



# **MIT** | Arts, Commerce & Science College

Autonomous College Affiliated to Savitribai Phule Pune University  
Accredited by NAAC with "A" Grade

## **Bachelors of Business Administration (BBA)**

**ACADEMIC YEAR 2026-27**



MIT Arts, Commerce and Science College established by Prof. (Dr.) Vishwanath Karad in 2007 under the aegis of Maharashtra Academy of Engineering and Educational Research (MAEER) Pune, affiliated with Savitribai Phule Pune University and recognised by the Government of Maharashtra has emerged as a prominent institute emphasizing on quality education, research opportunities and exposure to advancing academic innovation and engaging students, staff, alumni, and other stakeholders to achieve its educational goals. Located in a peaceful and nurturing environment, the college is Equipped with top- notch infrastructure with latest technological advancements and excellent library facilities for seamless academic activities. Research and academic programmes are driven by our highly qualified and experienced faculty members who foster in-depth knowledge and practical skills through active learning, field visits, expert guidance, training programs, research support, and continuous assessment. We have the Training and Placement Cell who facilitates the process of campus placement, strives to help students in improving communication and employment- seeking skills and assist to explore the various job opportunities thus leading to best placements amongst educational institute in Pune.

### Awards, Affiliations and Recognition:

- MIT ACSC College is Accredited by NAAC with a CGPA of 3.21 on a Four point scale at 'A' Grade.
- Affiliated to Savitribai Phule Pune University and recognised by the Government of Maharashtra.
- Our educational institution in Pune, Maharashtra, has received the Education Excellence Award for achieving outstanding placements amongst other regional institutions.
- We are proud to have received the Best College Award in Rural Area for two consecutive years (2015-16 & 2016-17) from Savitribai Phule Pune University. We recognise our commitment to providing quality education in underserved areas.
- Our efforts towards student development have been acknowledged with the University Level Best College Award for 2017-18 by Savitribai Phule Pune University, underscoring our dedication to nurturing well-rounded individuals.
- We are ranked among the top colleges in India by India Today MDRA Best Colleges Ranking for 2018, 2019, 2020, and 2022, attesting to our reputation for excellence in education.
- MITACSC has secured the 3rd position in the prestigious TOP 10 EMERGING COLLEGES 2022, recognizing colleges established in or after 2010 for outstanding performance. The college is proud of its accomplishments and advancements and is committed to owning its promising future.

### ----- Undergraduate Programs -----

- |  |                                     |
|--|-------------------------------------|
| ❖ B.Com. ( Bachelor of Commerce)                       | ❖ B.Sc. ( Animation )               |
| ❖ BBA ( Bachelor of Business Administration)           | ❖ B.Sc. ( Computer Science )        |
| ❖ BBA ( International Business)                        | ❖ B.Sc. ( Cyber & Digital Science ) |
| ❖ BCA ( Science )                                      | ❖ B.Sc. ( Information Technology )  |
| ❖ B.Sc. ( Artificial Intelligence & Machine Learning ) | ❖ B.Sc. ( Data Science )            |

### ----- Postgraduate Programs -----

- |                                     |   |
|-------------------------------------|---|
| ❖ M.Sc. (Computer Science)          | ❖ M.Sc. (Computer Application)                                |
| ❖ M.Sc. (Data Science)              | ❖ M.Sc. ( Information Technology )                            |
| ❖ M.Sc. ( Cyber & Digital Science ) | ❖ M.Sc. (Industrial Mathematics with<br>Computer Application) |

### ----- Ph.D. -----

- ❖ Ph.D. - Mathematics

# Bachelor of Business Administration

## ----- About the Course -----

Bachelor of Business Administration (BBA) program Endeavour's to impart knowledge related to business administration with practical exposure in various areas of business administration such as Financial Management, HR (Human Resource) Management, Marketing Management, etc. It is designed to provide students with comprehensive knowledge of all aspects of a business. This is a largely chosen and professionally recommended course for undergraduates since it offers a rich blend of general education; general management skills like communication, decision-making, leadership, teamwork and quantitative methods. It is a great stepping stone in practical learning and a building block to achieving expertise in your field. BBA graduates also gain an edge over the others because of the higher salary packages they are offered. MIT has designed this course with a balanced combination of immersive classroom lectures, internships, assignments, various seminars and guest lectures with industry experts. This course will train undergraduates to thrive in today's cut-throat times.

## ----- Specialisations in BBA -----

Following are some of the specialisations offered under BBA courses at MIT ACSC. Student can opt for any one of the following specialization from second year onwards.

- ❖ **Human Resource (HR)**
- ❖ **Finance**
- ❖ **Marketing**

## ----- Career Prospects after BBA -----

This course will give a competitive edge for applications in job profiles such as an accountant, investment banker, financial advisor, and loan officer. This course will make its candidates industry-ready and will simplify the transition into sales, finance, business development, human resources, and management careers. Student can expand his career scope to media, digital marketing, insurance, advertising, and many more. After successful completion of BBA, students may opt for higher education and pursue MBA in India and overseas.







## Eligibility

A candidate from any stream, should have passed 12th Std. Examination H.S.C.(10+2) with minimum 40% marks and English as a passing subject. Must qualify MAH-BBCA/BBA/BMS/BBM CET OR Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10th Standard. OR Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12th Standard. OR Completed MCVC program (H.S.C. Vocational

### ----- How to Apply ? -----

For Cet Exam apply on <https://cetcell.mahacet.org/>  
To apply for admission to the BBA program at MIT ACSC, applicants must fill out an application form online at <https://apply.mitacsc.ac.in/>

----- Program Structure -----

Bachelor of Business Administration   Level 4.5 ( FY BBA ) Semester I									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
Subject - 1	Principles of Management	4	--	40	60	100	4	-	4
Subject - 2	Business Accounting	4	--	40	60	100	4	-	4
Subject - 3	Business Demographyand Commercial Geography	4	--	40	60	100	4	-	4
GE/OE	College Basket	2	-	50	-	50	2	-	2
SEC	Business Mathematics	2	-	50	-	50	2	-	2
AEC	Business Communication skills - I	2	-	50	-	50	2	-	2
VEC	Indian constitution and Democracy	2	-	50	-	50	2	-	2
IKS	Generic IKS	2	-	50	-	50	2	-	2
		22	0	370	180	550	22	0	22

Bachelor of Business Administration   Level 4.5 ( FY BBA ) Semester II									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
Subject - 4	Principles of Finance	4	--	40	60	100	4	-	4
Subject - 5	Principles of Marketing	4	--	40	60	100	4	-	4
Subject - 6	Principles of Human Resource Management & Organizational Behavior	4	--	40	60	100	4	-	4
GE/OE 2	College Basket	2	-	50	-	50	2	-	2
SEC	Business Statistics	2	-	50	-	50	2	-	2
AEC	Business Communication skills - II	2	-	50	-	50	2	-	2
VEC	Environmental Science	2	-	50	-	50	2	-	2
CC	Sports/NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2	-	50	-	50	2	-	2
		22	0	370	180	550	22	0	22

----- Program Structure -----

Bachelor of Business Administration   Level 5.0 ( SY BBA ) Semester III									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 1	Management Accounting	4	-	40	60	100	4		4
Major Mandatory 2	Cost Accounting	2	-	20	30	50	2		2
Minor 1	Human Resource Management Functions and Practices /Consumer Behaviour and Sales Management	4	-	40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 1	Consumer Behaviour and Sales Management	4	-	40	60	100	4		4
Major Mandatory 2	Legal Aspects inMarketing	2	-	20	30	50	2		2
Minor 1	HRM Functions and Practices/Management Accounting	4	-	40	60	100	4		4
c) BBA: HRM									
Major Mandatory 1	Human Resource Management Functions & Practices	4	-	40	60	100	4		4
Major Mandatory 2	Performance and Reward Management	2	-	20	30	50	2		2
Minor 1	Consumer Behaviour and Sales Management/ Management Accounting	4	-	40	60	100	4		4
Common Courses									
Open Elective 3	College Basket	2		20	30	50	2		2
VSD	Story Telling Skills	2		20	30	50	2		2
VSC	Practical								
AEC	Modern Indian Languages 1 (Marathi / Hindi / Sanskrit)	2		20	30	50	2		2
IKS	Management thoughts in ancient India	2		20	30	50	2		2
FP	Related to Major Course	-	2	20	30	50	-	2	2
CC	Sports/NSS/NCC/Yoga Education/Health and Wellness/ Fine Arts-II	-	-	-	-	-	-	2	2
Total		18	2	200	300	500	18	2	22

----- Program Structure -----

Bachelor of Business Administration   Level 5.0 ( SY BBA ) Semester IV									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 4	Business Taxation	4	-	40	60	100	4		4
Major Mandatory 5	Financial Markets and Services	2	-	20	30	50	2		2
Minor 2	Employee Recruitment and Record Management/Advertising and Promotion Management	4	-	40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 4	Advertising and Promotion Management	4	-	40	60	100	4		4
Major Mandatory 5	Retail Management	2	-	20	30	50	2		2
Minor 2	Employee Recruitment and Record Management/ Financial Markets and Services	4	-	40	60	100	4		4
c) BBA: HRM									
Major Mandatory 4	Employee Recruitment and Record Management	4	-	40	60	100	4		4
Major Mandatory 5	Cross - Cultural Human Resource and International Relations	2	-	20	30	50	2		2
Minor 2	Financial Markets and Services/Advertising and Promotion Management	4	-	40	60	100	4		4
Common Courses									
Open Elective 4	College Basket	2	-	20	30	50	2		2
VSD - II	Office Tools for Managers	2	-	20	30	50	2		2
SEC	Intellectual Property Rights (IPRs)	2	-	20	30	50	2		2
AEC	Modern Indian Languages 2 (Marathi /Hindi / Sanskrit)	2	-	20	30	50	2		2
Community Engagement and Service Project	Related to Major Subject	-	2	20	30	50	-		2
CC	Sports/NSS/NCC/YogaEducation/Health and Wellness/Fine Arts-II	-	-	-	-	-	-	2	2
Total		18	2	200	300	500	18	2	22

Exit option: Award of UG Diploma in major and minor with 80-88 credits and an additional 4 credits core NSQFcourse / Internship in industry/organization or continue with major and minor.

----- Program Structure -----

Bachelor of Business Administration | Level 5.5 ( TY BBA ) Semester V

Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 6	Research Methodology	4	-	40	60	100	4		4
Major Mandatory 7	Legal Aspects in Finance	4	-	40	60	100	4		4
Major Mandatory 8	Cases in Finance	2		20	30	50	2		2
Major Elective 3	Analysis of Financial Statements	4		40	60	100	4		4
Minor	Legal Aspects in HRM/ Digital Marketing	4	-	40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 6	Research Methodology	4	-	40	60	100	4		4
Major Mandatory 7	Digital Marketing	4	-	40	60	100	4		4
Major Mandatory 8	Cases in Marketing	2		20	30	50	2		2
Major Elective 3	Marketing Environment Analysis and Strategies	4		40	60	100	4		4
Minor	Legal Aspects in HRM/ Legal Aspects in Finance and Security Laws	4	-	40	60	100	4		4
c) BBA: HRM									
Major Mandatory 6	Research Methodology	4	-	40	60	100	4		4
Major Mandatory 7	Legal Aspects in HRM	4	-	40	60	100	4		4
Major Mandatory 8	Cases in HRM	2		20	30	50	2		2
Major Elective 3	Organizational Change Management	4		40	60	100	4		4
Minor	Legal Aspects in Finance / Digital Marketing	4	-	40	60	100	4		4
Common Courses									
VSC	Design Thinking and Innovation	2	-	20	30	50	2	-	2
FP	Related to Major Subject	-	2	20	30	50	-	2	2
Total		20	2	220	330	550	20	2	22



----- Program Structure -----

**Bachelor of Business Administration | Level 5.5 ( TY BBA ) Semester VI**

Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 10	Security Analysis and Portfolio Management	4	-	40	60	100	4		4
Major Elective 2	International Financial Management	4		40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 10	International Marketing Management	4	-	40	60	100	4		4
Major Elective 2	Brand Management	4		40	60	100	4		4
c) BBA: HRM									
Major Mandatory 10	International Human Resource Management	4	-	40	60	100	4		4
Major Mandatory 2	Industrial Relations Management	4	-	40	60	100	4		4
Common Courses									
Major Mandatory 9	Start – Up Innovation & Entrepreneurship Development	4	-	40	60	100	4	-	4
Major Mandatory 11	Business Law	2	-	20	30	50	2	-	2
VSC	Setting up an enterprise	2	-	20	30	50	2	-	2
OJT	Internship (After the final exams of Sem V)	-	2	40	60	100	-	4	4
Total		06	2	220	330	550	18	4	22

Note: Students shall complete on-job training/Internship in industry/organization/on-campus for 120 hours during winter vacations after Semester V examinations and before commencement of Semester VI.

Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

<b>a) BBA : Finance</b>									
<b>b) BBA : Marketing</b>									
<b>c) BBA: HRM</b>									
<b>Common Courses</b>									
<b>Total</b>		<b>10</b>	<b>2</b>	<b>220</b>	<b>330</b>	<b>550</b>	<b>10</b>	<b>12</b>	<b>22</b>

Note: Students shall undergo for on-job training/Internship in industry/organization for 360 hours during Semester VI.

Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

----- Program Structure -----

Bachelor of Business Administration   Level 6.0 ( FY BBA ) Semester VII									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 13	Financial Planning and Wealth Management	4	-	40	60	100	4		4
Major Mandatory 14	Mergers, Acquisitions & Corporate Restructuring	4	-	40	60	100	4		4
Major Mandatory 15	Project Finance	2		20	30	50	2		2
Major Elective 2	FinancialAnalytics	4		40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 13	Marketing Analytics	4	-	40	60	100	4		4
Major Mandatory 14	Rural Agricultural Marketing	4	-	40	60	100	4		4
Major Mandatory 15	Demand Analysis &Forecasting	2		20	30	50	2		2
Major Elective 2	Tourism and Hospitality Marketing	4		40	60	100	4		4
c) BBA: HRM									
Major Mandatory 13	Compensation Management	4	-	40	60	100	4		4
Major Mandatory 14	Talent Management	4	-	40	60	100	4		4
Major Mandatory 15	Leadership, Influence &Power	2		20	30	50	2		2
Major Elective 2	Community Connect	4		40	60	100	4		4
Common Courses									
Major Mandatory 12	Business Ethics & Corporate Governance	4	-	40	60	100	4	-	4
Minor 6	Advanced Research Methodology	4	-	40	60	100	4	-	4
Total		22	0	220	330	550	22	0	22

**Abbreviations:**

MJC – Major Core MJE- Major Elective MNR-Minor | VSC- Vocational Skill Course

IKS - Indian Knowledge System FPR– Field Project OJT – On Job Training

CEP – Community Engagement Program GOE –Generic Elective / Open Elective

SEC- Skill Enhancement Course | AEC- Ability Enhancement Course | VEC –Value Education course CCC- Co-curricular Course

RM – Research Methodology T- Theory | P-Practical | FP - Field Project

----- Program Structure -----

Bachelor of Business Administration   Level 6.0 ( FY BBA ) Semester VIII									
Course Type	Course Name	Teaching Scheme Hrs/Week		Examination Scheme & Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 16	Strategic Financial Management	4	-	40	60	100	4	-	4
Major Mandatory 17	Financial Risk Management	4	-	40	60	100	4	-	4
Major Mandatory 18	Investment Banking	4	-	40	60	100	4	-	4
Major Mandatory 19	AI and ML in Finance	2	-	20	30	50	2	-	2
Major Elective	FOREX and Treasury Management	4	-	40	60	100	4	-	4
b) BBA : Marketing									
Major Mandatory 16	Tourism and Hospitality Marketing	4	-	40	60	100	4	-	4
Major Mandatory 17	Retailing Analytics	4	-	40	60	100	4	-	4
Major Mandatory 18	Marketing to Emerging Markets and Business	4	-	40	60	100	4	-	4
Major Mandatory 19	Artificial Intelligence & Machine Learning in Business	2	-	20	30	50	2	-	2
Major Elective	Industrial Marketing	4	-	40	60	100	4	-	4
c) BBA: HRM									
Major Mandatory 16	Industrial Psychology	4	-	40	60	100	4	-	4
Major Mandatory 17	HR Analytics	4	-	40	60	100	4	-	4
Major Mandatory 18	Industrial Relations &LabourLaw	2		20	30	50	2	-	2
Major Mandatory 19	Negotiation Skills for HR	4		40	60	100	4	-	4
Major Elective	Employee Training & Development								
Common Courses									
OJT	Internship (After the final examsof Sem VII	4	-	40	60	100	4	-	4
Total		22	0	220	330	550	22	0	22

Award of Four years UG Honors with Research Degree in Major & Minor with 176 credits. Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

Bachelor of Business Administration   Level 6.0 ( FY BBA ) Semester VIII									
Course Type	Course Name	Teaching Scheme Hrs/Week		Examination Scheme & Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 16	Strategic Financial Management (Online)	2	-	20	30	50	4	-	4
Major Mandatory 17	Financial Risk Management (Online)	2	-	20	30	50	4	-	4
Major Mandatory 18	Investment Banking (Online)	2	-	20	30	50	4	-	4
Major Mandatory 19	AI and ML in Finance (Online)	2	-	20	30	50	2	-	2
Major Elective	FOREX and Treasury Management	2	-	20	30	50	4	-	4
b) BBA : Marketing									
Major Mandatory 16	Tourism and Hospitality Marketing (Online)	2	-	20	30	50	4	-	4
Major Mandatory 17	Retailing Analytics (Online)	2	-	20	30	50	4	-	4
Major Mandatory 18	Marketing to Emerging Markets and Business (Online)	2	-	20	30	50	4	-	4
Major Mandatory 19	AI & MLin Business (Online)	2	-	20	30	50	2	-	2
Major Elective	Industrial Marketing	2	-	20	30	50	4	-	4
c) BBA: HRM									
Major Mandatory 16	Industrial Psychology (Online)	2	-	20	30	50	4	-	4
Major Mandatory 17	HR Analytics (Online)	2	-	20	30	50	4	-	4
Major Mandatory 18	Industrial Relations & Labour Law (Online)	2		20	30	50	2	-	2
Major Mandatory 19	Negotiation Skills for HR (Online)	2		20	30	50	4	-	4
Major Elective	Employee Training & Development	2		20	30	50			
Common Courses									
Semester Long Internship		-	2	120	180	300	-	12	12
Total		10	2	220	330	550	10	12	22

Award of Four years UG Honors with Research Degree in Major and Minor with 176 credits. Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

# Departmental Activities

- Scifari-Flagship Event
- Vocational skill development sessions
- Expert Guidance Sessions
- Study Visits
- Add on courses
- Student centric evaluation system
- Student mentoring
- Workshops, Seminars, Guest interviews, Special shoot
- Awareness of Human Rights
- Professional Consultation Programs
- Connect with Parents
- Celebration of Special days
- College Level News Bulletin
- Club activities and competitions
- Research publication by students along with teacher

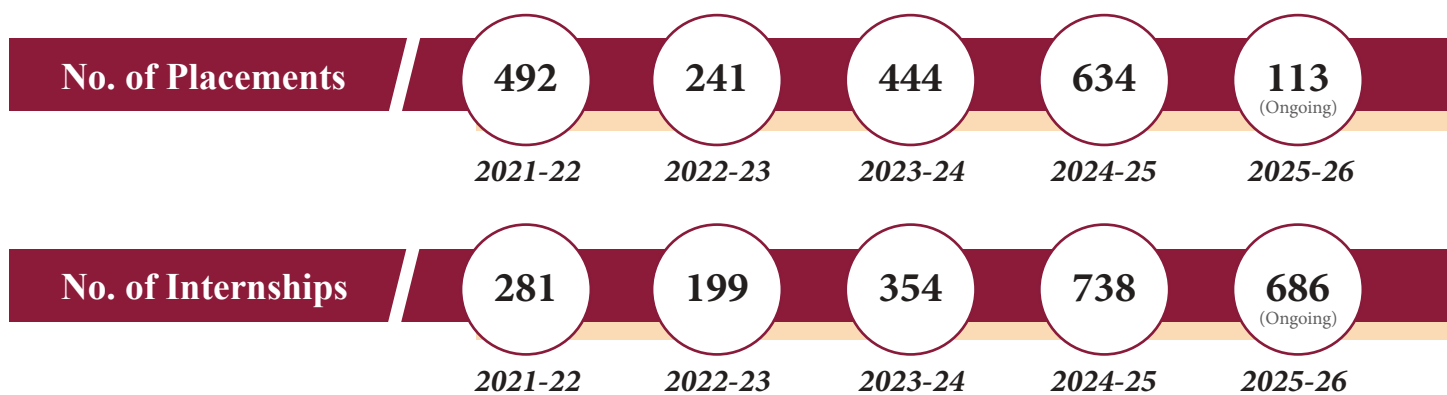




# Training & Placement



- ✓ 100 % Assistance for Placements & Internships
- ✓ Campus Recruitment Training - Soft Skills & Aptitude
- ✓ Corporate Outreach Activities
- ✓ Industry Expert Talks
- ✓ Dedicated Software Implementation for Internships & Placements



# MIT ACSC CAMPUS



Class Room



Digital Library



Indoor Sports



Library



Library



Class Room



Computer Lab



Canteen



Cultural Room



Class Room



Electronic Lab



AV Studio



Canteen



Outdoor Sports



Garden Area

*A centre of enlightenment, freedom of thought, and academic excellence.*





# MIT Arts, Commerce & Science College



Connect with Us !

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& Science College

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