constitution's history, Preamble, Fundamental Rights, and basic structure.
VAC-151.2	Describe the roles of the President, Prime Minister, and legislative bodies.
VAC-151.3	Examine the powers of the Governor, Chief Minister, and the State Secretariat.
VAC-151.4	Evaluate the functioning of local self-governments and electoral institutions.
VAC-151.5	Compare powers and responsibilities at central, state, and local levels.
VAC-151.6	Demonstrate awareness of citizen rights, duties, and participatory democracy.

Course Content

Unit I	Constitutional Framework	(6 Hours)
Historical background; Making of the Constitution; Preamble and its interpretation; Basic structure doctrine		
Unit II	Fundamental Rights & Duties	(6 Hours)
Fundamental Rights; Fundamental Duties; Directive Principles of State Policy; Role of Judiciary in upholding rights		
Unit III	Union Government	(6 Hours)
Structure of the Union Government; President: Powers and Functions; Prime Minister and Council of Ministers; Parliament: Lok Sabha and Rajya Sabha – Composition and Role.		
Unit IV	State Governance	(6 Hours)
Governor: Role and Powers; Chief Minister and State Cabinet; State Secretariat: Functions and Responsibilities.		
Unit V	Local Government & Electoral System	(6 Hours)

T. Lavish



District Administration; Municipal Corporations and Zila Panchayats; Election Commission of India; State Election Commission and Electoral Process

1. Learning Resources

Text Books:

- ☐ "Introduction to the Constitution of India" – D.D. Basu, LexisNexis Publishers
- ☐ "The Indian Economy: A Political-Economic Perspective" – Vivek Kaul, Rupa Publications
- ☐ "Constitutional & Administrative Law of India" – I.P. Massey, Eastern Book Company

Reference Books:

- ☐ "Fifteen Judgments: Cases that Shaped India's Financial Landscape" – Saurabh Kirpal, Penguin Random House India
- ☐ "Indian Polity" – M. Laxmikanth, McGraw-Hill Education
- ☐ "Constitutional Law of India" – Dr. J.N. Pandey, Central Law Publications

E-resources:

- ☐ Ministry of Law & Justice – Constitution of India – <https://legislative.gov.in/constitution-of-india>
- ☐ PRS Legislative Research – Policy & Law Analysis – <https://www.prsindia.org>

2. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

3. Structure of the Tutorial:

- ☐ **Introduction (10 mins)** – Overview of the topic.
- ☐ **Lecture/Discussion (20 mins)** – Explanation of key constitutional and economic principles.
- ☐ **Case Study/Legal Debate (30 mins)** – Group discussions on landmark judgments.
- ☐ **Student Presentations (15 mins)** – Insights from case law and policy papers.
- ☐ **Q&A & Feedback (10 mins)** – Troubleshooting and reflections.

4. Engagement Strategies:

- ☐ **Legal & Economic Quizzes** – Kahoot! quizzes on constitutional amendments.
- ☐ **Mock Supreme Court Cases** – Role-playing as judges, lawyers, and policymakers.

5. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

6. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.

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Pimpri Chinchwad Education Trust's
Pimpri Chinchwad College of Engineering and Research, Ravet, Pune
(An Autonomous Institute)

Department: Bachelor of Business Administration (BBA) (2025 Pattern)				Sem: II		
Course Code: SEC-151-BA				Name of Course: Application of Emerging Technologies For Effective Communication		
Teaching Scheme (Hrs/week):				Credits:02		
Lecture	Practical	TW		Lecture	Practical	TW
1	-	1		1	-	1
Examination Scheme :						
FA	ESE	TW	Total			
25 Marks	-	25 marks	50 Marks			

Course Objectives:

1. To develop a comprehensive understanding of emerging technologies such as Blockchain, IoT, Cloud Computing, Robotics, AR/VR, etc.
2. To explore the real-world applications of these technologies across various industries.
3. To analyze the implications of emerging technologies on business operations and strategies.
4. To understand how businesses can leverage these technologies for innovation and growth.
5. To evaluate the strategic advantages of adopting emerging technologies to gain a competitive edge in the market.

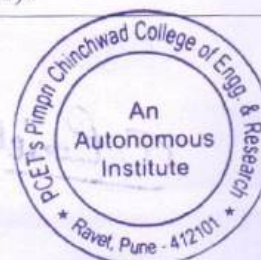
Course Outcomes:

SEC-151.1	Identify basic concepts and models of cloud computing relevant to businesses.
SEC-151.2	Understand applications of IoT and Industry 4.0 in modern organizations.
SEC-151.3	Explain foundational concepts of block chain and its relevance in secure digital transactions.
SEC-151.4	Describe business applications of Augmented Reality (AR) and Virtual Reality (VR).
SEC-151.5	Analyze the role of Artificial Intelligence and Machine Learning in decision-making and automation.
SEC-151.6	Evaluate the ethical aspects of using emerging technologies in business.

Course Content

Unit I	Cloud Computing Basics	(06 Hours)
Introduction to cloud computing; Service models: IaaS, PaaS, SaaS; Deployment models: public, private, hybrid; Relevance to startups and small businesses; Advantages: cost, flexibility, scalability		
Unit II	Internet of Things (IoT) & Industry 4.0	(06 Hours)
Meaning of IoT with real-life examples; IoT applications: smart cities, logistics, retail; Industry 4.0: concept and impact on businesses; Basic idea of automation and smart systems		
Unit III	Blockchain Technology	(06 Hours)
Basics of block chain; Distributed ledger concept; Applications: digital payments, e-contracts Benefits: transparency and security (no deep cryptography).		
Unit IV	AR and VR in Business	(06 Hours)
Introduction and differences between AR and VR; Business uses: marketing, training, customer experience; Limitations and future scope (in simple terms).		

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Unit V	Artificial Intelligence & Machine Learning	(06 Hours)
Simple definitions of AI & ML; AI in business decision-making; Examples: chatbots, product recommendations, fraud detection; Functional uses: HR, marketing, finance, SCM; Ethical use of AI.		
1. Learning Resources		
Text Books:		
1. Emerging Technologies by Errol S. van Engelen, Business Expert Press Publisher		
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.		
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari, John Wiley & Sons Publisher		
Reference Books:		
❑ "Cloud Computing: Principles and Paradigms" – Rajkumar Buyya, James Broberg, Andrzej M. Goscinski, John Wiley & Sons Publisher		
❑ "Blockchain Basics: A Non-Technical Introduction" – Daniel Drescher, Apress Publisher		
❑ "The Internet of Things: A Guide to the IoT Revolution" – Michael Miller, Pearson Publisher		
E-resources:		
Microsoft Learn – Cloud & IoT Technologies – https://learn.microsoft.com		
AWS Cloud Training – https://aws.amazon.com/training/		
2. Emerging Technologies & Applications/Tutorial		
List of Tutorials:		
Tutorial No.	Content	
01	Setting up a cloud instance on AWS/GCP/Azure.	
02	Deploying an application on public vs. private cloud.	
03	Connecting IoT devices (Raspberry Pi/Arduino) to the cloud.	
04	Using MQTT for real-time IoT data transmission.	
05	Simulating an automated industrial system.	
06	Creating a simple blockchain ledger using Ethereum.	
07	Implementing hashing algorithms (SHA-256).	
08	Developing a basic AR/VR application in Unity.	
09	Case study: Using VR for employee training.	
10	Configuring IAM roles & security policies in AWS.	
11	Presentation: Real-world use cases of Cloud, IoT, Blockchain, AR/VR.	
12	Students present mini-projects integrating two or more technologies.	
3. Tutorial and Term Work:		
❑ Group Projects – Developing cloud-based applications or blockchain prototypes.		
❑ IoT Simulation Challenge – Teams create a smart city prototype.		
❑ Hackathon on AR/VR Applications – Building real-world AR/VR experiences.		
4. Guidelines For Tutorial/ Practical conduction		
❑ Encourage Hands-on Experimentation – Assign projects using real cloud platforms, IoT devices, and AR/VR frameworks.		
❑ Use Open-Source Tools – Promote learning with TensorFlow, Hyperledger, Raspberry Pi, and Unity.		
❑ Focus on Industry Applications – Show how smart factories, fintech, and digital healthcare use these technologies.		

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5. Preparation:

Review Content: Ensure a thorough understanding of the theory subject and select key topics or concepts to cover during the session

Set Objectives: Define clear learning objectives that align with the course syllabus and students' learning needs.

Prepare Materials: Gather necessary materials such as lecture notes, slides, handouts, and any supplementary resources or examples.

6. Structure of the Tutorial:

1. **Introduction (10 mins)** – Overview of the topic.
2. **Lecture/Discussion (20 mins)** – Explanation of concepts with industry examples.
3. **Hands-on Experiment (40 mins)** – Guided practical activity.
4. **Group Discussion/Case Study (15 mins)** – Reviewing real-world applications.
5. **Q&A & Reflection (15 mins)** – Troubleshooting and knowledge sharing.

7. Engagement Strategies:

- ☐ **Live Cloud Projects** – Hosting a website on AWS/GCP.
- ☐ **Industry Guest Lectures** – Experts from **Google, AWS, Microsoft, IBM.**

8. Assessment and Evaluation:

Formative Assessment: Assess student understanding through informal assessments, discussions, and problem-solving activities.

Feedback Mechanism: Provide timely feedback on students' participation and comprehension to support their learning progress.

9. Logistics and Environment:

Classroom Setup: Ensure a comfortable and conducive learning environment with adequate seating, lighting, and equipment for presentations.

Time Management: Manage time effectively to cover all planned activities within the two-hour duration.

10. Post Tutorial Follow-up:

Reflection: Reflect on the tutorial session to evaluate its effectiveness and identify areas for improvement in future sessions.

Student Support: Offer additional office hours or online support for students who may need further assistance with tutorial material or assignments.

By following these guidelines, you can conduct a structured and engaging two-hour tutorial session that enhances students' understanding and retention of theory subjects while fostering active learning and participation.



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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
5	Asst. Prof. Sneha Mane

Pathak

Dr. Smriti Pathak

Chairman – Board of Studies (Bachelor of Business Administration)



T. Laxmi