



**NAGINDAS KHANDWALA COLLEGE
OF COMMERCE, ARTS &
MANAGEMENT STUDIES (AUTONOMOUS)**

Re-accredited by NAAC with 'A' Grade (3rd Cycle)

ISO 9001:2015 Certified

**Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064**

Programme Code: BBAHMM

Bachelor of Business Administration (B.B.A. Hons.)

in Marketing Management

Three Year Integrated Programme -

Six Semesters

Course Structure

**Under Choice Based Credit, Grading and Semester
System**

Implemented during the Academic Year 2021-2022

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1. Preamble

Today, a marketing career is one of the most promising and fastest-growing careers, among others. Marketing is today's number one job that will make you flourish in your chosen marketing field. It will always spark your innovative and creative side. Marketing is all about recognizing the consumer's demand for the product or services. Ideally, marketers create effective strategies wherein consumers can buy these products and services to gain profit.

The Marketing programme deals with the concepts of business management. It acquaints the students to marketing theories and principles to prepare them for the industry. This course encompasses traditional as well as new approaches towards marketing and enables the students to deal with real-life problems in the industry.

This programme provides a headstart for candidates to develop management skills and a specialisation in Marketing. The course takes a student over the core areas of management including marketing, sales, strategy management etc. and it also covers key areas of finance and economics. The major focus of the program is on Marketing subjects. Plus, soft skill development such as business communication is also taught in the BBA course.

The subjects taught in this programme are well adapted to train students as per the industry requirements. The combination of practical and theoretical knowledge provided in this programme help increase the value of a student in the market. Well-established companies and start-ups stay on the lookout for these kind of students as they are suited to carry out a range of responsibilities in the organization. Since they fit into a variety of roles in an organization, BBA graduates have plenty of job opportunities available in the market. Organizations stay on the lookout for young graduates who can bring energy and new ideas to the table. BBA graduates can fit into a varied range of roles and responsibilities in an organization. Plus, the BBA course is also suited for students who want to learn how to manage their own businesses or entrepreneurs.

1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 23 UG, 6 PG, 4 Add On, 3 Ph. D with 9 Departments and 2 Research Centres imparting education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016.

1.2 Vision and Mission of Khandwala College

Vision

Education for all

Education for the youth

Education for the future of our country

Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

2. Programme Objectives & Outcomes

2.1 Programme Objectives

1. The objective of the program is to equip students with the necessary knowledge and techniques that will enable them to successfully solve a broad set of marketing problems.
2. To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in global environment.
3. To develop competent marketing professionals with strong ethical values capable of assuming a pivotal role in various sectors.
4. To impart the basic knowledge of Marketing, Communication and related areas of studies.
5. To develop the learner into competent and efficient Marketing Industry ready professionals.
6. To empower learners by communication, professional and life skills.
7. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
8. To imbibe the culture of research, innovation, entrepreneurship and incubation.
9. To inculcate professional ethics, values of Indian and global culture.
10. To prepare socially responsible media academicians, researchers, professionals with global vision.

2.2 Programme Outcomes

After successful completion of the Programme the learner will be able to:

1. Understand a complex set of marketing problems, can analyze available marketing information, and can synthesize this information into a marketing strategy as part of a comprehensive and cohesive marketing plan
2. Understand and can analyze ethical issues involved in the marketing profession.
3. Identify the internal and external influences on consumer behavior, understand the processes of consumer decision making, and analyze the influences of consumer behavior on a specific marketing strategy.
4. Acquire conceptual clarity of various functional areas
5. Analyze various functional issues affecting the organization
6. Demonstrate effectively oral and written communication
7. Demonstrate ability to work in groups
8. Demonstrate the ability to create business plans
9. Develop cross functional skills
10. Demonstrate the ability to apply knowledge to real business situation.

3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the one-year course, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or an equivalent qualification in any stream from a recognized Board/ University.

3.1 Eligibility Criterion:

The student must be passed a two year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent, education with English as one of the subjects or equivalent qualification from any Board/ University. Lateral Entry eligibility criteria shall be applicable

3.2 Selection and Admission Criterion for Eligible Candidates:

Reservations as per University rules will be applicable.

The admission of students shall be based on:

- Academic and non- academic credentials till date.
- The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.
- In all matters relating to admission to the programme the decision of the Management of institute/college shall be final.
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of institute/college.

3.3 Eligibility for the award of the Degree:

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 160 credits, and letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core. No dues to the College, Libraries etc.; and No disciplinary action is pending against him / her.

3.4 Faculty under which the Degree is awarded:

B.B.A. (Hons.) in Marketing Management Degree is awarded under the faculty of Commerce.

3.5 Intake and Fees

Intake of 60 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

Programme Fees for each Semester - Rs. 60,000/- . The fees can be increased by 12% every year.

3.6 Attendance

- A student has to obtain minimum 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

4. Scheme of Examination

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The examinations can be conducted in online/offline mode. The institute may decide the examination pattern - written, oral, practical, presentation, project etc. for any or all courses/subjects as appropriate.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	52
2	Year 2	52
3	Year 3	56
	Total Credits for Award of Degree	160

4.1 Credit Based Evaluation System Scheme of Examination

For all the semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below.

4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr.No.	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	15 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, cultural activities etc. as the case may be)	10 marks

4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks. The End Semester Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (*) for which assignments/assessments for 100 marks shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College. The examinations can be conducted in online/offline mode.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I & II shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

4.4 Question Paper Pattern

A) Written Class Test (15Marks) - 30 mins

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two of the Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One of the Two) (5 Marks each)	05 Marks

B) Semester End Examinations – 60 Marks - 2hrs

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	(<i>Concept based Questions</i>) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
	OR	
QII B	(<i>Concept based Questions</i>) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks

4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

- The learners shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation (CIE) and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

4.6 Failure in Class Test II

Students failing to clear the Class Test II will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment – 10 marks
- Presentation- 5 marks

5. Teaching Methodology:

- **Classroom Sessions**
 - **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the Industry in online/offline or blended mode.
 - **Assignments and Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
 - **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry, these workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Guest Lectures and Case Studies**
 - **Guest Lecture:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
 - **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.
- **Innovative and Interactive Learning Technology**
 - **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
 - **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
 - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-changing dynamics of the corporate world.
 - **Create through Technology:**
 - **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and thoughts with diverse audiences.
 - **Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation and sharing).

- **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.
- **Unparalleled Internships and Practical Training**
 - **Internships and Practical Training:** These training act like great learning platforms giving them the live industry work experience.
 - **In-House Events:** Students shall be provided an opportunity to work on the in-house activities / events right from the start to finish, to provide them with hands-on experience, which helps to gain excellent organization skills.

6. Ad-hoc Board of Studies

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Principal Dr. (Mrs.) Ancy Jose- Principal, Khandwala College
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Khandwala College
- Mr. Balkishan Sharma, MBA
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA - Faculty
- Mr. Abhay Garg, M.Sc. Finance - Industry Representative
- Mr. Ajay Bhagat, MBA- Industry Representative

Bachelor of Business Administration (B.B.A. Hons.)
in Marketing Management
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Basic Structure: Distribution of Courses

1	Core Course (CC)	2 Papers of 6 credits each (Total Credits Hrs. $2*6$) =12 15 Papers of 4 Credits Hrs. each (Total Credits Hrs. $15*4$) =60 2 Paper of 3 Credits Hrs. each (Total Credits Hrs. $2*3$) = 6 4 Papers of 2 Credits Hrs. each (Total Credits Hrs. $4*2$) = 8	86
2	General Elective (GE)	1 Papers of 4 Credits Hr. each (Total Credits Hrs. $1*4$) = 4 5 Paper of 3 Credits each (Total Credits $5*3$) = 15	19
3	Discipline Specific Elective (DSE)	4 Papers of 4 Credits Hrs. each (Total Credits Hrs. $4*4$) = 16	16
4	Discipline Specific Compulsory Course (DSC)	2 Papers of 6 Credits Hr. each (Total Credits Hr. $2*6$) = 12	12
5	Skill Enhancement Course (SEC)	1 Papers of 4 Credits Hr. each (Total Credits Hr. $1*4$) = 4 1 Papers of 3 Credits Hr. each (Total Credits Hr. $1*3$) = 3	7
6	Ability Enhancement Course (AEC)	6 Papers of 2 Credits Hrs. each (Total Credits Hrs. $6*2$) = 12	12
7	Ability Enhancement Compulsory Course (AECC)	2 Papers of 4 Credits Hrs. each (Total Credits Hrs. $2*4$) = 8	8
	Total Credits Hrs		160

B.B.A. (Hons.) in Marketing Management
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
FIRST YEAR

Sr. No	Semester I	Subject code	Credits	Sr. No	Semester II	Subject code	Credits
	Core Course (CC)				Core Course (CC)		
1	CC-1 Management Concepts	2111UGBMMA	4	1	CC-4 Marketing Mix	2121UGBMMM	4
2	CC-2 Fundamentals of Marketing	2112UGBMFM	4	2	CC-5 Digital Marketing I	2122UGBMDM	4
3	CC-3 Research Methodology	2113UGBMRM	4	3	CC-6 Consumer Behaviour	2123UGBMCB	2
				4	CC-7 IT in Business Management	2124UGBMIT	2
	General Elective (GE) (Any one)				General Elective (GE) (Any one)		
4	GE-1 Human Resource Management	2114UGBMHR	3	5	GE-3 Introduction to Accounts & Finance	2125UGBMIAF	3
	GE-1 Industrial Relations	2114UGBMIR			GE-3 Computer Skills	2125UGBMCOM	
	General Elective (GE) (Any one)				General Elective (GE) (Any one)		
5	GE-2 Business Economics	2115UGBMBE	3	6	GE-4 Strategic Management	2126UGBMSM	3
	GE-2 Statistics	2115UGBMST			GE-4 Business Administration	2126UGBMBA	
	Ability Enhancement Course (AECC)				Ability Enhancement Compulsory Course (AECC)		
6	AEC-1 Communication Skills	2116UGBMCS	2	7	AECC-2 Training & Internship	2127UGBMTI	4
7	Functional English	2117UGBMFE	2				
		TOTAL	22			TOTAL	22
	Ability Enhancement Course (AEC)				Ability Enhancement Course (AEC)		
8	AEC-1 Sanskrit/ Allied / Other related course	2118UGBMSA	2	8	AEC-2 Yoga & Ethics	2128UGBMYE	2
		TOTAL	24			TOTAL	24

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SECOND YEAR

Sr. No	Semester III	Subject code	Credits	Sr. No	Semester IV	Subject code	Credits
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
1	CC-8 Advertising & IMC	2231UGBMAD	4	1	CC-13 Creativity and Campaign Planning	2241UGBMCR	6
2	CC-9 Digital Marketing II	2232UGBMDM	4	2	CC-14 Services Marketing	2242UGBMSM	4
3	CC-10 Creating Collaterals for Marketing and Branding	2233UGBMCC	6	3	CC-15 Retail Management	2243UGBMRE	4
4	CC-11 Brand Management	2234UGBMBM	2	4	CC-16 Copywriting	2244UGBMCP	3
5	CC-12 Customer Relationship Management	2235UGBMCR	2	5	CC-17 Rural Marketing	2245UGBMRU	3
	<i>General Elective (GE) (Any One)</i>				<i>General Elective (GE) (Any One)</i>		
6	GE-5 Sales and Distribution Management	2236UGBMSP	4	6	GE-6 Business Analytics	2246UGBMBA	3
	GE-5 Sales Promotion Management	2236UGBMSP		6	GE-6 International Business Environment	2246UGBMIB	
	<i>Skill Enhancement Course (SEC)</i>				<i>Skill Enhancement Course (SEC)</i>		
7	SEC-1 Internship	2237UGBMIN	4	7	SEC-2 Business Development & Networking	2247UGBMBD	3
		TOTAL	26			TOTAL	26
	<i>Ability Enhancement Course (AEC)</i>				<i>Ability Enhancement Course (AEC)</i>		
8	AEC-3 Sanskrit/ Allied / Other related course	2238UGBMSA	2	8	AEC-4 Environmental Studies	2248UGBMEN	2
	TOTAL				TOTAL		
			28				28

B.B.A. (Hons.) in Marketing Management
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THIRD YEAR

Sr No	Semester V	Subject code	Credits	Sr. No.	Semester VI	Subject code	Credits
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
1	CC-18 Media Planning and Buying	2351UGBMP	4	1	CC-21 New Dimensions in Marketing	2361UGBMND	4
2	CC-19 Public Relations and Corporate Communications	2352UGBMPR	4	2	CC-22 Marketing Research	2362UGBMR	4
3	CC-20 Business Ethics and Laws	2353UGBMBEL	4	3	CC-23 Practical Training/Internship	2363UGBMPT	4
	<i>Discipline Specific Elective (DSE) (Any one)</i>				<i>Discipline Specific Elective (DSE) (Any one)</i>		
4	DSE-1 Events & Experiential Marketing	2354UGBMEEM	4	4	DSE-3 Marketing Automation	2364UGBMMK	4
	DSE-1 Event Management Planning	2354UGBMEMP			DSE-3 Marketing Channels	2364UGBMCH	
	<i>Discipline Specific Elective (DSE) (Any one)</i>				<i>Discipline Specific Elective (DSE) (Any one)</i>		
5	DSE-2 Digital Business	2355UGBMDB	4	5	DSE-4 International Marketing & Business Simulation	2365UGBMIM	4
	DSE-2 Ecommerce & Digital Marketing	2355UGBMED			DSE-4 Internet Marketing	2365UGBMINT	
	<i>Discipline Specific Compulsory Course (DSC)</i>				<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC-1 Internship	2356UGBMINT	6	6	DSC-2 Capstone Project	2366UGBMCP	6
		TOTAL	26			TOTAL	26
	<i>Ability Enhancement Course (AEC)</i>				<i>Ability Enhancement Course (AEC)</i>		
7	AEC-5 Sanskrit/ Allied / Other related course	2357UGBMSA	2	7	AEC-6 Human Rights & Indian Constitution	2367UGBMHR	2
		TOTAL	28			TOTAL	28