

MAEER'S
MIT | Arts, Commerce
& Science College

Affiliated to Savitribai Phule Pune University

Accredited by NAAC with "A" Grade

MIT Arts, Commerce
& Science College

Academic Year

2024-25

Bachelor of Business Administration

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. (Animation)
- ❖ B.Sc. (Computer Science)
- ❖ B.Sc. (Cyber & Digital Science)
- ❖ B.Sc. (Information Technology)

Postgraduate Programs

- ❖ M.Sc. (Computer Science)
- ❖ M.Sc. (Computer Application)
- ❖ M.Sc. (Data Science)
- ❖ M.Sc. (Industrial Mathematics with Computer Application)

Ph.D.

- ❖ Ph.D. - Mathematics



BBA

(Bachelor of Business Administration)

About the Course

Advantages of Pursuing BBA 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 Opportunities 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. **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?



An eligible candidate has to apply directly to the college through the college admission application form. Admission will be offered to the students on the basis of H.S.C. / 12th percentage.



Program Structure

BBA (Bachelors of Business Administration)

SEMESTER I

No.	Code	Subject Name
1.	101	Principles of Management
2.	102	Business Communication Skills
3.	103	Business Accounting
4.	104	Business Economics – Micro
5.	105	Business Mathematics
6.	106	Business Demography

SEMESTER II

No.	Code	Subject Name
1.	201	Business Organization & System
2.	202	Principles of Marketing
3.	203	Principles of Finance
4.	204	Basics of Cost Accounting
5.	205	Business Statistics
6.	206	Fundamentals of Computers

SEMESTER III

No.	Code	Subject Name
1.	301	Principles of Human Resource Management
2.	302	Supply Chain Management
3.	303	Global Competencies & Personality Development
4.	304	Fundamentals of Rural Development
5.	A305 _(MM)	Consumer Behaviour & Sales Management
6.	A306 _(MM)	Retail Management + Business Exposure
7.	B305 _(FM)	Management Accounting
8.	B306 _(FM)	Banking & Finance + Business Exposure
9.	C305 _(HR)	Organisational Behaviour
10.	C306 _(HR)	Legal Aspects in Human Resource + Business Exposure

SEMESTER IV

No.	Code	Subject Name
1.	401	Entrepreneurship & Small Business Management
2.	402	Productions & Operations Management
3.	403	Decision Making and Risk Management
4.	404	International Business Management
5.	A405 _(MM)	Advertising & Promotion Management
6.	A406 _(MM)	Digital Marketing+prescribed computer course online
7.	B405 _(FM)	Business Taxation
8.	B406 _(FM)	Financial Services + Computer course (prescribed course or online course)
9.	C405 _(HR)	Human Resource Management Functions & Practices
10.	C406 _(HR)	Employee Recruitment & Record Management + course or Online course

SEMESTER V

No.	Code	Subject Name
1.	501	Research Methodology
2.	502	Database Administration and Data Mining
3.	503	Business Ethics
4.	504	Management of Corporate Social Responsibility
5.	A505 _(MM)	Marketing Environment Analysis and Strategies
6.	A506 _(MM)	Legal Aspects in Marketing Management + Project & Viva (50 marks)
7.	B505 _(FM)	Analysis of Financial Statements
8.	B506 _(FM)	Legal Aspects of Finance & Security Laws + Project & Viva (50 marks)
9.	C505 _(HR)	Cross Cultural HR & Industrial Relations
10.	C506 _(HR)	Cases in Human Resource Management +Project & Viva (50 marks)

SEMESTER VI

No.	Code	Subject Name
1.	601	Essentials of E – Commerce
2.	602	Management Information System
3.	603	Business Project Management
4.	604	Management of Innovations & Sustainability
5.	A605 _(MM)	International Brand Management
6.	A606 _(MM)	Cases in Marketing + Project 50 marks theory + Project & Viva 50 marks (Internship)
7.	B605 _(FM)	Financial Management
8.	B606 _(FM)	Cases in Finance + Project 50 marks theory + Project & Viva 50 marks (Internship)
9.	C605 _(HR)	Global Human Resource Management
10.	C606 _(HR)	Recent Trends & HR Accounting + Project 50 marks theory + Project & Viva 50 marks (Internship)

Events / Industrial visits



At the State - Level Seminar



Sakal News Paper Press, Pune



TATA Motors Ltd., Pimpri



Parle Biscuits, Gujarat



Cotton King Industry, Baramati



Agricultural Development Trust, Baramati



Management Week - 'IPSUM 2K20'



Management Week - 'IPSUM 2K20'



Management Week - 'IPSUM 2K20'



Book Review Competition



Book Review Competition



PPT Presentation Competition

**Our
Eminent
Recruiters**



Infosys[®]

kotak life

eClerx



amdocs



accenture

**TECH
mahindra**

WNS



More than what you think.



College Campus



Computer Lab



Class Room



Canteen



Laboratory



Library



Reading Hall



Class Room



Class Room



Library



Library



Class Room



Play Ground



Laboratory



Laboratory



Laboratory



Class Room



Laboratory

Connect Us:



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