



Rayat Shikshan Sanstha's

**Shri Sadguru Gangageer Maharaj Science, Gautam Arts and  
Sanjivani Commerce College, Kopargaon, Dist- Ahmednagar- 423601**

Affiliated to Savitribai Phule Pune University, Pune

**Department of B.B.A  
Program & Courses Offered**

❖ Pattern- Choice Based Credit System				
Sr. No.	Level	Programmes	Specialization	Pattern
1	UG	Bachelor of Business Administration (B.B.A.)	Finance	CBCS
			Marketing	CBCS

❖ Bachelor of Business Administration

❖ Course Offered- F.Y.B.B.A.

Course Code	Semester I	Course Code	Semester II
<b>Core Courses</b>			
101	Principles of Management	201	Business Organization and System
102	Business Communication Skill	202	Principles of Marketing
103	Business Accounting	203	Principles of Finance
104	Business Economics	204	Basics of Cost Accounting
105	Business Mathematics	205	Business Statistics
106	Business Demography	206	Fundamentals of Computers

❖ Course Offered- S.Y.B.B.A.

Course Code	Semester III	Course Code	Semester IV
<b>Core Courses</b>			
301	Principles of Human Resource Management	401	Entrepreneurship and Small Business Management
302	Supply Chain Management	402	Productions and Operations Management
303	Global Competencies & Personality Development	403	Decision Making and Risk Management
304	Fundamentals of Rural Development	404	International Business Management

**Specializations**

**Marketing Specialization**

305 A	Consumer Behaviour & Sales Management	405 A	Advertising & Promotion Management
306 A	Retail Management + Business Exposure	406 A	Digital Marketing + (prescribed computer course or online course)

**Finance Specialization**

305 B	Management Accounting	405 B	Business Taxation
306 B	Banking & Finance + Business Exposure	406 B	Financial Services + Computer course (prescribed course or online course)

❖ Course Offered- T.Y.B.B.A.

Course Code	Semester V	Course Code	Semester VI
<b>Core Courses</b>			
501	Research Methodology	601	Essentials of E – Commerce
502	Database Administration and Data	602	Management Information System

	Mining		
503	Business Ethics	603	Business Project Management
504	Management of Corporate Social Responsibility	604	Management Of Innovations & Sustainability
<b>Specializations</b>			
<b>Marketing Specialization</b>			
505 A	Marketing Environment Analysis and Strategies	605 A	International Brand Management
506 A	Legal Aspects in Marketing Management + Project & Viva (50 marks)	606 A	Cases in Marketing + Project 50 marks theory + Project & Viva 50 marks (Internship)
<b>Finance Specialization</b>			
505 B	Analysis of Financial Statements	605 B	Financial Management
506 B	Legal Aspects of Finance & Security Laws + Project & Viva (50 marks )	606 B	Cases in Finance + Project 50 marks theory + Project & Viva 50 marks (Internship )

<b>Compulsory Credit</b>	299	Democracy, Election and Governance
	GR1	Physical Education
<b>Skill enhancement</b>	117(W)	Environmental Awareness
	317(1M)	Basic Course in Environmental Awareness
	A	Basic Managerial Skills
	B	Communication Skill for Manager
<b>Extra Credit Subject ( Value Added)</b>	GR6-A	Participation in summer school /program short term
	GR8-A	Field visit, Study tours, Industrial visit, Participation in Curriculum Activities

**Add- On Courses/ Value Added Courses/ Certificate Courses**

<b>Sr. No.</b>	<b>Class</b>	<b>Semester</b>	<b>Name of the Course</b>	<b>Type of the Course</b>
1	F. Y. B. Com	I	Goods and Service Tax	Certificate Course
2	F. Y. B. Com	I	Employability Skills Enhancement Programme	Value Added Course
3	F. Y. B. Com	II	Value Education	Value Added Course
4	F. Y. B. Com	II	Democracy, Election & Governance	Add- On Course
5	S. Y. B. Com	III	Entrepreneurship Development	Certificate Course
6	S. Y. B. Com	III & IV	Environmental Awareness	Value Added Course
7	S. Y. B. Com	IV	Social Survey	Add- On Course
8	T. Y. B. Com	V	Tally ERP 9	Certificate Course
9	T. Y. B. Com	VI	Avishkar/ Social Survey	Add- On Course
10	M. Com- I	I	Cyber Security- I	Add- On Course
11	M. Com- I	I	Human Rights- I	Value Added Course
12	M. Com- I	II	Cyber Security- II	Add- On Course
13	M. Com- I	II	Human Rights- II	Value Added Course
14	M. Com- II	III	Cyber Security- III	Add- On Course
15	M. Com- II	III	Skill Development- I	Add- On Course
16	M. Com- II	III	Introduction to Constitution	Value Added Course
17	M. Com- II	IV	Cyber Security- IV	Add- On Course
18	M. Com- II	IV	Skill Development- II	Add- On Course