



Bharati Vidyapeeth

(Deemed to be University) Pune, India

Founder Chancellor : **Dr. Patangrao Kadam**



CENTRE FOR DISTANCE AND ONLINE EDUCATION

SCHOOL OF ONLINE EDUCATION (UGC Entitled)

It's time for New-Age

MBA

BBA

BCA

(Online Mode)

भारती विद्यापीठ

BHARATI VIDYAPEETH UNIVER



BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY)



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OUR INSPIRATION

The marvellous edifice of Bharati Vidyapeeth, that we can witness today, one of the largest and leading educational institutions in India, is a creation of one person; Hon'ble Dr. Patangrao Kadam. Under his adept, staunch and visionary leadership, Bharati Vidyapeeth (Established in Pune in 1964), has taken tremendous strides during the last 56 years. The credit of establishment and of astonishing development of Bharati Vidyapeeth and its allied concerns goes entirely to the dynamic leadership and undaunted hard work of Hon'ble Dr. Patangrao Kadam.

He continues to inspire us !



DR. PATANGRAO KADAM

Founder, Bharati Vidyapeeth, Pune
Founder-Chancellor, Bharati Vidyapeeth
(Deemed to be University), Pune, India

MESSAGE FROM CHANCELLOR

Dear Students,

India as a nation has been taking big strides in the last 2 decades in technology, infrastructure and economic development at large. To fuel its already accelerated growth path, our government has also launched schemes like "Make in India" and "Digital India". To sustain the pace of growth, the nation needs highly trained individuals who are not only committed but are also equipped with relevant skillsets. In line with our ethos and to positively contribute towards nation-building, we have launched Centre for Distance and Online Education - School of Online Education, Pune.

Our MBA, BBA & BCA programmes through online mode, presents you a world class offering that will not only help you stay relevant but also help you rapidly move up the corporate ladder. In these programmes, we have put together an expertly designed curriculum and have on boarded world class faculties to deliver the sessions



PROF. DR. SHIVAJIRAO KADAM

Chancellor, Bharati Vidyapeeth
(Deemed to be University), Pune, India

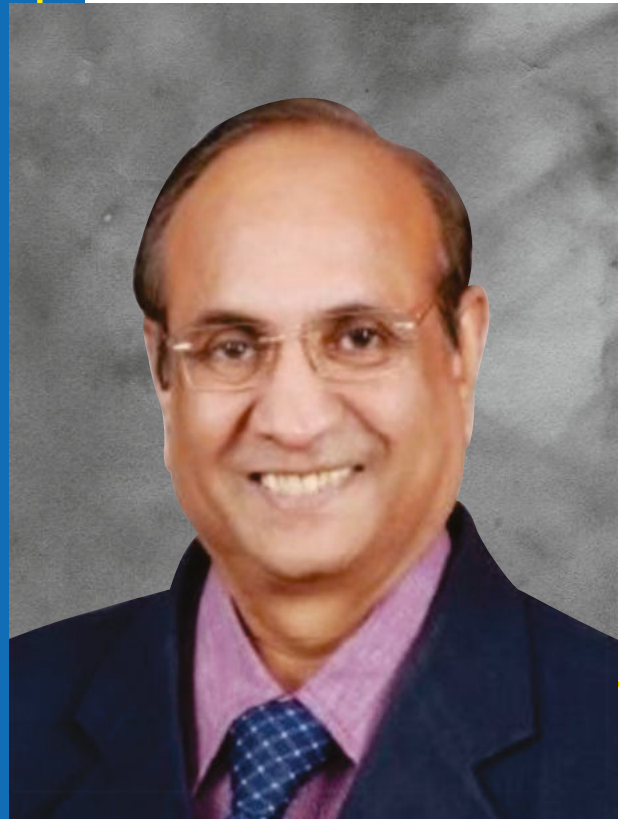
MESSAGE FROM VICE-CHANCELLOR

Dear Students,

It is a matter of immense pleasure and pride for me to be associated with the Bharati Vidyapeeth (Deemed to be University) family as its Vice Chancellor.

BVDU has a rich history and has been offering quality education to willing students since 1964. With A+ accreditation, BVDU is representative of a university delivering superior quality standards to its stakeholders. I would like to take this opportunity to welcome all the students, to its one of a kind, MBA, BBA & BCA programmes through online mode offered by BV(DU), Centre for Distance and Online Education - School of Online Education, Pune.

Now learn the most sought after skills, get to know the latest case studies and equip yourself with the dynamic tools and techniques to help you support the organizations solve complex business problems. I would like to assure you that we will help you realize your corporate objectives through world class education. I welcome you to these programmes.



PROF. DR. MANIKRAO SALUNKHE

Vice-Chancellor, Bharati Vidyapeeth
(Deemed to be University), Pune, India

MESSAGE FROM PRO VICE-CHANCELLOR

Dear Students,

The employability landscape of India is undergoing a tectonic shift and at a rapid pace. Automation, Intelligence and aspirations are the driving force behind this major change. As per World Economic Forum, Artificial Intelligence is poised to eliminate millions of current jobs and create millions of new ones-some of which haven't been invented yet.

If you don't learn new skillsets, you may soon become obsolete. Welcome to the grave reality of today!

To cope up with this difficult situation, I would like to offer to you our online MBA, BBA & BCA programmes through online mode. With these programmes we prepare our students to learn the skills that the corporate houses are looking for in candidates.

You can learn the latest tools and techniques that are used by organizations in areas of Marketing, Financial, Operations, HR Project Management, IT and Computer Application.

Get Skilled, Get Upskilled & Stay Relevant!



DR. VISHWAJEET KADAM

Pro-Vice Chancellor, Bharati Vidyapeeth
(Deemed to be University), Pune, India

MESSAGE FROM DIRECTOR

Dear Students,

The key to choosing a Learning Programme is to find the right environment, one in which you can thrive personally and develop into the Professional you aspire to be. Ours is a rigorous but collegial programme. Our top priority is to educate students.

It is an honor for me to serve as the Director of Bharati Vidyapeeth Center for Distance and Online Education (CDOE). The CDOE- Distance and Online programmes at Bharati Vidyapeeth (Deemed to be University) are housed in the prestigious Bharati Bhavan of Bharati Vidyapeeth (Deemed to be University) premises and include both academic and administrative people who are entirely and exclusively focused on Business, and new generation education.

It is our goal to provide you with the best possible Knowledge and Skills training in an academic and supportive environment conducive to learning. We accomplish this through close mentorship, modeling professionalism and a commitment to our Learners, and by setting high academic standards.

We are a dedicated team that is focused on continuous improvement and innovation, while consistently providing excellent education that meets the needs of our learners. Whether you are an alum, industry professional or are interested in the programme, we want you to connect with us!



DR. AJIT MORE

Director, Centre for Distance
and Online Education
Bharati Vidyapeeth
(Deemed to be University), Pune



BHARATI VIDYAPEETH

(Deemed to be University)

EXCELLENCE IN EDUCATION SINCE 1964

A great visionary; Hon'ble. Dr. Patangrao Kadam laid down the cornerstone of Bharati Vidyapeeth in 1964. Bharati Vidyapeeth was conferred the status of Deemed to be University in 1996 in view of its academic excellence.

All the programmes offered by BV (DU) are recognized by UGC, AICTE or the respective statutory councils and are known to be innovative and evolving in nature. BV (DU) presently has 29 constituent units, including three research institutes dedicated exclusively for research. BV (DU) has world-class infrastructure and facilities, and adopts latest and finest teaching pedagogies. BV (DU) has entered into many national, as well as, international collaborations.

BHARATI VIDYAPEETH



ACHIEVEMENTS & FEATURES

ACHIEVEMENTS

- Accreditation & Re-Accreditation with 'A+' Grade by NAAC, India
- The Ministry of Human Resource Development, Government of India has accorded "A" grade status to the University Recognized by All India Council for Technical Education (AICTE)
- The programmes in Pharmacy, Engineering and Management have been continuously accredited by National Board of Accreditation (NBA)
- Featured among the Top 50 Universities in India by 'India Today'
- Placed among the top 5 Universities in the Western Region by 'India Today'
- Recognized as one of the Top 10 Universities preferred by Overseas Students for 'Higher Education in India'

DISTINCTIVE FEATURES

70,000+ Students

4,000+ Faculties

12 Faculties of Studies

324+ Programmes

Students from **48** countries.

29 Constituent Units including three Research Institutes

8 Campuses spanning across **7** cities.



CENTRE FOR DISTANCE AND ONLINE EDUCATION SCHOOL OF ONLINE EDUCATION (SOE)

- Bharati Vidyapeeth has been a pioneer in providing quality education to masses since 1964. Education is not a privilege but a right! Centre for Distance and Online Education - School of Online Education (is the arm of BV (DU) that bridges the gap between have and have nots by nullifying the hurdles such as time constraints, remote locations, laicnan affordability etc through use of digital platform and internet connectivity.

Information about CDOE-SOE

- SOE has received the UGC, AICTE recognition to offer a two year MBA Programme (Online mode), Three years BBA Programme (Online Mode), Three years BCA Programme (Online Mode) This programme would be considered at par with the full time programme offered by any recognized university in India.
- SOE aims to promote world class education to masses through use of state of the art e-learning tools and techniques.
- SOE also enables the working professionals to upskill themselves that could enable them to quickly move up the corporate ladder.

QUADRANT APPROACH



Quadrant 1 (e-tutorial)

Contains Video and Audio Content in an organized form, Animation, Simulations, Video Demonstrations, Virtual Labs, etc, along with the transcription of the video.



Quadrant 2 (e-Content)

Contains comprise of self-instructional material, e-Books, Illustrations, Case Studies, Presentations etc. and also contain web resources such as further references, related links, open source content on internet etc.



Quadrant 3 (Discussion Forum)

For raising of doubts and clarifying them by course coordinator or his/her team.



Quadrant 4 (Assessment)

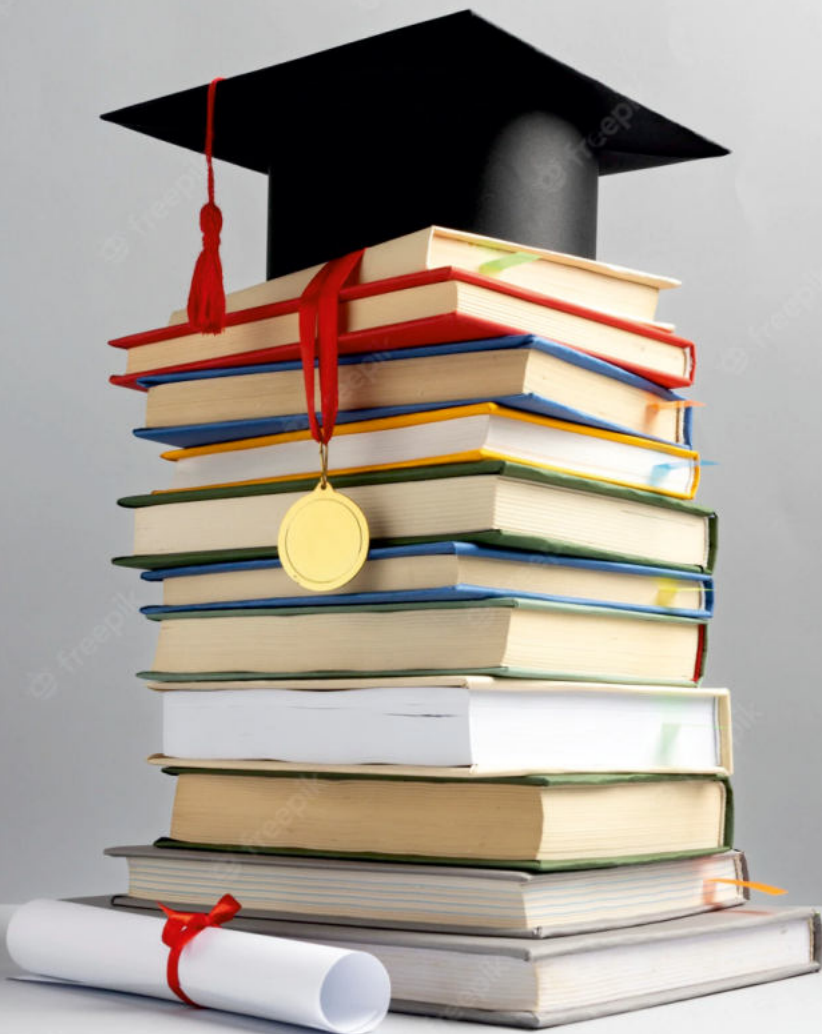
Contains MCQs, Problems, Quizzes, Assignments, Discussion Forum Topics & setting up the FAQ, snoitaciralCof General Misconceptions.

LEAD THE FUTURE

Innovation and Creativity, Advances in Technology, Better connectivity and Affordable World Class Education has transformed the landscape of business. As a result mankind is witnessing rapid changes like it has never before. At times like these, if we don't keep up with the pace, we run the risk of falling behind.

Through use of Digital Expertise, we take this opportunity to transform your lives by revolutionizing the business education thereby enabling you to take a quantum leap in your career.

Our MBA, BBA & BCA programmes through online mode are a truly unique programmes that delivers advance business knowledge, critical problem solving capabilities, essential soft skills as sought by employers and much more.



BENEFITS OF OUR ONLINE PROGRAMMES



Self-paced Flexible Learning

Learn anytime, anywhere at your own pace with 24x7 access to the complete online course content



Expert Faculties with Rich Industry Experience

Online Classes and Guidance from faculties with industry experience.



Faculty Interaction

Subject related faculty interaction through Discussion forum for clearing of doubts and queries.



Practical Teaching Approach Based on Industry Case Studies

Access to latest Domestic and International case studies



Placement Assistance

Access to job openings and Resume profile building



Entrepreneurship Nurturing

Designed specifically to encourage and nurture leadership and entrepreneurship skills.



Workshops and Bootcamps

Enhance and up-date your skills at regular Workshops and Bootcamps on industry-relevant topics.



Peer Networking Opportunities

Get a chance to network with peers working at Managerial levels across industries.



Leadership Grooming for Managerial Positions

VUCA based leadership training to impart management level grooming.

PROGRAMMES OFFERED

We currently offer three programmes through online mode.

- Masters of Business Administration (MBA) – 2 Years
- Bachelors of Business Administration (BBA) – 3 Years
- Bachelors of Compute Application (BCA) – 3 Years



| BHARATI VIDYAPEETH



MBA

MASTER OF BUSINESS ADMINISTRATION

PROGRAMME DESCRIPTION

The Master of Business Administration is AICTE recognised two-year online programme (124 credits) offered by School of Online Education, Bharati Vidyapeeth (Deemed to be University) BV (DU), Pune having experienced faculty members and excellent infrastructure needed for online programmes. The online Master of Business Administration programme prepares you to formulate real world strategies and solve intricate complex problems faced by organizations of today. The programme comprises of four semesters. The first two semesters cover the subjects that are core to management and are essential to form a strong conceptual base before one can start specializing for domains of interests.

During the third semester, students have to opt for specialization(s) and study the specialization related subjects in depth. This programme also includes Summer Internship Project for 8 Credit. The medium of instruction and examination will be only English. A student would be required to complete the course within four academic years from the date of admission.

PROGRAMME OBJECTIVES

- To equip students with the management skillsets that are required by organizations to solve complex real-life problems.
- To develop analytical skills and innovative attitudes among students so as to facilitate change and increase their efficacy in organizational systems.
- To leverage technology to impart problem solving skills to students.

MBA PROGRAMME STRUCTURE

Sr.	Particular	Details
1	Academic Eligibility	Admission to the programme is open to any graduate (10+2+3) from any recognized university satisfying the following conditions: 1. The candidate should have secured at least 50% (45% for SC/ST) in aggregate at graduate level university examination. 2. The Candidate applying in final year of bachelor's degree may also apply. Admission of such candidates will remain provisional until submission of final result certificates in original.
2	Programme Duration	24 months
3	Mode	Online
4	Total Credits of the Programme	124
5	Total number of Courses	38 Courses + 1 Project
6	University Examinations	Online exam will be held at the end of each semester
7	Passing Percentage	Minimum Grade point of 5.0. (40 % marks)

MBA PROGRAMME FEE STRUCTURE

Fee Plan	Particulars	Amount (INR)
Application Fees (Non-Refundable)	At the time of Registration	1,000
Admission Fees (Non-Refundable)	At the time of Admission	1,000
Tuition Fees	1st Year	50,000
	2nd Year	50,000
	Total (Excluding Application & Admission Fees)	1,00,000

The student has to pay separate Examination Fees for each semester.

MBA PROGRAMME LIST OF COURSES

Semester I	Sr.	Course Code	Courses	Credit
	1	101	Management Concepts & Applications	3
	2	102	Managerial Economics	3
	3	103	Financial & Management Accounting	4
	4	104	Organizational Behavior	3
	5	105	Statistical Techniques	4
	6	106	Legal Aspects of Business	3
	7	107	Business Communication	3
	8	108	Fundamentals of Information technology	2
	9	109	MOOCS – I*	4
	10	110	Open I**	2
		Total Credits		31

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

**Open Courses: Students can opt any one course from the following

Sr.	Course Code	Open Courses
1	110	Agriculture business management
2		Community Work – I
3		Current Affairs
4		Human rights
5		Counseling psychology

MBA PROGRAMME LIST OF COURSES

Semester II	Sr.	Course Code	Courses	Credit
	1	201	Marketing Management	3
	2	202	Financial Management	4
	3	203	Human Resource Management	3
	4	204	International Business	3
	5	205	Production & Operations Management	3
	6	206	Research Methodology	4
	7	207	Business Environment	3
	8	208	Business Ethics and Corporate Governance	2
	9	209	MOOCS – II*	2
	10	210	MOOCS - III**	4
	11	211	Open – II**	4
		Total Credits		35

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)
Open Courses: Any one course from the following

Sr.	Course Code	Open Courses
1	211	MS Excel with SPSS
2		E-commerce Applications
3		Managerial Skills for Effectiveness
4		Social Media Management
5		Yoga & Meditation

** In addition to the above; Add on Course having 02 (TWO) credits may be offered by the Institute on Extra fees for the course from the student.

MBA PROGRAMME LIST OF COURSES

Semester III	Sr.	Course Code	Courses	Credit
	1	301	Strategic Management	3
	2	302	Operations Research for Managers	3
	3	303	Entrepreneurship Development	3
	4	See groups	Specialization I - E-(i)	3
	5		Specialization I - E-(ii)	3
	6	See groups	Specialization II - E-(i)	3
	7		Specialization II - E-(ii)	3
	8	304	**Summer internship project	8
	9	305	MOOCS – IV*	4
	10	306	Open	2
		Total Credits		35

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

Open Courses: Any one course from the following

Sr.	Course Code	Open Courses
11	306	Digital Marketing
12		Corporate Taxation
13		Cross Cultural issues & International HRM
		Artificial Intelligence in HR practices
		Indian Culture

MBA PROGRAMME LIST OF COURSES

Semester IV	Sr.	Course Code	Courses	Credit
	1	401	Project Management	3
	2	See groups	Specialization I - E-(iii)	3
	3		Specialization I - E-(iv)	3
	4	See groups	Specialization II - E-(iii)	3
	5		Specialization II - E-(iv)	3
	6	402	Environment & Disaster Management	2
	7	403	MOOCS – V*	4
	8	404	Open - IV	2
		Total Credits		23

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)
Open Courses: Any one course from the following

Sr.	Course Code	Open Courses
1	404	Innovation Management
2		HR Analytics
3		Labor Laws – II
4		Tourism Management
5		Basics of Stock Market

**Note: The above structure and syllabus is under revision. The final Approved syllabus will be provided.

MBA PROGRAMME SPECIALIZATION COURSES

Sr.	Marketing Management Specialization		Credits
1	Specialization - E - (I)	Consumer Behaviour	3
2	Specialization - E - (II)	Services Marketing	3
3	Specialization - E - (III)	Sales and Distribution Management & B2B	3
4	Specialization - E - (IV)	Integrated Marketing Communications	3
	Total Credits		12

Sr.	Financial Management Specialization		Credits
1	Specialization - E - (I)	Investment Analysis & Portfolio Management	3
3	Specialization - E - (II)	Management of Financial Services	3
5	Specialization - E - (III)	Corporate Finance	3
7	Specialization - E - (IV)	International Financial Management	3
	Total Credits		12

Sr.	Human Resources Management Specialization		Credits
1	Specialization- E - (I)	Human Resource Planning and Development	3
2	Specialization- E - (II)	Labour Laws	3
3	Specialization- E - (III)	Compensation and Benefits Management	3
4	Specialization- E - (IV)	Competency Mapping and Performance Management	3
	Total Credits		12

MBA PROGRAMME SPECIALIZATION COURSES

Sr.	International Business Management		Credits
1	Specialization - E - (I)	Regulatory Aspects of International Business	3
2	Specialization - E - (II)	Export Import Policies, Procedures and Documentation	3
3	Specialization - E - (III)	International Marketing	3
4	Specialization - E - (IV)	Global Business Strategies	3
	Total Credits		12

Sr.	Product & Operation Management Specialization		Credits
1	Specialization- E - (I)	Quality Management	3
3	Specialization- E - (II)	Business Process Reengineering	3
5	Specialization- E - (III)	Logistics & Supply Chain Management	3
6	Specialization- E - (IV)	World Class Manufacturing practices	3
	TotalCredits		12

Sr.	Information Technology Management		Credits
1	Specialization - E - (I)	System Analysis & Design	3
2	Specialization - E - (II)	Information System Security & Audit	3
3	Specialization - E - (III)	RDBMS with Oracle	3
4	Specialization - E - (IV)	Enterprise Business Applications	3
	Total Credits		12

MBA PROGRAMME SPECIALIZATION COURSES

Sr.	Agribusiness Management		Credits
1	Specialization - E - (I)	Rural Marketing	3
2	Specialization - E - (II)	Supply Chain Management in Agribusiness	3
3	Specialization - E - (III)	Use of Information Technology in Agribusiness Management	3
4	Specialization - E - (IV)	Cooperatives Management	3
	Total Credits		12

Sr.	Retail Management		Credits
1	Specialization - E - (I)	Introduction to Retailing	3
2	Specialization - E - (II)	Retail Management & Franchising	3
3	Specialization - E - (III)	Merchandising, Display & Advertising	3
4	Specialization - E - (IV)	Supply Chain Management in Retailing	3
	Total Credits		12

Sr.	Project Management Specialization		Credits
1	Specialization - E - (I)	Project Risk Management	3
2	Specialization - E - (II)	Microsoft Project 2010	3
3	Specialization - E - (III)	Advance Project Management	3
4	Specialization - E - (IV)	Scanning Business Environment for Project	3
	Total Credits		12

MBA PROGRAMME SPECIALIZATION COURSES

Sr.	Business Analytics Specialization		Credits
1	Specialization - E - (I)	Multivariate Data Analysis	3
2	Specialization - E - (II)	Data Mining for Business Analytics	3
3	Specialization - E - (III)	Analytics with R	3
4	Specialization - E - (IV)	Big Data Analytics	3
	Total Credits		12

Sr.	Event Management Specialization		Credits
1	Specialization - E - (I)	Event Marketing	3
2	Specialization - E - (II)	Event Risk Management	3
3	Specialization - E - (III)	Customer relationship in Event Management	3
4	Specialization - E - (IV)	Human resource in Event Management	3
	Total Credits		12

Sr.	Hospitality Management Specialization		Credits
1	Specialization - E - (I)	Food service operation	3
2	Specialization - E - (II)	Tour Operations management	3
3	Specialization - E - (III)	Hospitality Marketing Management	3
4	Specialization - E - (IV)	Accommodation Operations Management	3
	Total Credits		12

Sr.	Sports Management Specialization		Credits
1	Specialization - E - (I)	Sport Marketing	3
2	Specialization - E - (II)	Fitness and Sports management	3
3	Specialization - E - (III)	Basics of Sport Nutrition	3
4	Specialization - E - (IV)	Brand Management & Sponsorship in Sports	3
	Total Credits		12

ASSESSMENT

Grading Percent Breakdown

Assessment	Weightage
Internal Exam	30%
University Exam	70%

GRADING

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} < 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} < 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} < 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} < 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} < 50$
CGPA below 5.0	F	Fail	Marks below 40

SPECIMEN CERTIFICATE

Master of Business Administration (M.B.A) Programme (Online mode)
for those who successfully complete the prescribed course of
study and fulfill all academic requirements.

8021
MBAD-1322

the Chancellor, the Vice-Chancellor, the Pro Vice-Chancellor, members
of the Board of Management and the Academic Council of the

Bharati Vidyapeeth
(Deemed to be University) Pune, India
(Established u/s. 3 of the UGC Act 1956)

Certify that
Simranpreet Kaur
of Bharati Vidyapeeth's
School of Online Education, Pune
having been examined for the Degree of
Master of Business Administration
and having been declared to have passed its Examination in
January 2020 in First Class
the Degree of
Master of Business Administration
(M.B.A.)

has been conferred on her at Pune, on the
7th day of the month of *April* in the year *Two Thousand Twenty*

In Testimony whereof are set the Seal of the University and the
Signatures of the Chancellor and the Vice-Chancellor.

[Signature]
VICE CHANCELLOR

[Signature]
CHANCELLOR



BBA

BACHELORS OF BUSINESS ADMINISTRATION

PROGRAMME DESCRIPTION

The Bachelor of Business Administration Programme (BBA) is a 176 credits (46 courses) three year online programme offered by School of Online Education, an arm of Bharati Vidyapeeth (Deemed to be University) Pune.

The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour.

PROGRAMME OBJECTIVES

- To provide students with world class business education and develop dynamic business managers, entrepreneurs and business leader.
- To enhance decision making capabilities by imparting critical thinking and analytical abilities.
- To prepare students for the challenging responsibilities and career opportunities with Organizations and as Business Leaders.

BBA PROGRAMME STRUCTURE

Sr.	Particular	Details
1	Academic Eligibility	10+2 in any stream or equivalent from any recognized board of India
2	Programme Duration	36 months
3	Mode	Online
4	Total Credits of the Programme	176
5	Total number of Courses	45 Courses + 1 Project
6	University Examinations	Online exam will be held at the end of each semester
7	Passing Percentage	Minimum GradePoint of 5.0. (40 % marks)

BBA PROGRAMME FEE STRUCTURE

Fee Plan	Particulars	Amount (INR)
Application Fees (Non-Refundable)	At the time of Registration	1,000
Admission Fees (Non-Refundable)	At the time of Admission	1,000
Tuition Fees	1st Year	25,000
	2nd Year	25,000
	3rd Year	25,000
	Total (Excluding Application & Admission Fees)	75,000

The student has to pay separate Examination Fees for each semester.

BBA PROGRAMME LIST OF COURSES

Semester I	Sr.	Course Code	Courses	Credit
	1	101	Principles of management	4
	2	102	Business Organization & Systems	4
	3	103	Micro Economics	4
	4	104	BusinessAccounting	4
	5	105	Foundations of Mathematics and Statistics	4
	6	106	Fundamentals of IT	4
	7	107	MOOCS – I*	4
	8	108	Community Work-I	2
			Career & Life Skills	
			Current Affairs- I	
Basics of Tourism Management				
Waste Management				
	Total Credits		30	

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

Semester II	Sr.	Course Code	Courses	Credit
	1	201	BusinessEnvironment	4
	2	202	Business English – Communication	4
	3	203	Macro Economics	4
	4	204	Management Accounting	4
	5	205	BusinessStatistics	4
	6	206	Business ethics and Corporate Governance	4
	7	207	MOOCS– I*	4
	8	208	Community Work - II Swachha Bharat Abhiyan	2
			Soft skills	
			Waste Management	
Basics of Mutual Funds				
Current Affairs- II				
	Total Credits		30	

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

BBA PROGRAMME LIST OF COURSES

Semester III	Sr.	Course Code	Courses	Credit
	1	301	Organizational Behavior	4
	2	302	Principles of Marketing	4
	3	303	Introduction to Financial Management	4
	4	304	Entrepreneurship Development	4
	5	305	Business Agriculture management	4
	6	306	Computer Applications for Business (Theory 3 & Lab -2)	4
	7	307	MOOCS – III*	4
	8	308	Start up management	2
			Agro Tourism	
			Rural Entrepreneurship	
Basics of Share Market				
Yoga & Meditation - I				
	Total Credits		30	

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

Semester IV	Sr.	Course Code	Courses	Credit
	1	401	Human Resource Management	4
	2	402	International Business	4
	3	403	Business Research	4
	4	404	Business Laws	4
	5	405	Production and Operation Management	4
	6	406	Industrial Exposure (Mini Project)	4
	7	407	MOOCS – IV*	4
	8	408	Rain Water Harvesting	2
			Yoga & Meditation – II	
			Green Computing	
Aptitude – I				
Corporate Taxation				
	Total Credits		30	

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

BBA PROGRAMME LIST OF COURSES

Semester V	Sr.	Course Code	Courses	Credit
	1	501	Introduction to Operations Research	4
	2	502	Services Management	4
	3	503	Elective Paper – I	4
	4	504	Elective Paper – II	4
	5	505	Summer Internship Report & Viva	6
	6	506	MOOCS– V*	4
	8	506	Social Media Management	2
			Road Safety & Management	
			Cyber Security	
			Basics of Hospitality Management	
Aptitude- II				
	Total Credits		28	

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

Semester VI	Sr.	Course Code	Courses	Credit
	1	601	Introductionto StrategicManagement	4
	2	602	Project Management	4
	3	603	Elective Paper – III	4
	4	604	Elective Paper – IV	4
	5	605	Disaster Management	4
	6	606	MOOCS– VI*	
	8	608	Enhancing personal and Skill Management	2
			Basics of Hospitality Management	
			E commerce Application	
Event Management				
Human Rights				
	Total Credits		28	

*Students / Learners have to complete MOOCS compulsory (please refer to the MOOCS guidelines)

**Note: The above structure and syllabus is under revision. The final Approved syllabus will be provided.

Specializations Offered

Marketing Management	Human Resource Management
Financial Management	International Business Management
Entrepreneurship Development	Information Technology
Sports Management	Event Management
Agri Business Management	Hospitality Management

Students can choose their specialization before the start of Sem V.

ASSESSMENT

Grading Percent Breakdown

Assessment	Weightage
Internal Exam	30%
University Exam	70%

GRADING


A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} < 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} < 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} < 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} < 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} < 50$
CGPA below 5.0	F	Fail	Marks below 40


SPECIMEN CERTIFICATE

Bachelor of Business Administration (B.B.A) programme (Online Mode) for those who successfully complete the Prescribed course of study and fulfill all academic requirements.

8032
BBAD-0975



the Chancellor, the Vice-Chancellor, the Pro Vice-Chancellor, members of the Board of Management and the Academic Council of the

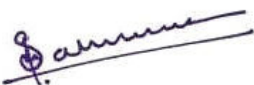



Bharati Vidyapeeth
(Deemed to be University) Pune, India
(Established u/s. 3 of the UGC Act 1956)

Certify that
Kimanshu Verma
of Bharati Vidyapeeth's
School of Online Education, Pune
having been examined for the Degree of
Bachelor of Business Administration
and having been declared to have passed its Examination in
August-2018 in First Class
the Degree of
Bachelor of Business Administration
(B. B.A.)

has been conferred on him at Pune, on the
7th day of the month of *April* in the year *Two Thousand Twenty*

In Testimony whereof are set the Seal of the University and the
Signatures of the Chancellor and the Vice-Chancellor.


VICE CHANCELLOR


CHANCELLOR

BACHELORS OF COMPUTER APPLICATION

PROGRAMME DESCRIPTION

The Bachelor of Computer Application (BCA) is a systematically designed full time three year (165 credits) degree programme offered by School of Online Education, Bharati Vidyapeeth (Deemed to be University), Pune.

The objective of the course is to prepare students to undertake careers involving problem solving using Computer Application and Technologies, or to pursue advanced studies and research in Computer Application and Science.

PROGRAMME OBJECTIVES

The Bachelor of Computer Application (BCA) degree programme has the following objectives.

- To prepare the youth to take up positions as system analysts, system engineers, software engineers and programmers.
- To aim at developing 'systems thinking' 'abstract thinking', 'skills to analyze and synthesize', and 'skills to apply knowledge', through 'extensive problem solving sessions', 'hands on practice under various hardware/software environments' and 'projects developed'.
- To prepare students with 'social interaction skills', 'communication skills', 'life skills', 'entrepreneurial skills', and 'research skills' which are necessary for career growth and for leading quality life are also imparted.

BCA PROGRAMME STRUCTURE

Sr.	Particular	Details
1	Academic Eligibility	10+2 in any stream or equivalent from any recognized board of India
2	Programme Duration	36 months
3	Mode	Online
4	Total Credits of the Programme	165
5	Total number of Courses	45 + 1 Mini Project + 1 Minor Project + 1 Major Project
6	University Examinations	Online exam will be held at the end of each semester
7	Passing Percentage	Minimum GradePoint of 5.0. (40 % marks)

BCA PROGRAMME FEE STRUCTURE

Fee Plan	Particulars	Amount (INR)
Application Fees (Non-Refundable)	At the time of Registration	1,000
Admission Fees (Non-Refundable)	At the time of Admission	1,000
Tuition Fees	1st Year	25,000
	2nd Year	25,000
	3rd Year	25,000
	Total (Excluding Application & Admission Fees)	75,000

The student has to pay separate Examination Fees for each semester.

BCA PROGRAMME LIST OF COURSES

Semester I	Sr.	Course Code	Courses	Credit
	1	101	Fundamentals of Information Technology	4
	2	102	Algorithm and Program Design	4
	3	103	C Programming	4
	4	104	Organization of IT Business	4
	5	105	Discrete Mathematics	4
	6	106	Lab on MS-Office Suite	2
	7	107	Lab on C Programming	2
	8	108	Human Universal Values	1
			Community Work I	
			Career & Life Skills	
			Waste Management	
			Communication Skills	
			Total Credits	25

BCA PROGRAMME LIST OF COURSES

Semester II	Sr.	Course Code	Courses	Credit
	1	201	Web Development Technology	4
	2	202	DBMS I	4
	3	203	Data Structures using C	4
	4	204	Computer Organization and Architecture	4
	5	205	Financial Accounting	4
	6	206	Lab on Data Structures using C	2
	7	207	Lab on Web Development Technology (with Mini Project)	2
	8	208	General Course II / MOOC based course (Smart Cities/ Environmental Studies / Community Work II (Swaccha Bharat Abhiyan) / Sectoral Analysis)	4
			Total Credits	28

Semester III	Sr.	Course Code	Courses	Credit
	1	301	Operating Systems	4
	2	302	Software Engineering	4
	3	303	DBMS II	4
	4	304	Java Programming	4
	5	305	Statistics	4
	6	306	Lab on Oracle	2
	7	307	Lab on Java	2
	8	308	General Course III / MOOC based course (Startup Management, Yoga & Meditation-I)	4
			Total Credits	28

BCA PROGRAMME LIST OF COURSES

Semester IV	Sr.	Course Code	Courses	Credit
	1	401	Computer Networks	4
	2	402	Advanced JAVA	4
	3	403	Advanced HTML with Javascript and CSS	4
	4	404	Graph Theory	4
	5	405	Current IT Trends	4
	6	406	Lab on JAVA, Javascript and CSS	2
	7	407	Minor Project - I	2
	8	408	General Course IV / MOOC based course (Green Computing/Rain Water Harvesting/Aptitude-I)	4
			Total Credits	28

Semester V	Sr.	Course Code	Courses	Credit
	1	501	Basic Python Programming	4
	2	502	Object Oriented Analysis and Design	4
	3	503	Dot Net programming using C#	4
	4	504	Entrepreneurship Development	4
	5	505	Elective I	4
	6	506	Lab on Python	2
	7	507	Lab on Dot Net and C#	2
	8	508	General Course V / MOOC based course Aptitude-II/Road Safety and Management/ Cyber Security	4
			Total Credits	28

BCA PROGRAMME LIST OF COURSES

Semester VI	Sr.	Course Code	Courses	Credit
	1	601	Data warehousing and Data Mining	4
	2	602	Web Programming (PHP)	4
	3	603	Software Project Management	4
	4	604	Data Visualization Tools(Tableau and Candela)	4
	5	605	Elective II	4
	6	606	Lab on Web programming	2
	7	607	Major Project	2
	8	608	General Course VI / MOOC based Course (Business Ethics/Basics of Hospitality Management / Social Media Management)	2
			Total Credits	28

LIST OF ELECTIVE COURSE

Elective number	Elective Group	Course number	Course Name
1	Data Analysis	505-1-A	Data analysis using Excel
		605-1-B	R Programming
2	Information Security	505-2-A	Information Security Concepts
		605-2-B	Information Security Administration
3	Big Data	505-3-A	Introduction to Big Data
		605-3-B	HADOOP
4	Information Systems	505-4-A	E-Commerce
		605-4-B	Knowledge Management

****Note:** The above structure and syllabus is under revision. The final Approved syllabus will be provided.

ASSESSMENT

Grading Percent Breakdown

Assessment	Weightage
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GRADING

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SPECIMEN CERTIFICATE

Bachelor of Computer Application (B.C.A) programme (Online Mode)
for those who successfully complete the Prescribed course of
study and fulfill all academic requirements.

418
BCAD-0490

the Chancellor, the Vice-Chancellor, the Pro Vice-Chancellor, members
of the Board of Management and the Academic Council of the

Bharati Vidyapeeth
(Deemed to be University) Pune, India
(Established u/s. 3 of the UGC Act 1956)

Certify that
Aakash Singh
of Bharati Vidyapeeth's
School of Online Education, Pune
having been examined for the Degree of
Bachelor of Computer Applications
and having been declared to have passed its Examination in
March-2012 in First Class
the Degree of
Bachelor of Computer Applications
(B. C.A.)
has been conferred on him at Pune, on the
6th day of the month of May in the year Two Thousand Twenty Two

In Testimony whereof are set the Seal of the University and the
Signatures of the Chancellor and the Vice-Chancellor.

[Signature]
VICE CHANCELLOR

[Signature]
CHANCELLOR

BV (DU) has a bouquet of the following workshops

- 1. Digital Marketing**
- 2. Business Analytics**
- 3. Design Thinking**
- 4. Entrepreneurship**
- 5. Decision Making**
- 6. Problem Solving**
- 7. Dealing with Difficult People**
- 8. Conflict Management**
- 9. Presentation Skills**
- 10. Negotiation Skills**
- 11. Information Technology**

VALUE ADDED WORKSHOPS & ONLINE SEMINARS

Xun Kuang a Chinese philosopher had said, "Tell me and I will forget, Show me and I may remember, Involve me and I will learn"

BV (DU) truly believes in this adage and therefore plans to introduce workshops over select weekends for its students through which they can participate and get involved in the process.

The Value added workshops and seminars would be optional and could be availed on payment of additional fees. Students could also get an opportunity to network with their peers and interact with senior corporate head honchos at such workshops-



VALUE ADDED WORKSHOPS & ONLINE SEMINARS

1. Digital Marketing

Technology advancement and improved network connectivity has ensured that people are spending an awful amount of time online. So much so that, humans are becoming oblivious to reality. Now, virtual is the new normal.

As a result, marketing on digital media has gained immense prominence and importance in the last decade or so. If you do not have digital presence and if you cannot leverage it, you are losing out to someone who has a digital presence and know how to use it.

Learn Digital Marketing and the use of Digital Marketing to enhance your business potential through this unique workshop.

2. Business Analytics

Customers expect high-end services and products from any business they are involved in. This can be achieved by being ahead of your competitors. By providing the service of insight to your customers, you keep yourself ahead of the lot, thus, giving a new dimension of doing business. Traditional methods are remodelled to growing business demands. Companies, like Google, collect tremendous amount of customer data. This data allows organizations to make better defined and precise decisions. It helps them grow one's business and define new horizons. After having a proper understanding of Analytics, you will be able to understand the root cause of any problems through reports and diagnosis. You will be able to predict and then recommend the next best steps for any organization.

VALUE ADDED WORKSHOPS & ONLINE SEMINARS

3. Design Thinking

Empathizing with people to define the real problems. Once the problems have been identified, Ideate to provide solutions that could help solve the problem. Learn different ways of prototyping and analysis.

It is time to jump on the bandwagon and learn the tools of design thinking approach in this creatively designed workshop.



4. Entrepreneurship

Starting a new venture is an arduous and a complex task. The road to entrepreneurial success is long, winding and strewn with pitfalls, obstacles and blind turns. The risks of starting a new business are high, as illustrated by the high failure rates for new ventures. However, as is always the case, the rewards, both financial and personal, are commensurate with the risk.

The purpose of this workshop is to:

- Help participants understand the process, challenges, risks and rewards of starting up a new scalable venture.
- Equip them with the tools required to start their own business.



VALUE ADDED WORKSHOPS & ONLINE SEMINARS

5. Decision Making

Decision making is child's play when the outcome is defined and predictable. Unfortunately, the world we live in is plagued by volatility, uncertainty, complexity and ambiguity.

Often things appear hazy due to a facade of unknown covering them. Why are top managers getting paid a lot more than middle level managers even when the intensity of the physical work performed by middle manager is substantially more?

The answer is for their ability to take Decisions that would benefit all the stake holders. Learn decision making and also get exposure to Game Theory!

6. Problem Solving

A man went to his boss and told him about the problems existing in the company. Having expected a different response from his boss, this man was aghast when his boss told him that he knows about all the problems that he just narrated and that he had hired him to get solutions and solve the problems and not use them as an excuse for why things can't be done. This story resonates with modern times. Companies hire people to solve problems.

Learn all about Problem Solving in this experiential workshop.

VALUE ADDED WORKSHOPS & ONLINE SEMINARS

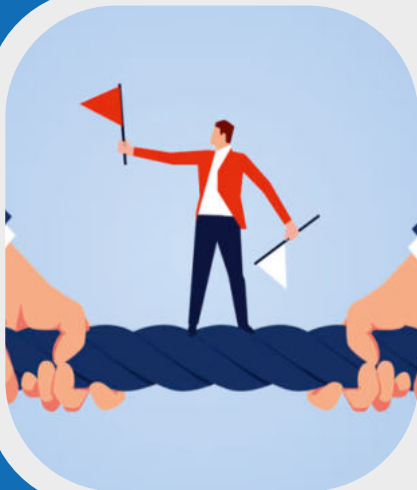
7. Dealing with Difficult People

How does the top level management deal with their staff? Customers? or Suppliers? To study the causes of different or difficult behaviour and its reactions, we should learn to anticipate the conflicts and handle the situations. The workshop helps the participants to approach the difficult situation with a positive and calm attitude. The different aspects of the workshop involves deep exploration of attitudes, types of people and to understand the underlying perspective of people's behaviour thus enriching the participants with additional knowledge of dealing the situation in a professional manner.



8. Conflict Management

Learn to manage conflicts at workplace and save energy, time and money. Ineffective management invites a plethora of problems which affects the growth and stability of the company. Learn to handle difficult situations constructively thus showcasing your leadership and management skills. Presenting a workshop on a Conflict Management; one of the most sought after skillset by corporate India



VALUE ADDED WORKSHOPS & ONLINE SEMINARS

9. Presentation Skills

You may have an idea or a solution that could be a game changer or a deal clincher but what would happen if you are not able to present the idea effectively? In all likelihood, you will not be able to achieve the desired output. Presentation skills enable people to effectively present their thoughts and ideas, influence people and overall leave a solid impression on the audience. In this workshop, you will learn the tricks and trade of how you could become an effective presenter.

Learn About

- Attention Spans
- Story Telling
- How do you Pass on the Message
- Eye Contact and much more

10. Negotiation Skills

We often have to discuss an issue with someone with different goals and needs. There are times when you have to clinch a deal for which your maximum budget is lesser than the other person's minimum selling price. What do you do? How do you achieve a win-win situation?

Learn About

- BATNA
- Dealing with Take it or Leave it
- Importance of Pause
- Winning with Open Ended Questions and much more





11. Information Technology

The Information technology (IT) is the use of computer systems or gadgets to access information. Information technology is responsible for large portion of our workforce, business operations and personal access to information. These information comprises much of our personal working as well as professional activities. Whether you are storing, retrieving, accessing or manipulating information, IT greatly impacts our everyday lives by using different technologies.

Learn concept of information technology by understanding the different recent technology to improve the technical skills through this workshops.



ADMISSION FEE PAYMENT AND REFUND POLICY

- The fees are to be paid through Online Mode.
- If a student submits his application for cancellation of admission within 15 calendar days from the date of his / her admission to that particular programme, 10% of the total amount of tuition fees prescribed for the programme will be deducted from the amount of tuition fees paid by him / her as administrative and other charges and the remaining amount will be refunded to him / her.
- If a student submits his application for cancellation of admission after 15 days but within 30 calendar days from the date of his / her admission to that particular programme 25% of the total amount of tuition fees prescribed for the programme will be deducted from the amount of tuition fees paid by him / her as administrative and other charges and the remaining amount will be refunded to him / her.
- The fees will not be refunded either in part or in full, if the student submits his / her application for cancellation of his / her admission after 30 calendar days from the date of his / her admission to that programme.
- Application fees (Rs. 1000) and Admission fees (Rs. 1000) are non-refundable.

Request Period	Cancellation Charges
Within 1-15 days of Admission	10% of the total amount of tuition fees prescribed for the course.
Within 16-30 days of Admission	25% of the total amount of tuition fees prescribed for the course.
After 30 days of Admission	Full Fee

Estd. 1964

Celebrating



and Beyond

BHARATI VIDYAPEETH

Founder Chancellor : Dr. Patangrao Kadam



CENTRE FOR DISTANCE AND ONLINE EDUCATION

SCHOOL OF ONLINE EDUCATION



Bharati Vidyapeeth (Deemed to be University),
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Bharati Vidyapeeth

(Deemed to be University) Pune, India

Founder Chancellor : **Dr. Patangrao Kadam**



It's time for New-Age

MBA | BBA | BCA

(Online Mode)

**CENTRE FOR DISTANCE
AND ONLINE EDUCATION**

SCHOOL OF ONLINE EDUCATION

(UGC Entitled)



It's time for New-Age

MBA | BBA | BCA

(Online Mode)



Bharati Vidyapeeth
(Deemed to be University)