

MIT | MAEER'S
**Arts, Commerce
& Science College**

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

Academic Year
2024-25

Bachelor of Business Administration

Finance / Marketing / Human Resource Management
Syllabus As Per National Education Policy (NEP)

About Us

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.

MIT ACSC offers a wide range of Undergraduate and Postgraduate programs:

Undergraduate Programs

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

Postgraduate Programs

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

Ph.D.

- ❖ Ph.D. - Mathematics



BBA

(Bachelor of Business Administration)

About the Program

The Bachelor of Business Administration (BBA) program aims to impart knowledge related to business administration while providing practical exposure in various areas such as Financial Management, Human Resource Management, and Marketing Management. It is structured to offer students comprehensive knowledge of all aspects of business. The program is highly chosen and professionally recommended for undergraduates due to its rich blend of general education and general management skills, including communication, decision-making, leadership, teamwork, and quantitative methods. It serves as a significant stepping stone in practical learning and a foundational block for achieving expertise in the field. BBA graduates gain an edge over others through higher salary packages. MIT ACSC has designed the BBA program with a balanced combination of immersive classroom lectures, internships, assignments, and various seminars and guest lectures featuring industry experts. This program trains undergraduates to thrive in today's competitive environment.

Specialisations in BBA

Under the Bachelor of Business Administration (BBA) program at MIT ACSC, students may choose to specialize in one of the following areas starting from the second year:

- ◆ Human Resources (HR)
- ◆ Finance
- ◆ Marketing

Career Opportunities after BBA

The BBA program provides a competitive advantage for careers in various job profiles, including accountant, HR executive, investment banker, HR generalist marketing executive, financial advisor, HR Analytics. It equips candidates with the skills needed to seamlessly transition into roles in sales, finance, business development, human resources, and management. Additionally, it broadens career opportunities to fields such as media, digital marketing, advertising, insurance & talent management, among others. Upon successful completion of the BBA program, students may choose to further their education by pursuing an MBA, either in India or internationally.

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. **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?



Eligible candidates must apply directly to the college using the college admission application form. Admission will be granted based on the percentage obtained in the H.S.C. / 12th grade examination.



Program Structure

BBA (Bachelor of Business Administration)

Semester I

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Subject 1	Principles of Management		
	Subject 2	Business Accounting		
	Subject 3	Business Demography and Commercial Geography		
Open Elective (OE)*	Open Elective 1	College Basket		
Skill Enhancement Course (SEC)	SEC	Business Mathematics		
Ability Enhancement Course (AEC)	AEC	Business Communication skills - I		
Value Education Course (VEC)	VEC	Environmental Awareness		
Indian Knowledge System (IKS) (Generic)	IKS-G	Indian Ethos		

*OE/GE = Micro Economics, Mathematics

Semester II

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Subject 4	Principles of Finance		
	Subject 5	Principles of Marketing		
	Subject 6	Principles of Human Resource Management & Organisational Behaviour		
Open Elective (OE)*	Open Elective 2	College Basket		
Skill Enhancement Course (SEC)	SEC	Business Statistics		
Ability Enhancement Course (AEC)	AEC	Business Communication skills - II		
Value Education Course (VEC)	VEC	Democracy Awareness & Gender Sensitization		
Co-Curricular Courses (CC)	CC	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I		

*OE/GE = Macro Economics, Statistics

Semester III

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 1	Management Accounting	Consumer Behaviour and Sales Management	Human Resource Management Functions and Practices
	Major Mandatory 2	Cost Accounting	Legal Aspects in Marketing	Performance and Reward Management
Minor	Minor 1	Human Resource Management Functions and Practices /Consumer Behaviour and Sales Management	HRM Functions and Practices/Management Accounting	Consumer Behaviour and Sales Management/ Management Accounting
Open Elective (OE)*	Open Elective 3	College Basket		
Vocational Skill Development Course (VSC)	VSC-I	Story Telling Skills		
Ability Enhancement Course (AEC)	AEC	Modern Indian Languages (Marathi / Hindi / Sanskrit) 1		
Indian Knowledge System (IKS) (DSC)	IKS	Management thoughts in ancient India		
Field Projects (FP)	Project	Related to Major Course		
Co-Curricular Courses (CC)	CC	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II		

*OE/GE = International Economics

Program Structure

BBA (Bachelor of Business Administration)

Semester IV

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 3	Business Taxation	Advertising and Promotion Management	Employee Recruitment and Record Management
	Major Mandatory 4	Financial Markets and Services	Retail Management	Cross - Cultural Human Resource and International Relations
Minor	Minor 2	Employee Recruitment and Record Management/Advertising and Promotion Management	Employee Recruitment and Record Management/ Financial Markets and Services	Financial Markets and Services/Advertising and Promotion Management
Open Elective (OE)	Open Elective 4	College Basket		
Vocational Skill Development Course (VSC)	VSC-II	Production and Operations Management		
Skill Enhancement Course (SEC)	SEC	Intellectual Property Rights (IPRs)		
Ability Enhancement Course (AEC)	AEC	Modern Indian Languages (Marathi / Hindi / Sanskrit) 2		
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Related to Major Subject		
Co-Curricular Courses (CC)	CC	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-III		

*OE/GE = Financial Services / Advertising and Brand Management

Semester V

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 5	Research Methodology		
	Major Mandatory 6	Legal Aspects in Finance	Digital Marketing	Legal Aspects in HRM
	Major Mandatory 7	Cases in Finance	Cases in Marketing	Cases in HRM
Major Elective	Major Elective 1	Analysis of Financial Statements	Marketing Environment Analysis and Strategies	Organizational Changes in HRM
Minor	Minor 3	Legal Aspects in HRM/ Digital Marketing	Legal Aspects in HRM/ Legal Aspects in Finance and Security Laws	Legal Aspects in Finance / Digital Marketing
Vocational Skill Development Course (VSC)	(VSC)-III	Office Tools for Managers		
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Related to Major Subject		

Program Structure

BBA (Bachelor of Business Administration)

Semester VI

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 8	Start – Up Innovation and Entrepreneurship Development		
	Major Mandatory 9	Security Analysis and Portfolio Management	International Marketing Management	International Human Resource Management
	Major Mandatory 10	Business Law		
Major Elective	Major Elective 2	International Financial Management	Brand Management	Industrial Relations Management
Vocational Skill Development Course (VSC)	VSC-IV	Setting up an enterprise		
On Job Training (OJT)	OJT	Internship		

OR

Semester VI : Online (with Semester Long Internship)

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 8	Start – Up Innovation and Entrepreneurship Development		
	Major Mandatory 9	Security Analysis and Portfolio Management	International Marketing Management	International Human Resource Management
	Major Mandatory 10	Business Law		
Major Elective	Major Elective 2	International Financial Management	Brand Management	Industrial Relations Management
Vocational Skill Development Course (VSC)	VSC-IV	Setting up an enterprise		
On Job Training (OJT)	OJT	Semester Long Internship		

Note: Students shall complete semester long internship in industry/organization for 360 hours during semester VI.

Semester VII

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 11	Business Ethics & Corporate Governance		
	Major Mandatory 12	Financial Planning and Wealth Management	Marketing Analytics	Compensation Management
	Major Mandatory 13	Mergers, Acquisitions & Corporate Restructuring	Rural and Agriculture Marketing	Talent Management
	Major Mandatory 14	Project Finance	Demand Analysis & Forecasting	Leadership, Influence & Power
Major Elective	Major Elective 2	Financial Analytics	Tourism and Hospitality Marketing	Community Connect
Minor	Minor 6	Advanced Research Methodology		

Program Structure

BBA (Bachelor of Business Administration)

Semester VIII

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 15	Strategic Financial Management	Tourism and Hospitality Marketing	Industrial Psychology
	Major Mandatory 16	Financial Risk Management	Retailing Analytics	HR Analytics
	Major Mandatory 17	Investment Banking	Marketing to Emerging Markets and Business	Industrial Relations & Labour Law
	Major Mandatory 18	AI and ML in Finance	Artificial Intelligence and Machine Learning in Business	Negotiation Skills for Managers
Major Elective	Major Elective	FOREX and Treasury Management	Industrial Marketing	Employee Training & Development
On Job Training (OJT)	OJT	Internship		

OR

Semester VIII : Online (Semester Long Internship Option)

Course Type	Course	Course Title		
		BBA-Finance	BBA-MKT	BBA-HRM
Major Mandatory	Major Mandatory 15	Strategic Financial Management	Tourism and Hospitality Marketing	Industrial Psychology
	Major Mandatory 16	Financial Risk Management	Retailing Analytics	HR Analytics
	Major Mandatory 17	Investment Banking	Marketing to Emerging Markets and Business	Industrial Relations & Labour Law
	Major Mandatory 18	AI and ML in Finance	Artificial Intelligence and Machine Learning in Business	Negotiation Skills for Managers
Major Elective	Major Elective	FOREX and Treasury Management	Industrial Marketing	Employee Training & Development
On Job Training (OJT)	OJT	Semester Long Internship		

Note: Students shall complete semester long internship in industry/organization for 360 hours during semester VIII.

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Computer Lab



Class Room



Canteen



Play Ground



Computer Lab



Indoor Sports



Class Room



Computer Lab



Library



Garden Area



Class Room



Play Ground



Electronics Lab



Laboratory



laboratory



Class Room



Indoor Sports

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