

SAVITRIBAI PHULE PUNE UNIVERSITY
REVISED BBA PROGRAMME STRUCTURE CBCS 2019 PATTERN
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
THREE YEAR FULL TIME COURSE

BBA I YEAR CURRICULUM APPLICABLE W.E.F. AY 2019-20

BBA II YEAR CURRICULUM APPLICABLE W.E.F. AY 2020-21

BBA III YEAR CURRICULUM APPLICABLE W.E.F. AY 2021-22

BBA PROGRAMME CONTENT

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SAVITRIBAI PHULE PUNE UNIVERSITY
FACULTY OF COMMERCE AND MANAGEMENT

**Structure for Three Years Bachelor of Business Administration- BBA Degree Programme
(Choice Based Credit System - CBCS) with effect from June 2019.**

1. Preamble:

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching-learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).

2. Programme Objectives:

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession. It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the objectives:

1. To develop precise understanding about business environment and organizations.
2. To develop leadership aptitude among the students in order to work independently and in organized groups.
3. To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various financial institutions and agencies.

3. Introduction to the Programme:

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce and Management. The implementation of Choice Based Credit System for First Year B.B.A. is w.e.f. the academic year 2019-2020, Second Year B.B.A. w.e.f. 2020-2021 and Third Year B.B.A. w.e.f. 2021-2022.

4. Eligibility:

- A candidate from any stream, should have passed 12th Std. Examination (H.S.C.10+2) with minimum 40% of 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

5. Duration of the Programme:

The Bachelor of Business Administration (BBA) is a full time three (3) years programme and it is divided in six (6) Semesters.

6. Highlights of the New Curriculum:

The New Curriculum intends to add immense value to all stakeholders. These requirements will be addressed effectively in numerous ways by:

- Enhancing the brand value of the Commerce and Management Programme of Savitribai Phule Pune University.
- Providing much needed flexibility to individual Institutes to carve a niche for themselves. A thorough revamp of course through essential computer skills which are necessary for developing proficiency in the selected special subject.
- Emphasizing student-centric teaching and learning process.
- Focusing on 'Concurrent Evaluation' i.e. continuous evaluation throughout the programme.

- Stressing on ‘Experiential Learning’ aspect through Concurrent Evaluation pattern with focus on group activity, field work, self-study, projects, Industry Exposure Programmes, etc.
- Incorporating specializations in the syllabus from Second Year in order to provide in-depth knowledge of the electives chosen by the students.
- Providing opportunity to students to choose courses from other electives to explore cross functionality.
- Emphasizing on Research, Inter-personal skills, Analytical skills, Entrepreneurial skills, and Global aspects of Managerial careers throughout the curriculum.

7. Choice Based Credit System (CBCS):

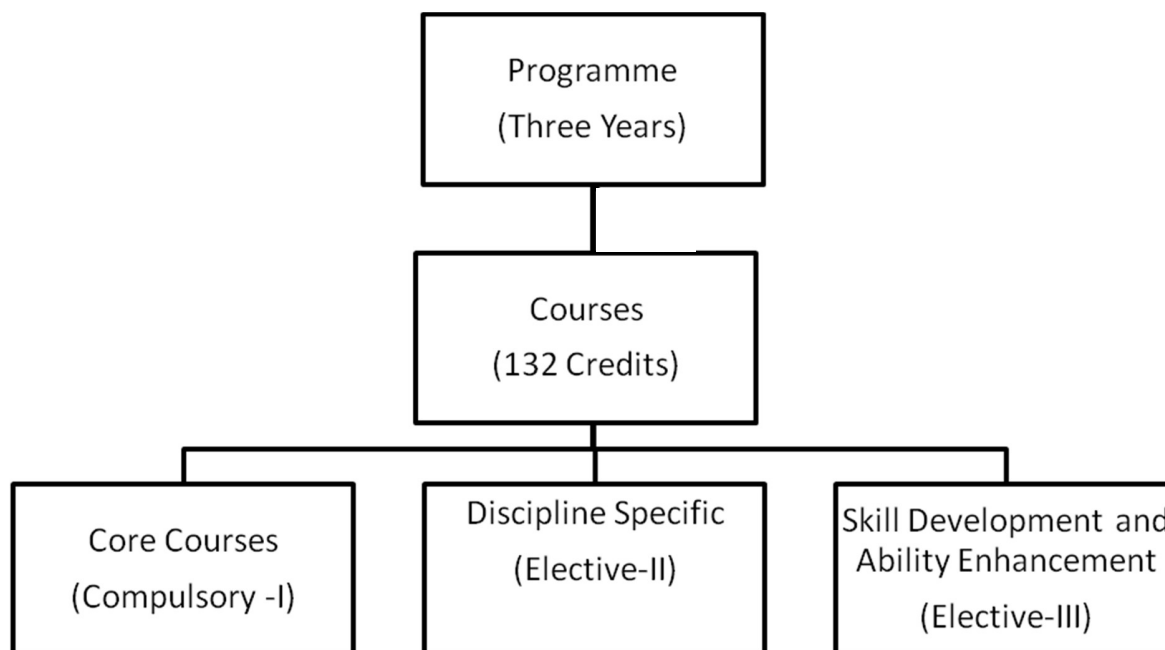
The CBCS provides an opportunity for the students to choose courses from prescribed curriculum comprising of core, elective/minor or skill based courses. The courses can be evaluated by a Grading System, which is considered to be better than the conventional marking system. Thus a uniform Grading System has become a necessity in the entire Higher Education field in India. This will benefit the students to move across institutions within India and across countries. This uniform grading system will also enable the potential employers to assess the performance of the candidates. The UGC has formulated some guidelines in order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on students performance in examinations which are mentioned below:

7.1 Course: A “Course” is a component of programme, i.e. in the new system, papers will be referred to as courses. Each course is identified by a unique course code. While designing curriculum, courses can have defined weightages. These weightages are called as credits. Each course, in addition to having a syllabus, has learning objectives and outcomes. A course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ project work/vocational training /viva-voce etc. or a combination of some /any of these.

7.2 Credit: The definition of “Credits” can be based on various parameters. These may be the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course. The credit system requires that a student progresses in the academic programmes not in terms of time (years or semesters), but in terms of courses.

7.3 Outline of the CBCS: Bachelor of Business Administration- BBA Degree Programme 2019 pattern.

Outline of the Choice Based Credit System (2019 Pattern)



7.3 I. Core Course: Core courses are the foundation courses of management education. They are compulsory for all the students. Core courses are of two types: Generic Core and Subject Core.

1. Generic Core (GC): This is the course which is mandatory and has to be studied by the student as a core part to fulfill the requirements of a degree in the said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses. Generic Core courses in Semester I and II provide foundations of Management and Administration. Generic Core courses in Semester III and IV focus on Functional Areas whereas, Generic Core courses in the Semester V and VI are integrative and provide insights about different fields of business.

2. Subject Core (SC): These are also known as Soft Core Courses. These may be subject-specific/specialized/advanced/supportive to the discipline subject of study, which provides an extended scope and enable exposure to some other disciplines that help in nurturing the candidate's proficiency, domain knowledge, skills, etc. Practical /Tutorial work is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation, which will help the students to understand core subject in better manner.

7.4 II. Elective Courses :

1. Discipline Specific Elective (DSE) Course: Elective course is a course which can be chosen from a pool of courses. Elective Courses which may be offered by the main discipline/subject of study is referred as **Discipline Specific Elective**. DSE Courses develop generic proficiencies amongst the students.

The Institute has the flexibility to offer courses based on Targeted Industry Linkages – sectoral requirements and networking at the college level. A student can select any one specialization from the five areas which are mentioned below. The student will study eight (8) courses in second and third year. DSE courses help to develop discipline/domain knowledge and nurture candidate's proficiency/skill.

Bachelor of Business Administration Degree offers the following Electives :

- A) Marketing Management (MM)
- B) Financial Management (FM)
- C) Human Resources Management (HRM)
- D) Services Management (SM)
- E) Agri Business Management (ABM)

Dissertation/Project for DSE courses: An elective course designed to acquire special/advanced knowledge, as a supplement study/support study to a project work, with an advisory support of a teacher/faculty member is called dissertation/project.

7.5 III.A. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instructions. Open Course contents are mentioned in Annexure II.

Duration of each course will be of 30 hours for 2Credits. Institutes can select various courses as per the interest of their students and the availability of various facilities.

A. List of Skill Enhancement Courses:

- A] Basic Managerial Skills
- B] Communication Skills for Managers
- C] Tally and Computer Based Accounting
- D] Certificate Course in Analysis and Presentation of Data
- E] Introductory Course in Disaster Management
- F] Personality and Soft Skills Development
- G] International Etiquettes and Mannerism
- H] Foreign Language
- H1] Advance Foreign Language
- I] Yoga and Meditation
- J] Ground and Sports Management
- K] Value Education and Gender Equality
- L] UGC / SPPU Approved online courses
- O] College Course Under Specific Scheme

III.B. Ability Enhancement Compulsory Courses (AECC) i.e. Environmental Science.

Duration: 30 hours and Credits: 2

Types of courses :

M. Basic Course in Environmental Awareness OR N. Advanced Course in Environmental Awareness

8. Note: Additional Credits.

The students are also eligible to earn additional Credits for NCC, NSS, Sports, P.T etc. apart from the Courses mentioned in the programme which will be considered separately as per the guidelines and notifications displayed by the respective authorities of the SPPU. The credits will be offered to the students as per Credit calculations of the respective units.

9. Guidelines for successful implementation of CBCS:

9.1. Credit Point may be considered under two parts –

a) One part consisting of the hours actually spent in the class room / practical / field work instructions and the other part consisting of notional hours spent by the Learner for self-study in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Every course offered shall have three components associated with the teaching-learning process viz.

- a) Lecture –L : Classroom sessions delivered by faculty in an interactive mode.
- b) Tutorial and Practical (T & P) - : Sessions consisting of participatory discussions/ self-study/ desk work/ brief seminar-presentations by students and such other novel methods that help the students absorb and assimilate the contents delivered in the Lecture sessions in an effective manner.
- c) Practical sessions /Project Work consisting of Hands-on experience / Field Studies / Case-studies that equip students to acquire the much required skill component.

9.2. The success of the CBCS requires certain commitments from both; the students and the teachers.

9.2.1. The student should be regular and punctual to his/her classes, sincere in carrying out the assignments/classroom activities etc. and should maintain consistency in his/her tempo of learning. He/She should make maximum use of the library, internet and other available facilities.

9.2.2. The teachers are expected to be alert and punctual. They should strictly adhere to the schedules of teaching, conducting tests, seminars, evaluation and notification of results. All teachers should notify the tentative schedule of teaching and tests of the entire semester, including the dates of tests, dates of score notification and all other schedules, which can be planned in advance.

9.2.3. The teachers are expected to adhere to an unbiased and objective evaluation and marking of concurrent evaluation scores (internal examinations). This practice will not only boost the confidence of the students, but it will also ensure that merit is given due credit. Transparency, objectivity and quality are the key factors required for a good CBCS to sustain.

The course content is to be looked upon as the bare minimum requirement to be fulfilled. Emphasis shall be laid on the contemporary aspects and going beyond the content. The teaching / learning as well as evaluation are to be interpreted in a broader perspective.

10. Teaching instructions:

10.1 Medium of instructions - Medium of instruction shall be English only.

10.2 Teaching Workload:As per prescribed guidelines under the Commerce and Management faculty.

10.3 Method of Evaluation:

1) Internal Assessment (2) Projects Examination (3)University Examination (SPPU)

10.3.1. Instructions for teachers for Internal Assessment:

The purpose of internal evaluation is to assess the depth of knowledge, understanding and awareness about a particular subject. In order to have a rational and objective assessment of the learners, a teacher is expected to use different evaluation methods.

Continuous Assessment (CA): The concerned subject teacher is responsible for conduction and evaluation aspects with respect to Continuous Assessment. As soon as the course begins, the course teacher is expected to announce the mechanisms under which CA would take place. Journals/Lectures/Library-notes/Seminar-presentations/Assignments/Extension Work/An Open-Book Test (book to be decided by the concerned teacher)/Internal examinations/Classroom instructions through audio visual aids/Case-studies/Role-plays/Industrial Visits/Seminars/Presentations/Guest Lectures/Shared teaching/Flip classes/Simulation/Experiential Learning/Social Outreach/Internships/Certificate Courses /Online Certifications/Group Discussion/Business Fest/Webinars etc. may be used as the tools/mechanism for CA.

A subject teacher has the autonomy to devise a mechanism for evaluating the students as per the guidelines.

The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques.

Tutorials / Practicals for Core Credit : Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on

experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students to acquire the much required skills can be assigned.

It is obligatory for a teacher to announce the performance of the students. It is also mandatory to declare the CA score gained by all the students on the noticeboard duly signed by the concerned teacher of the course and the HOD/Principal/Director well before the commencement of the SPPU examination.

10.3.2 Business Exposure and Project (Semester III&IV)- There will be viva voce examination of 50 marks and a written Examination carrying 50 marks for the students. The students are expected to visit the industry and collect the relevant and required data pertaining to the subject and prepare a report likewise. These Industry Visits and interviews shall be arranged under the supervision of the subject teacher.

A student shall complete a computer course relevant to specialization subject, the fees / Expenses towards computer course will be borne by the students. **The evaluation will be conducted at SPPU level through Viva Voce.**

Projects: For course on Project work in Semester V & VI, there will be Written Report of 50 marks. Appropriate allocation of project work (Internship / Hands on experience) should be arranged by the students under the guidance of the teacher and all the expenses will be borne by the students. Course wise guidelines are mentioned in the course content. **The evaluation will be conducted at SPPU level through Viva Voce.**

Online Course Credit- If a student completes relevant online course approved by SPPU /UGC or other competent authority, within the particular academic period, then he/she is entitled to earn 2 Credits for the same, provided the duration of the course should be more than 4 weeks or it should be of 30 hours. These 2 (two) Credits can be given only after he/she submits the Passing Certificate of the said course undertaken.

10.3.3 External Examination: - SPPU will schedule the written Examination for the course at the end of each Semester.

Guidelines for Setting External Examination Question Papers:

- 1) English will be the only Medium of Answer for students to appear the examinations of SPPU.
- 2) The question papers shall be set by the respective members of the Paper-Setting Committee duly appointed by the University in a manner where due weightage is given to the course syllabus-wise.
- 3) The question paper shall be balanced in respect of various topics outlined in the syllabus.
- 4) The question papers shall have a combination of long, short answers and MCQ type questions.
- 5) The University papers will mostly be divided in three parts. 25% weightage will be given to Objective type questions, 30% weightage will be given to short answers and remaining 45% weightage will be given to long answers type questions. For better understanding of the Course-wise Paper Pattern please refer to the Annexure-II.

11. Equivalence, Transitory Provision, Transcript and Standard of Passing:

The University will conduct examinations for the students of the old course for next three academic years from the date of implementation of the new course. The candidates of old course will be given three chances to clear their subjects as per the old course pattern, and there-after they will have to appear for the subjects under new course pattern as per the equivalence given to the old course.

(For Details Refer: Separate notifications issued by the Board of Examinations.)

Standard of Passing – The programme will be a full-time course and the duration of the programme will be of three years divided into six semesters. A candidate is required to obtain 40% marks in Internal Assessment, Projects and semester-end SPPU examination. There will be separate passing for evaluation of Internal, practical, projects and external SPPU examination.

(University terms (Backlog) and Standard of Passing- For details Refer, Separate notifications issued by the Board of Examinations).

12. Details on Course structure –The courses are divided in three parts:

1. List of Core Courses 2. List of Specialization Courses 3. List of Skill Courses.

1. Core Courses – It is mandatory for the students to complete the courses mentioned in the list.

2. Specialisation Courses – Five electives / options are offered to the students. They will have to select any one course in Semester III as an Elective Subject. The chosen elective will be continued till the end of the course. In all, 8 courses/subjects will be studied by the student by the end of his/her BBA programme. The list of Specialisation courses is separately mentioned.

3. Skill Courses –The list of 16 Skill Enhancement Courses is provided. The college can select courses as mentioned in the structure to suit the requirements of the students. Each course will carry 2 credits having duration of 30 hours. The courses mentioned in the list will be updated as per the requirements of the business environment. The Board Of Studies will make the necessary changes in the list. These courses can also be replaced by approved online courses. It is mandatory for every Institute to conduct the Compulsory Ability Enhancement Course in Semester III. The Institute can select basic or advanced courses.

12. List of Courses offered

BBA -Bachelor of Business Administration Updated Programme Structure CBCS - Pattern 2019

FYBBA Semester I

Group I	Course Details Generic Core (GC) and Subject Core (SC) (Compulsory)			Internal Evaluation		External Evaluation
Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
	First Year Semester I					
101	Principles of Management	3	GC	30	-	70
102	Business Communication Skills	4	SC	30	20	50
103	Business Accounting	3	GC	30	-	70

104	Business Economics – Micro	3	GC	30	-	70
105	Business Mathematics	3	GC	30	-	70
106	Business Demography	4	SC	30	20	50
	Total Credits for the Semester I	20				
	GC (12)+SC(8)=20					
	First Year Semester II					
201	Business Organization and System	4	SC	30	20	50
202	Principles of Marketing	3	GC	30	-	70
203	Principles of Finance	3	GC	30	-	70
204	Basics of Cost Accounting	3	GC	30	-	70
205	Business Statistics	3	GC	30	-	70
206	Fundamentals of Computers	4	SC	30	20	50
	Credits for the semester II	20				
	GC (12)+SC(8) =20					
	Second Year Semester III					
301	Principles of Human Resource Management	3	GC	30	-	70
302	Supply Chain Management	3	GC	30	-	70
303	Global Competencies & Personality Development	3	GC	30	-	70
304	Fundamentals of Rural Development	3	GC	30	-	70
	Credits For Semester III- CC 12	12				

	Second Year Semester IV					
401	Entrepreneurship and Small Business Management	3	GC	30	-	70
402	Productions and Operations Management	3	GC	30	-	70
403	Decision Making and Risk Management	3	GC	30	-	70
404	International Business Management	3	GC	30	-	70
	Total credits CC12	12				
	Third Year Semester V					
501	Research Methodology	3	GC	30	-	70
502	Database Administration and Data Mining	3	GC	30	-	70
503	Business Ethics	3	GC	30	-	70
504	Management of Corporate Social Responsibility	3	GC	30	-	70
	Total credits CC – 12	12				
	Third Year Semester VI					
601	Essentials of E - Commerce	3	GC	30	-	70
602	Management Information System	3	GC	30	-	70
603	Business Project Management	3	GC	30	-	70
604	Management Of Innovations & Sustainability	3	GC	30	-	70
	Total credits CC – 12					
	Total Credits From GC and SC					

	(Sem) I 20 + (Sem) II 20 (Sem) III12 +(Sem) IV12 (Sem) V12 and (Sem) IV12 =88					
Group II	<u>List of Discipline Specific Elective (DSE) Courses</u> (Select any One group of Electives from the Five)					
(A) OR	Marketing Management (MM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
A305	Consumer Behaviour & Sales Management	4	III	30	20	50
A306	Retail Management + Business Exposure	4	III		50	50
A405	Advertising & Promotion Management	4	IV	30	20	50
A406	Digital Marketing + (prescribed computer course or online course)	4	IV		50	50
A505	Marketing Environment Analysis and Strategies	4	V	30	20	50
A506	Legal Aspects in Marketing Management + Project & Viva (50 marks)	6	V		50	50
A605	International Brand Management	4	VI	30	20	50
A606	Cases in Marketing + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				

(B) OR	(B) Financial Management (FM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
B305	Management Accounting	4	III	30	20	50
B306	Banking & Finance +Business Exposure	4	III		50	50
B405	Business Taxation	4	IV	30	20	50
B406	Financial Services +Computer course (prescribed course or online course)	4	IV		50	50
B505	Analysis of Financial Statements	4	V	30	20	50
B506	Legal Aspects of Finance & Security Laws + Project & Viva (50 marks)	6	V		50	50
B605	Financial Management	4	VI	30	20	50
B606	Cases in Finance + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				
(C) OR	(C) Human Resources Management (HRM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
C305	Organisational Behaviour	4	III	30	20	50

C306	Legal Aspects in Human Resource +Business Exposure	4	III		50	50
C405	Human Resource Management Functions & Practices	4	IV	30	20	50
C406	Employee Recruitment & Record Management + Computer course (prescribed course or Online course)	4	IV		50	50
C505	Cross Cultural HR & Industrial Relations	4	V	30	20	50
C506	Cases in Human Resource Management +Project & Viva (50 marks)	6	V		50	50
C605	Global Human Resource Management	4	VI	30	20	50
C606	Recent Trends & HR Accounting + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				
(D) OR	(D)Services Management (SM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
D305	Fundamentals of Services Management.	4	III	30	20	50

D306	Principles & Functions of Services Management+Business Exposure Project	4	III		50	50
D405	Banking & Insurance Management	4	IV	30	20	50
D406	Social Services and NGO Management + Computer Course (prescribed course or Online course)	4	IV		50	50
D505	Health Care Management	5	V	30	20	50
D506	Permissions & Legal Aspects In Services + Project & Viva (50 marks)	5	V		50	50
D605	Global Tourism & Hospitality Management	5	VI	30	20	50
D606	Recent Trends in Services and Project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI		50	50
	Total Credits	36				
(E)	(E)Agri Business Management (ABM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
E305	Agriculture and Indian Economy	4	III	30	20	50

E306	Rural Development - Principles and Practice +Business Exposure	4	III	-	50	50
E405	Rural Marketing	4	IV	30	20	50
E406	Banking Operations and Finance + Computer Course (prescribed course or Online Course)	4	IV	-	50	50
E505	Warehouse Management	5	V	30	20	50
E506	Permissions & Legal Aspects In Agriculture + Project & Viva (50 marks)	5	V	-	50	50
E605	Agricultural Exports	5	VI	30	20	50
E606	Tourism Development in Rural India + project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI	-	50	50
	Total Credits	36				
Group III	Skill Enhancement Course (30 hours)- and for 2 credits Ability Enhancement Compulsory Courses (AECC)					
	Courses	Credits	Semester	Concurrent Evaluation + Tutorial /Practical	SPPU Evaluation	
107	Skill Enhancement Course	2	I	50	Grade	
207	Skill Enhancement Course	2	II	50	Grade	
307	Compulsory Course in Environment (AECC),	2	III	50	Grade	

	(Select any one course from the List)				
407	Skill Enhancement Course	2	IV	50	Grade
	Total Credits	8			
(III)	List of Skill Enhancement Course (30 hours)- for 2 credits & Ability Enhancement Compulsory Courses (AECC),				
Course Code	Course Title	Credits	Core Course	Internal Evaluation	SPPU
A	Basic Managerial Skills	2	SEC	50	Grade
B	Communication Skills for Managers	2	SEC	50	Grade
C	Tally and Computer Based Accounting	2	SEC	50	Grade
D	Certificate Course in Analysis and Presentation of Data	2	SEC	50	Grade
E	Introductory Course in Disaster Management	2	SEC	50	Grade
F	Personality and Soft Skills Development	2	SEC	50	Grade
G	International Etiquette and Mannerisms	2	SEC	50	Grade
H	Foreign Language	2	SEC	50	Grade
H1	Foreign Language (Advanced)	2	SEC	50	Grade
I	Yoga and Meditation	2	SEC	50	Grade
J	Ground and Sports Management	2	SEC	50	Grade

K	Value Education and Gender Equality	2	SEC	50	Grade
L	UGC / SPPU Approved online courses (Minimum 4 weeks or 30 Hours)	2	SEC	Online Examination and Certification	-
O	College Course Under Specific Scheme.	2	SEC	50	Grade
AECC	Ability Enhancement Compulsory Courses (AECC), i.e., Environmental Science. Duration: 30 hours and Credits: 2 (Select Any One Course)				
Course Code	Course Title	Credits	Semester	Internal Evaluation	SPPU
1M	Basic Course in Environmental Awareness	2	III	50	Grade
2N	Advanced Course in Environmental Awareness	2	III	50	Grade

Note : All the stakeholders are requested to refer to the updated course content.

Course Content Annexures are attached separately – Faculty members and students should refer to the semester-wise updated course content.

14. Annexure (I) Course Content

15. Annexure(II) Contents of Skill-Based Courses

16. Acknowledement: The course focus of BBA Programme (CBCS-2019 Pattern) has always been raising the academic standards, excellence and holistic development of students. Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, Hon. Dr. Parag Kalkar, Dean, and Associate Dean Dr. Yashodhan Mithare, Faculty of Commerce and Management have given insights in designing the BBA Programme.

Dr. Sanjay Kaptan ,Head ,Savkar Chair has shared his immense knowledge and expertise for designing the structure. Also, the Industry expert panel has added insights in course titles of the BBA Programme. Dr. Tanuja Devi co-ordinated the BBA Restructuring Committee. This synergy of contributors is very crucial in fine tuning of the BBA Programme in its present form.

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019

The subject wise Revised Syllabus for F.Y. BBA Program

Principles of Management

Course Code 101 - GC

Credit -3

Depth of the course- Reasonable working knowledge

Program Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students
-

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Nature of management	1.1 Meaning & Importance ,Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management	Basic aspects of management thinking & Develop ability of managerial thinking and cultivate business acumen
2	Evolution of management thoughts	2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian)and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy, Verghese Kurien)...	To understand different approaches to management thoughts and philosophy & Ability to understand approaches to philosophy of management thinking

3.	Major managerial Functions	3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits ,Disadvantages 3.2 Planning: Meaning, Need Types ,methods, Advantages, merits, Disadvantages 3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance 3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and 3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling : Meaning, Needs, Process, Techniques	To understand the importance of functions of management and their roles & Ability to organize various programmes and events
4.	Recent trends in Management	4.1 Management of change , management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits ,stress management .(Principles ,concepts merits) 4.2Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits	To know what are the themes in modern management and changes in the business & To learn about new systems and trends in modern management

Teaching Methodology

Teaching Hours	Innovative methods to be used	Project	Expected Outcome
13	Study the role and functions of different managers	How an organizations manages its activities and functions	To develop managerial effectiveness through managerial thinking Knowledge of effective

13	Empirical management thoughts	Preparing charts of management thinkers and profile presentations on major management thinkers	Learning about the management philosophy over the period of time
12	Situation analysis , Business games Case study	Implementing planning process in an org ,analysis of different decision and failure of different org and decision	How to plan and organize an activity and motivate the group
12	Developing applications of management of change and crises Installing quality management system for a group Case study on majors to reduce stress	Develop a program for management of change and case study on resistance to change and preparing the checklist Developing quality manual Project on stress reduction methods	To Develop understanding regarding new systems of management

Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	I Quiz on concept importance of mgt II Presentation on role of management in society and organization III GD on importance of management as profession	25% MCQ Short notes 35% Long answers 40%	Decision making and leadership skills
Unit – II	I Presentation on contribution of management thinkers II case study on different approaches to mgt III posters on contributions of Indian management thinkers to management discipline		
Unit – III	MCQ on managerial functions II situation analysis how management fails or succeed III presentations on different types of decisions and case study on factors affecting decision making		

Unit – IV	MCQ on various new trends in management II case study on application of total quality management in an organization and compare two different intuitions. III Case study on management of change and crises IV situation analysis of determinants of stress		
Total –	30	70	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	McGraw hill companies
4	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World	New Delhi
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
7	Management Text and Cases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
8	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Communication Skills
Course Code: 102 SC
Credit 4

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications required in business

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Concept of Communication and Introduction to Communication	Role of Communication in social and economic system Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over coming	To understand the basic purpose of communication. & Ability to understand and comprehend the meaning of different forms of communication
2	Methods and types of Communication	Methods of Communications]: Linguistics, Non- Linguistics and Para- Linguistics, Art of Listening Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine External- Inward, Outward ,Merits and Limitations of methods & types of communication	To understand how to write effective messages and different types of communication, & Ability to write meaningful and concise and effective messages
3.	Business Correspondence	Concept ,need and functions of Business .Correspondence , Types of Business letters ,Layout Drafting of business ,	To understand how to make effective Business Correspondence &

		Business Correspondence : Sales , Orders sales circulars and business promotion and resignation letter , leave , application letters ,Complaint , Credit verification, Correspondence with bank, Job application , and Reference check	Ability to write precise business letters and understanding about business correspondence
4.	Analysis of different Media of Communication	Fax communication ,voice mail ,emails ,tele conferencing , communication through social media	1.To understand how modern technology effects businesses and media based communication is working in present context. 2. Effects of new media on business is affecting on interpersonal relations and groups & Ability to use different formats of social communication and technology based communication effectively

Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication

Unit II - 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life
Unit III- 13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effectives uses of various media of communication To communicate interact effectively by using different forms of social media
Total 48				

Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project - Internal
Method of evaluation I MCQ on concept factures and definition	25%MCQ Short notes 35% Long answers 40%	Business communication skills (102) - Credit 1 - Marks 20

Presentation \- on application of communication in day to day business		Tentative areas for tutorials – (Select any 2 topics) <ol style="list-style-type: none"> 1. Collections of various formal letters and its critical study 2. Assignment on précis writing 3. Presentation on oral communication skills 4. Public speaking 5. Common mistakes in business communication
I Group Discussions on appropriate methods of communication at different situations II – Case study on written communication- Errors in message building and interpretation of message		20 marks (Internal) Guidelines for Tutorials The faculty must design the tutorials in tune with theory subject and shall conduct presentation in the class on the given topics. The evaluation of students must be on the following grounds. (20 marks) <ol style="list-style-type: none"> 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills
I Developing appropriate formats Drafting of appropriate Business letters II- cautions in uses of metaphors and idioms and phrases		
I GD on selecting right media II preparation of charts on different media of communication III – case study on usages of social media Communication etiquettes’		
Marks 30	Marks-50	

Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford	New Delhi
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and personality Development	BiswajitDas .ipswwtaSatpathy	Excel Books	New Delhi
5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson	New Delhi
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books	New Delhi

Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Sources
	By R. Chandran IIT Kanpur	Film byJ. Balkru	A film on communication barrier	By Matt Setter	1. Importance of communication skills essay 2Importance of communication and effective communication	1. UK Essay 2. Zen growth

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Accounting
Code No. 103 GC
Credit – 3

Depth of the syllabus - Reasonable working knowledge

Program objectives

To develop right understanding regarding role and importance of monetary and financial transactions in business

To cultivate right approach towards classifications of different transactions and their implications

TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accounting concept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet)	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions
3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect

4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts
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Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Applying accounting concepts in real life business Ability to distinguish between accounting transactions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different transactions	Ability to distinguish between different transactions and its nature
12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement

10	NIL	To Understand how various transactions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data
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Evaluation Method

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
I	MCQ on various aspects of accounting Presentations on accounting and its importance in business	25%MCQ Short notes 35% Long answers 40%	Tally and computer based accounting
II	Practical problems on how to write different accounting tractions and maintaining books of accounts		
III	Practical problems on Bank Reconciliation		
IV	Demonstrations and hands on of experience regarding application of Tally and other accounting software		
	30	70	

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari& S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (text and Cases)	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy(Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Economics – Micro
Course Code: 104 GC
Credit - 3

Depth of the syllabus - Reasonable knowledge of the Business Economics

Program Objectives -

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Concept of Business economics.	Importance of economics in life, scope, forms of economy economic activities, economic problems , circular flow of economy Meaning and definition of business economics, scope of Business Economics Importance of economics in life, forms of economy, central problems of economics, market forces in solving economic problems, 5 sector flow of income and expenditure	Role and purpose of economics in society and economic & Ability to think in prudent manner
2	Demand and supply analysis	Concept of demand supply Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply.	1.To understand how the concept of demand and supply works in particular economy 2.To study implications of different aspects of demand and supply & Ability to examine implications of changes in demand and supply on economics and ability to select right alternatives in a given situation

3.	Revenue and cost analysis	<p>Concept and types of revenue</p> <p>Importance of revenue , methods of calculation of revenue</p> <p>Interrelationship between marginal , total, and average revenue</p> <p>Concept of cost definition and importance of cost ,typology of cost analysis of cost</p>	<p>1.To understand role and function of revenue in different economic decision</p> <p>2. To examine what factors determine revenue and cost &</p> <p>Ability to comprehend the concept of cost and calculation of revenue and cost and Production.</p>
4	Pricing under various market conditions	<p>Concept of market and competition</p> <p>Meaning of market, types of markets - perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions. Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR</p>	<p>To understand concept of market and different forces affecting completion of market under different economic circumstances</p> <p>&</p> <p>Ability to understand market forces governing economic situations</p>

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
10	Situation analysis evaluation of different alternatives selection of right options	Film on role of economics in life	Understands the importance of economics in life	To understand different facets of economics and importance of prudent thinking
13	Case studies on Market Situation analysis and Market analysis	Films on fluctuations in economy and market and their impact on social life	Case studies on demand and supply analysis , Examining market trends and their impact on market supply	To understand variation in demand and supply. How it affects the different economic situations and various factors of production

13	Case studies , analysis of a particular economic decisions comparative analysis of revenue and cost decisions	Animation and graphics on cost and revenue ascertainment	Examination of various cost sheet and revenue statement	1.To understand how the revenue is calculated for different situations and factors determined revenue. 2. To know the system of determination and factors consider in cost determination
12	Preparation of graphics for different market situations Analysis of market different market forces affecting demand and supply of various products	Films on monopoly and its effect Films on perfect competitions	Case studies Empirical analysis and projection of market trends	To understand how pricing determination is affected by different market players and forces and its impact on market and society

Unit	Internal Evaluation	External Evaluation
I	I- MCQ on concept meaning II- presentation on role of economic in society III- Presentations on life without economic	25%MCQ Short notes 35% Long answers 40%
II	I - MCQ II- Practical problems on various demand and supply as they influence market III - model illustrations explaining practical illustrations practical demand and supply	
III	I practical problems on computation of revenue II illustrations on explaining different types of revenue Case study on impact on change in cost structure	
IV	I MCQ on monopoly and perfect competition II real life situations on monopolistic pricing III Illustrations on impact of variations in equilibrium of firm on pricing under different circumstance	
	30	70

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House	Noida – New Delhi
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House Pvt. Ltd.	New Delhi
4	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House	Mumbai
5	Economics Principles and Applications	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd.	New Delhi

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Mathematics
Course Code – 105 GC
Credit 3

Depth of knowledge - Reasonable working knowledge

Program objectives

To develop appropriate understanding as how to use mathematic like computation interest, profit etc

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Commission ,brokerage and premium , • Banking and taxation and Calendar , • Simple and compound interest 	To understand how to apply the concept of interest and methods of calculation of interest & To develop Mathematical competence for various interest related transactions and other activities
2	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Profit and loss • Percentages , • Ratio and proportion , • Averages 	Ability to examine concept of discount in different business situations
3.	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Matrix and Determinant • Permutation And Combination 	Ability to apply the various concepts in business situations

4	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Data interpretation , • Linear Programming Problem 	Ability to develop the skills for data interpretation and inferences.
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Teaching Methodology

Teaching Hours	Projects and classroom practice
13	Impact of interest of profits and how loan helps business solvency
12	To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis
12	Problems related with combination and permutation
11	Analyzing for different situations with multiple number of parameters

Evaluation methods

Internal Evaluation	External Evaluation
I Basic mathematical aspects reading Interest , II. Practical problems	20% MCQ , and 40% marks for 3 marks each problem 40% are for 4 marks each problem
Computations on various financial transactions and other transactions	
Data interpretation	
30 marks	70 marks

Suggested References

	Title	Author	Publisher
1	Arithmetic for business students	Harvey,J.H.	Cassell,London
2	Business Mathematics	Dr. AmarnathDikshit&Dr.Jinendra Kumar Jain.	
3	Business Mathematics –	PadmalochanHazarika	Sultan chand& sons, Delhi
4	Business Mathematics	Bari	New Literature publishing company, Mumbai
5	Operations Research	V.K. Kapoor	Sultan chand& sons
6	Operations Research	Dr. S. D. Sharma	Sultan Chand & Sons.
7	Operations Research	Dr. J. K. Sharma –	Sultan Chand & Sons.
8	Business mathematics	Dr.AnwarShaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi	Success Publication,Pune

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019

Business Demography
Code: 106 SC
Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

Unit No.	Unit Title	Contents	Purpose Skills to be develop
1	Concept of demography	Meaning, importance and need of demography. Studies Study of demography. As an essential discipline of social economic change ,Scope and components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.	Growing importance of modern economics and society. To Develop Rational understanding of demography, analysis and effects on society
2	Distribution of population and population growth	Density and population distribution Concept of over and under population Method of assessment of population growth	To understand how population growth influences aspects on society To develop understanding regarding growth process and social economic changes

3.	Population as resources	Importance of human resource as development of the nation Concept of literacy and its importance in modern society Concept of sex ratio age and sex pyramid Concept of working and dependent population	To understand importance in modern and socio economic statues and to learn about role of literacy in economic development Ability to examine implications of changes in population
4	Urbanization and its implications	Concept of urbanization factors affecting urbanization. and rural population , Features and importance Urbanization. Behavioural and demographic Structure and various factors responsible for urbanization	To understand the various determinants of urbanization and migration Ability to understand how urbanization affects the resource allocation and resource planning

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
12	Analysis of censuses reports Examining the trends in population curve	Films on population explosion	Mapping of various components of Demography Case study on impact on changes in demographic structure	Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes
12	Analysis of trends in variation population and its impact on budget ,economic planning and social development	A film on population explosion A film on topography	A study of demographic changes in India Difference provinces in India	Ability to examine how demographic changes - influences different aspects of policy formulation and social development

12	Designing of population pyramid Developing charts of implications of changes in sex ratio of economy on society	Project on examining population change as a determinant A film on relation on literacy and development	NIL	To learn about implications of changes in population and structure of population on economy and society
12	Prepare charts and Study of urbanization taken place from last two decades With its effects on business	Case studies on urbanization and sustainability and problems of over exploitation of resources	Study of particular factor of production in district or state and their effects on various sectors	Equal and unequal Distribution of resources and factors of production and its impact on society

Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Tutorial /Project (Internal)
Unit – I	I MCQ on meaning concept and applications of demography II profile preparation on regional III Interpretation of data	25% MCQ Short notes 35% Long answers 40%	Business Demography (106) Credit 1 - Marks 20 Tentative outline for tutorials – (Select any 2 topics) 1 Collecting information on changes took place in local and regional Demography 2. Issues related migration Gender equalities/ inequalities and its effect on business 3. Government regulations and its effects on business Relation of Demography and economic development The evaluation of students must be on the following grounds. (20 marks) 1. Understanding of the subject 2. Content
Unit – II	MCQ on density of population various aspects of population II Application based questions on measuring assessment of population of method III analysis of particular aspect of census report		
Unit – III	Presentation on HR Development in growth II Presentation on role of literacy on growth III Interpretation of statistical data		
Unit – IV	I GD on effects of urbanization on society		

	II quiz on Urbanization on society III Poster or exhibitions on urbanization of society		3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.
Total –	30	50	20 marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press	
	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning		
	The Continuing Demographic Transition	G.W. Jones ,R.M.Douglas		
	Demographics :A casebook for business and Government	Hallie .JKintner ,,Thomas W.Merrick		
	Population , Ethnicity and Nation Building	By Calvin C.Goldscheider		
	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford	

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Business Organizations and Systems
Course Code 201
Credit 4

Depth of the program – Fundamental Knowledge

Objective of the Program:

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Nature and evolution of business	Concept of business and its characteristics, Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry, Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods	To understand the purpose of business, To learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development, To study the new trends in commerce.
2	Forms of Business Organization	Forms of business organization and its selection, Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)	To understand the significance of different forms of business organizations their types, function, merits and limitations.

3.	Setting up of a business enterprise	Identification of ideas and opportunities, Influencing factors while setting up of business enterprise, Feasibility report of a business enterprise, Size and location of a business enterprise. licensing and basic legal formalities to start a new business enterprise	To know how to search business ideas, how to pre business feasibility report, how to identify ideal business location and deciding optimal size for a new business unit, identification of capital sources for new business unit and basic documentation required for business enterprise.
4.	Study of Domestic and Foreign Trade	Levels of Distribution Channels and their role Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing Foreign Trade: Concept of Export and Import; Export and Import Procedure	To learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy To give a brief introduction to stages of internationalization.

Teaching methodology

No of lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
12	Study of a business unit in given environment , Interview of a sole trader to know how he started the unit,	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Profile of a departmental store works, Observation of function of a KPO/ BPO or online trading	Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.
12	Analysis of partnership firm related documents, Film show on 'Role of sole trader in economy', Film on promotion and formation of company	Film show on 'Role of sole trader in economy' Film/ animation on admission and retirement Film/ animation / Expert lectures on LLP/ Private Company	Report writing on 'Examining the style and functions of different types of sole traders, Project on Analysis of LLP and private company related documents.	Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed,

		Film on promotion and formation of company	Project on Process of formation of a company and role of promoters in formation	partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration
11	Film shows on ideation of business enterprise, Guest lecture on how to write a business report, Analysis of market, business units and initial size of successful business unit	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Preparation of a business report and presentation of the same in a business plan competition	Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.
10	Films and presentations of various forms of retail trade and new trends in retail trade Audiovisual aids giving example of stages of internationalization with reference to different multinational and transnational companies	Presentations on Retail trade and contribution in economic growth	Project report on various types of supply chain and retailing methods	Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.

Internal Evaluation

Tutorials/Presentations	Topics for Assignments (Select any 2)
CCT – 1 Credit	I) Recent trends in modern businesses
20 Marks	ii) Various legal formalities for starting a business

	iii) Case Study Solution Report – Importance of location and competitors analysis iv) Project submission Presentation – Homepreneuership, BPO, KPO and One person company. The evaluation of students must be on the following grounds. (20 marks) 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.	
Internal Examination 30 Marks	Internal Evaluation – Role Plays, Case Studies, Situation analysis, MCQ's , Long question papers etc	Suggested Add on Course Basic managerial skills
	Total : 50 marks	

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Business Organization and Management	Vijay Kumar Kaul	Pearson	New Delhi
	Business organization	Dr. Khushpat S. Jain	Himalaya Publishing House	Mumbai

	Modern Business Organisation and Management – Systems Approach	S.A. Sherlekar , V.s. Sherlekar	Himalaya Publishing House	Mumbai
	Business Organization	Rajendra P. Maheshwari , J.P. Mahajan	International Book House	New Delhi
	Business Organisation and management	Neeruvashishtha , namitaRajput	Kitab Mahal	Allahabad
	New Course in Organization of Commerce	A.N. Rangparia ,Chopde, Negwekar and 8 more	Sheth	Mumbai
	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann	New Delhi
	Business Organisation and Management	Jagdish Prakash	Kitab Mahal	Allahabad

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA (University examination)
Subject - Business Organizations and Systems
Code no 201

	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	4	15 Marks
		Fill in the blanks	3	
		Define the terms and Match the pairs	8	
2	Solve any 2 out of 4	Long Answer Question	2*10 marks	20 Marks
3	Solve any 3 out of 5	Short Notes	3*5 marks	15 Marks
	Total			50 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Principles of Marketing
Course code 202
Credit 3

Depth of the syllabus - Reasonable knowledge of the Marketing

Objectives –

1. To develop write understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services , rural marketing and new trends in marketing

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and functions of marketing	Marketing concepts, its objectives ,importance and functions of marketing Various Approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the silent features of Indian and international Marketing Management Ability to learn how marketing functions in a given environment To understand various tasks performed by marketing managers in different environment
2	Marketing Environment and marketing segmentation	Marketing environment – meaning Internal and external factors influencing marketing environment , Political ,social economical international , technological multi-cultural environment Segmentation: concepts, importance and its types of segmentation.	To know about changing various factors which affects the marketing system. To study the profiles of change in technology, economic policy and demography of Indian market . To study the types of segmentation To develop write understanding of profile of Indian market

3.	Constituents of marketing mix	<p>Marketing Mix-</p> <p>Meaning scope and importance of marketing mix</p> <p>Product mix concept of a product , product characteristics</p> <p>Intrinsic and extrinsic, PLC.</p> <p>Price mix - meaning ,element , importance of price mix ,factors , influencing pricing , pricing methods</p> <p>Place mix , Promotion mix</p> <p>Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement</p> <p>People mix meaning & concepts, elements, importance.</p> <p>Process mix -stages, meaning& importance.</p> <p>Physical evidence- meaning, importance & components.</p>	<p>To have right understanding of marketing mix as they influences as marketing mix.</p> <p>To develop understanding regarding various aspects of price promotion physical distribution place, people, process & physical evidence affecting a success of a market.</p>
4.	Classifications and types of markets	<p>Conventional classification of markets.</p> <p>Services marketing its main features importance, growth functions.</p> <p>Rural marketing features and its contribution to Indian economy ,problems and measures to improve</p> <p>Recent trends in Marketing-</p> <p>1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing, 4.Hybrid Marketing</p>	<p>To understand different types of markets there role and functions</p> <p>To examine marketing activities are performed and contribute to the economy.</p> <p>To learn about types of market in developing economy and society.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I -12	Role Play Development of profiles of Indian Market analysis of a Indian market ,roles and applications in	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	<p>Knowledge about functioning of modern Indian Markets</p> <p>Understanding the marketing process and</p>

				planning in international prospects
Unit II – 12	Project on impact of technology on market , analysis of marketing economic policy as they influence Indian markets	Films on marketing environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes ,reports on new trends in market Profile of marketing policies	To improve understanding regarding marketing environment and segmentation in Indian context.
Unit III- 14	Analysis of successful product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
Unit IV - 10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of rural market role of rural economy and growth of services marketing.	Case study on marketing of services ,problems of rural markets ,developing appropriate strategies for rural market.	Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

Evaluation Method

Unit – I	MCQ – on concept of Marketing role and importance II practical applications on different approaches to marketing profile study of role and functions of marketing at different organizations.	25% MCQ 35% short notes 40% long answers
Unit – II	I MCQ on different facets of marketing environments II analyses of different constituents of marketing environment Through case study III – MCQ on Marketing segmentation	20% MCQ 40% short notes 40% long answers
Unit – III	I – MCQ on different aspect of Market mix II case study on role of product mix in marketing mix III analysis of market mix Price and place mix as criteria	20% MCQ 40% short notes 40% long answers
Unit – IV	MCQ- on classification and types of Market II analysis of profile of different rural markets and rural consumers in India III analysis of marketing of services in Indi	30% MCQ 30% Short notes 40% long answers
Total –	30	70

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & keven lane keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi

5.	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi

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Code no - 202

Q.No	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	5	20 Marks
		Fill in the blanks	5	
		Define the terms and Match the pairs	10	
2	Solve any 3 out of 5	Long Answer Question	3*10 marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Principles of Finance
Course code 203
Credit 3

Depth of the syllabus – Depth Reasonable working knowledge

Objectives

1. To cultivate right approach towards money , finance , and their role in business
2. To develop right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure and concept of capital structure

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Unit 1 Basic concepts in finance	Definition - Nature and scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.	To understand role and importance in business Ability to understand implication of finance on business
2	Unit 2. Sources of Finance	External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings,.	To understand role and need of source of finance How different determinants of size and type of business Sources of business finance To learn about imp features and their applications considering their requirements in business
3.	Unit 3. Capital Structure	Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	To Understand how basic financial structure is designed To know what are the constituents a financially sound business units Analytical ability to understand implications of various constituents of capital units

4	Recent Trends in business finance:-	Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund	To understand new and emerging trends in business finance Ability to understand about current issues related with new trends in business finance
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Teaching Methodology

Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
I – (14)	Presentation on how finance helps in org .business successfully Presentation on identifying different needs of finance activities	Short films on Finance and business activities	Estimation on financial needs of small and tiny business needs Assessing financial feasibility of a business venture	To develop Competence to apply various concept in finance for decision making to
II-(13)	Poster presentation on comparative analysis of sources of finance Financial institution who provides sources of finance	Films on different institutions meeting different needs of finance	Developing a suitable financial needs assessment chart developing a checklist for developing source of finance	To develop rational understanding regarding role and utility of different sources of finance
III-(11)	Comparative analysis of different determinants of capital structure Determining need for optimal rational capital structure Implications of over and under capital methods	Films on over and under capitalization on business unit Film on a sound capital structure	A report on assessing capital needs of a business need Evaluating a balance sheet Whether the firm is over or under capitalized	To understand importance of rational and sound financial structure To understand role of capital as a determinant business success
IV –(10)	Presentation emerging trends in business Micro finance and mutual funds Profile presentation on various mutual funds and venture capital financiers in India	Films on contemporary trends in mutual fund in India Films on venture capital and micro finance institutions in India	A report on contribution of mutual funds in economy Role of leasing industry in business finance	To have right understanding how modern business is changing and what are the new trends in business finance

Evaluation Method

Unit	Internal Evaluation (30Marks)	Suggested Add on Course
Unit – I	MCQ on role and importance of finance and business ,Discuss/debate on implications of finance on business success , Presentations on assessing financial need and financial needs in business	Basic course in Financial markets
Unit – II	Comparative analysis of various sources of finance -Selecting a right source of finance for different business and projects, MCQ on various sources of finance.	
Unit – III	MCQ on determinants of capital structure ,Cases study on over and under capital structure Designing on over and under capital structure ,Practical problems on estimating capital requirements of a firm	
Unit – IV	MCQ on Concepts ,applications on Capital, Leasing, Microfinance, Mutual Fund ,Presentations on utility of venture capital and leasing in business , Profile of successful micro financing institutions	

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai
5	Fundamentals of Financial management	James C. Van Horne , John M. Wachowicz , JR	Prentice Hall of India Pvt. Lit.	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's	New Delhi
7	Financial management – recent Trends In Practical Application	Chandra Hariharanlyer	International Book House Pvt. Ltd.	Mumbai

Savitribai Phule Pune University
Question Paper Pattern 2019 for FY BBA
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Code no -203

Q.1. (A) Write true or false	5M
Q.1. (B) Fill in the blanks	5M
Q.2 Write short notes (Any 3)	15M
Solve Any 3	
Q.3 Long question	15M
Q.4 Long question	15M
Q.5 Long question	15M
Q.6 Long question	15M
Q.7 Long question	15M

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Basics of Cost Accounting
Course code 204
Credit 3

Depth of the syllabus – Reasonable working knowledge

Objectives

1. To develop rational understanding regarding concept of cost expenditure in business
2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a particular product

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost –	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making Ability to understand importance of costing and role of costing
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.
3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads 3.4 Under and over absorption – Definition and Reasons	To understand concept of overhead as it contributes to total cost of a product or service Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation

4.	Contact and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract , Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,	<p>To understand role of contract costing in ascertaining cost of a particular project or activity</p> <p>To know how cost is ascertained for different types of processes</p> <p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>
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Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I -12	Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept
Unit II - 12	NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism
Unit III- 14	Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on ‘Role of different overheads in total cost structure’	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure

Unit IV - 10	To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	Project on development contact cost system for a particular project. Analysis of various elements of cost associated with multi process products in manufacturing units.	Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.
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Teaching Methodology

Unit	Internal Evaluation (30 Marks)
Unit – I	I Filling the banks and match the pairs related with different concepts of cost ,II presentations on cost accounting in different org III cases study on role of cost accounting in profit determinations
Unit – II	I. Application based questions on –different components elements of cost ,preparing charts on different types of cost sheet
Unit – III	I. Application based questions on classification of overheads , II MCQ on concept of overheads ,III practical questions on reapportionment on classification of overheads ,Preparation of chars on classification of overheads
Unit – IV	MCQ on contact and process cost , II interpretations based questions on different types of cost III Practical based questions on contact based costing

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
	Costing Adviser	P.v.Rathnam , P. Lalitha	Kitab Mahal	Allahabad
	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson	New Delhi
	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Basics of cost accounting
Code No.204

Compulsory /Choice	Name of the Question	Marks	Total Marks
Compulsory Question	Objective Type Question- Multiple Choice Questions	5	15 Marks
	Fill in the blanks	5	
	Define the terms and Match the pairs	5	
Solve any 4 out of 5	Short Notes /short questions	4*5 marks	20 Marks
Q4. Solve	Problems on Cost sheet	1*15 marks	15 Marks
	Problems on Contact costing and process costing	3*10	20 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Business Statistics
Course code 205
Credit 3

Course Depth: Reasonable working knowledge

Objectives:

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

Unit No.	Unit Title	Contents	No of Hours
1	Frequency Distribution	1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification. 1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	8
2	Measure of Central Tendency	2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem. 2.3 Determination of Mode and Median graphically. 2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems.	8

3	Measure of Dispersion	3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion. 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4. Combined Standard Deviation 3.5 Numerical Problems	10
4	Correlation & Regression	4.1. Concept and meaning of Correlation, Types of correlation. 4.2. Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) 4.3 Numerical Problems on Correlation 4.4 Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y. 4.5 Regression coefficients, properties of regression coefficients, 4.6 Numerical problems on Regression	12
5	Index Numbers	5.1 Concept and meaning of Index Number, Notations 5.2 Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number 5.3 Uses of Index Number 5.4. Numerical Problems.	10

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi
5	Statistics Theory and Practice	R.S. N. PillaiBagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi

8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House	Mumbai
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Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Business Statistics
Code No.205

MAXMARKS:-70

Instructions:

- I. All question are compulsory
- II. Figures to the right indicate full marks.
- III. Notations & abbreviations have their usual meaning
- IV. Simple calculator is allowed

Q1.A) Fill in the blanks [2 X 5=10]

B) State whether the following statements are True OR False: [2 X 3=6]

Q2. Attempt any four of the following (Four out of Six) [4 X4=16]

Q3. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q4. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q5 Attempt any one of the following (One out of Two) [1 X 6=6]

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Fundamentals of Computers
Course code 206
Credit 4

Depth of the course - Reasonable working knowledge

Objectives:

1. To develop concept of information and their role in modern businesses
2. To develop rational approach as to how computers can be used in data process analysis in business
3. To develop understanding regarding cautions to be taken security, safety and security while using net based service

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Computers	Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive I/O Device- Monitor and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters Number Systems-Introduction to Binary, Octal, Hexadecimal system Types of computers	To understand role and importance of computers in business processes To develop understanding regarding role of computers in business operations.

2	Basics of Computer Networks & Internet	<p>Definition-Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>
3.	Introduction to Spreadsheet Software and Presentation Software	<p>MS-Excel Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting</p>	<p>To learn the process for usage of different computer application in business processes.</p> <p>To develop skills and ability to handle different applications in business process.</p>
4	Introduction to Internet & cyber security	<p>WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security overview – Background and current scenario Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature</p>	<p>To understand cautions and stapes to be taken and net based services.</p> <p>Ability to handle various software and programmes with due cautions and care.</p>

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Demonstrations and hands-on experience Practical exposure regarding usages of computers	Films on role of computers in business decision making	Role of computers in simplifications of business activities Projects on importance of computers in business data analysis.	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
12	Demonstration and on experience exposure regarding set up of networks like client server architecture, LAN etc.	Films on role of networking in business communication, environment and process	Role of networking system in simplifications of business activities. Projects on importance of Computer network in business Processes.	Proficiency in set up of Different structure computer network in business environment.
11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

Evaluation	<u>Internal 30 Marks</u> <u>External - 50 Marks</u>
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Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Computer Security	Matt Bishop ,	Pearson	New Delhi
2	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House	Mumbai
3	Fundamentals of Computers	V. Rajaraman	PHI Learning	New Delhi
4	Computer fundamentals	Pradeep K. Sinha	BPB Publications	New Delhi

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Course Title: Fundamentals of Computers
Course Code 206
Credit 1

Supplementary Guidelines for conducting BBA CBCS

Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and Presentations on the given topics.

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory
4. Overall confidence & Presentation skills

Note:

Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.

1. Prepare a Power point presentation on “Mobile Shoppe”.
2. Prepare a Power point presentation on “New Product Launch”.
3. Prepare a Power point presentation on “Monsoon Sale Dhamaka”.
4. Using any spreadsheet package creates worksheet to calculate the balance of customer from bank after depositing and withdrawing some amount.

(take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

- Maximum Balance - Minimum Balance
- Average Balance - Total No. of Accounts

5. Using any popular spreadsheet package, prepare a worksheet to calculate the monthly total salary of an Employee if basic salary is given (take 10 suitable records).

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA

HRA=15%of Basic Salary

DA=10% of Basic Salary

PF=8.33% of Basic Salary

IT=30% of Basic Salary

Net Salary=Basic+DA+HRA-(IT+PF)

6. Apply for New Passport using e-Seva.
7. Use of Internet for Railway Ticket Booking.
8. Online application for Driving License.

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Principles of Human Resource Management
Course Code– GC - 301
Credits - 3

Depth of the Course: Fundamental knowledge

Course Objectives:

- 1.To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to HRM	Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, Principles of HRM, Evolution of HRM, Functions of HRM, Challenges of HRM, Role of HR Manager, Difference between HRM& Personnel Management, Challenges before HRM	<ol style="list-style-type: none"> 1. To understand the basic concept of HRM and develop knowledge about the various functions of HRM. 2. To understand the different roles the HR performs in an organisation
2	Job Analysis & Planning for Human Resources	Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	<ol style="list-style-type: none"> 1. To make the students understand how Job Analysis & Human Resource Planning play an important role in the Organisation. 2. To develop an understanding of the different methods of Job Evaluation & Process of HRP in Specific Organisational functioning.
3	Career Planning , Employee Morale & Job Satisfaction	Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages. Employee Morale & Job Satisfaction- Employee Morale- Meaning, Definition, causes of low Morale, Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction	<ol style="list-style-type: none"> 1.To cultivate the knowledge about Career Planning, Employee Morale & Job Satisfaction among students. 2.To provide knowledge to the students regarding Career Planning which will help/motivate them to

		Caselets on Career Planning, Employee Morale & Job Satisfaction.	climb-up the Career Ladder through higher performance in the organisation. 3. To study the factors contributing to Job Satisfaction and its benefit in the Organisation.
4	HRM in Changing Environment & Trends in HRM	Work force Diversity, Technological Changes & HRM, International HRM, E- Human Resource Management, Human Resource Information System (HRIS), HRM in Virtual Organisations, Work from Home, Out-Sourcing, Changing Role of HRM.	<ol style="list-style-type: none"> 1. To make the students aware about Changing Environment of HRM. 2. To understand the different HRM trends.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 (13 hrs)	Interactive teaching methods to be adopted. Role-Play on Challenges before HRM & Ice breaking sessions can be conducted for effective learning. Student Presentations.	<ol style="list-style-type: none"> 1. Describe the basic concept of HRM. 2. Develop knowledge about the functions and different roles of HR Manager. 3. Understand the challenges before HRM
Unit 2 (13 hrs)	Job Analysis Report. Caselets solution sessions and discussion on the same.	<ol style="list-style-type: none"> 1. Understanding the importance of Job Analysis & Human Resource Planning in the Organisation. 2. Develop the Problem- solving and decision making skills.
Unit 3 (13 hrs)	Employee Morale & Job Satisfaction Survey-its basic analysis & Presentation. Caselets solution sessions and its discussion.	<ol style="list-style-type: none"> 1. Development of basic ability to think about Employee Morale and Job Satisfaction. 2. Development of problem-solving and decision-making skills.

Unit 4 (9 hrs)	Student Presentations. Lab Activity.	1. Understand the Changing Environment of HRM and its effects. 2. The students must learn the recent HRM trends with the help of Lab Activities.
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Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Role Play.	30	25% MCQ 35% short notes 40% long answers
II	1. Report.		
	2. Caselet Solution & Discussion		
III	1. Survey Analysis & Presentation.		
	2. Caselet Solution & Discussion.		
IV	1. Lab Activity		
	2. Presentation		
Total –		30	70

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

S.Y. BBA Semester III (CBCS) Pattern 2019

Supply Chain Management

Course Code: GC - 302

Credits -3

Depth of the Course- Reasonable working knowledge.

Course Objectives:

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Supply Chain Management (SCM)	Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect, Concept, Importance and Objectives of Green Supply Chain Management.	<ul style="list-style-type: none">• To understand the functions of Supply Chain Management.• To know what is Bull-Whip Effect.• To understand the concept of Green Supply Chain Management.
2	Manufacturing and Warehousing	Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation, Material Handling System Design and Decision.Warehousing and Store Keeping, Strategies of Warehousing and Storekeeping, Space Management.	<ul style="list-style-type: none">• To know the process of Work Flow Automation.• To understand Space Management.• To acquaint the students with different Strategies of Warehousing.
3	Logistics Management and IT in Supply Chain Management	Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. Information and Communication Technology	<ul style="list-style-type: none">• To learn the methods of Logistics Planning.• To know the role of Inventory Management in Customer Service.

		in SCM, Role of IT in SCM, Current IT Trends in SCM, RFID, Barcoding. Retail SCM, Problems and Prospects.	<ul style="list-style-type: none"> To understand the role of Information Technology in SCM.
4	Key Operation Aspects in Supply Chain	Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design, Role and Importance of Distributors in SCM, Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, Linkage between HRM and SCM.	<ul style="list-style-type: none"> To learn the Supply Chain Network Design. To know the Role of Distributors in SCM. To understand Relationship Management with Customers and Employees

Teaching Methodology:

Unit No.	No. of lectures	Innovative Methods to be used		Expected Outcome
1	12	Visit any industry and list out the activities which come under Supply Chain Management Role play of Bull-Whip Effect. Group discussion on Green Supply Chain Management.	Prepare a chart on Manufacturing Flow System	<ul style="list-style-type: none"> The students must understand the functions of Supply Chain Management. The students must gain practical knowledge of Bull-Whip Effect
2	10	Take students out to different Plant Locations to make them understand the Work-Flow Automation Visit a company and List out Space Management techniques used by them.	Prepare a write-up on storekeeping with a live example .	<ul style="list-style-type: none"> The students must understand the importance of Space Management. The students must understand different types of Plant layout and their SCM

3	13	<p>With the help of case study teach different methods of Logistic Management in an industry.</p> <p>Analysis of role of Inventory Management in Customer Service.</p> <p>List out the functions of IT in SCM</p>	A mini presentation on Current IT Trends in SCM	The student must learn different methods of Logistic Management. The students must understand the role of Information Technology in SCM
4	13	<p>Group discussion Role of Human Resources in SCM.</p> <p>Describe the Functions of Quality Circles in an industry</p>	Prepare a research based report on Issues in Workforce Management and Relationship Management with Suppliers,	<p>To understand the various Operation Aspects in Supply Chain</p> <p>To understand the linkage between HRM and SCM</p>

Evaluation Methods:

Unit No	Internal Evaluation	External Evaluation
1	<p>1 MCQ on concept meaning, classification of SCM</p> <p>2 Open Book Test</p> <p>3 Presentation on Value Chain and Value Delivery Systems for SCM.</p>	<p>25% MCQ 35% Short notes 40% Long answers</p>
2	<p>1 Presentations on Different Material Handling System Design used by companies.</p> <p>2 Case Study on actual factors affecting Store Keeping.</p> <p>3 Chart making on Manufacturing Flow System.</p>	
3	<p>1 MCQ on Logistics Management</p> <p>2 Situation Analysis- Problems and Prospects of Retail in</p>	

	SCM. 3 Presentations on Role of IT in Supply Chain Management	
4	1 Case study on: Issues in Workforce Management 2 Situation Analysis of actual factors affecting Distributors in SCM	
Total	30	70

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply Chain Management for Global Competitiveness	B.S.Sahay.	Macmillan India Limited	India
2	Supply Chain Management	Sunil Chopra, Peter Meindl & D.V. Kalra.	Pearson Education	UK
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink.	Tompkins Press	UK
4	Supply Chain Logistics Management	Donald Bowersox, David Clossand M. Bixby Cooper	McGraw-Hill Education;	India
5	Supply Chain Management: Text and Cases	Vinod V Sople	Pearson Education	UK
6	Logistical Management	Donald J.Bowersox & David J.Closs.	Tata McGraw-Hill	New Delhi
7	Designing and Managing the Supply Chain	David Simchi-Levi.	Tata McGraw-Hill Editions	New Delhi

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Global Competencies and Personality Development
Course Code-GC- 303
Credits – 03

Depth of the course: Reasonable knowledge about Competencies and Personality Development.

Course objectives:

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behaviour in social and professional circles.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Personality and its Development	<ul style="list-style-type: none"> • Definition and nature of personality • Characteristics of good personality • Determinants of personality development • Theories of personality development <ol style="list-style-type: none"> i. Psychoanalytical Theory by Sigmund Freud ii. Trait Theory by Allport and Big Five model iii. Social Cognition Theory by Albert Bandura 	<ul style="list-style-type: none"> • To study the nature and meaning of personality. • To understand various factors affecting personality development of an individual. • To learn various theories of personality development.
2	Global Competence and Self Development	<ul style="list-style-type: none"> • Meaning and need of global competence. • Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, 	<p>To understand the concept of Global Competence. To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves. To develop self- esteem and self-confidence of the students.</p>

		<p>problem-solving ability, critical and comparative thinking).</p> <ul style="list-style-type: none"> • Building self-esteem and self confidence • SWOC Analysis and Personal Goal Setting 	<p>To introduce the concept of SWOC Analysis and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.</p>
3	Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> • Effective communication skills, Preparation for self-introduction. • Working on attitude i.e. Aggressive, assertive and submissive • Development of leadership skills and introduction to Leadership styles. • Team Building; develop ability to work under pressure, flexibility at workplace. • Social empathy, building blocks of social empathy and development of social empathy. • Social Responsibilities • Workplace ethics 	<ul style="list-style-type: none"> • To explain various techniques for effective communication. • To train students for impressive self- introduction. • To introduce various methods for positive attitude development. • To explain various styles and qualities of leaders and encourage students for effective leadership. • To understand the structure of team and to develop ability to work under pressure and flexibility at workplace. • To develop social empathy and explain social responsibilities of the individual. • To introduce various workplace ethics.
4	Projecting a Positive Social Image	<ul style="list-style-type: none"> • Definition and importance of social image • Grooming basics and use of body language • Time management • Public-speaking • Proper e-mail and telephone etiquettes • International and social etiquettes • Social graces and table manners 	<ul style="list-style-type: none"> • To explain the importance of positive social image of the individual. • To introduce basics of grooming and effective use of body language. • To explain the importance of the time management. • To develop ability of effective public speaking. • To train the students for writing e-mails and explain various telephone etiquettes. • To study various social and international etiquettes and table manners.

Teaching Methodology:

Teaching Hours	Innovative methods to be used	Expected Outcome
Unit 1-12	Selected video films on the theories of personality. Interactive sessions. Reading of reference books, magazines and articles and preparing notes by students.	To learn various theories of personality development.
Unit 2-11	Flipping the classroom- students will gather information by using various tools and techniques available. Activities for SWOC and goal setting, Expert Talk can be organized.	To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.
Unit 3-13	Collaboration-few selected students can take responsibility to guide other students through the role play as a mentors, supervisors for the students. It also teaches students empathy, negotiation skills, teamwork, and problem-solving skills. Work together as a team- Project work can be given to the students in groups.	<ul style="list-style-type: none"> To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. To develop social empathy and explain social responsibilities of an individual.
Unit 4-12	Classes outside the classroom to understand social etiquettes, visit to corporate offices, seminars and conferences, public speech event etc. Activity of e-mail writing can be given to the students.	<ul style="list-style-type: none"> The students should groom themselves and effective use of body language. To develop the skills of managing the time. To develop ability of effective public speaking. To train the students for writing e-mails.

Evaluation:

Unit No.	Internal Evaluation	External Evaluation
Unit – I	Presentation on Theories of Personality Prepare a chart on successful personalities	

Unit – II	Open book test. Assignments	Fill in the blanks True and False Short answer question - 25% Short notes-35% Long answer questions- 40%
Unit – III	Small project on Effective Communication, Social Empathy and Team Building in a group with time limitation Prepare a small handbook on workplace ethics of by visiting some organization or on the basis of collected information through newspapers, corporate magazines and internet.	
Unit – IV	Power point presentation on international etiquettes, Writing of an e-mail.	
Total –	30	70

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	India
2	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju,	Himalaya Publishing House.	New Delhi,India
3	Effective Life Management.	Swami Amartyananda	Advaita Ashrama	India
4	Personality Development and Soft Skills.	BarunMitra	Oxford University Press	New Delhi,India
5	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	New Delhi, India
6	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	New York

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Fundamentals of Rural Development
SY BBA Course Code: GC - 304
Credit: 3

Depth of the Course: Functional Knowledge about Rural Development

Course Objectives:

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

Unit No.	Unit Title	Contents	Purpose and Skills to be develop
1	Introduction to Rural Development	1.1 Concept of Rural Development- Meaning and Definition. 1.2 Scope and Importance of Rural Development. 1.3 Approaches of Rural Development. 1.4 Need of Rural Development.	<ul style="list-style-type: none">To provide sound knowledge about rural development.
2	Rural Development Planning & Management	2.1 Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure 2.2 Functions of DRDA 2.3 NGO's and Rural Development 2.4 Self Help Groups (SHG's) formation	<ul style="list-style-type: none">The unit will help to gain knowledge regarding working in various Government and NGO's transformation.

3	Agriculture Enterprise & Agro-based industries.	3.1 Agricultural Entrepreneur- Meaning, Definition and Importance. 3.2 Agri-business Enterprises-Issues and prospectus 3.3 Micro-financing 3.4 Food and Agricultural Marketing and Management of agro products. 3.5 Agro-based industries	<ul style="list-style-type: none"> It gives opportunities to students to develop good communication skills, gain knowledge of local languages, ability to handle masses and leadership skills. They should develop problem-solving skills and the ability of working with clients with diverse interests. Creation of interest of thereby planning for n farming.
4	Information Technology and Rural Development	4.1 Rural Development and Internet. 4.2 Information & Communication Technology (ICT) for Rural Development 4.3 IT –Enable Services for an e-village 4.4 Challenges of Rural Development	<ul style="list-style-type: none"> To develop IT Skills. To develop awareness regarding the challenges of Rural Development.

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1 (8 hrs)	<ol style="list-style-type: none"> Presentations. Group Discussion on scope and importance of rural development. 	<ol style="list-style-type: none"> Describes the importance of rural development Better understanding of need for rural development
Unit 2 (14 hrs)	<ol style="list-style-type: none"> Debate/ Group discussion on “Role of SHG groups and their effectiveness”. Caselets solution sessions and discussion on same. 	<ol style="list-style-type: none"> Describes determinants of Rural Development Planning Develop the knowledge & ability of the students about the concepts of NGO’s and Rural Development Development of understanding of Functions of DRDA
Unit 3 (14 hrs)	<ol style="list-style-type: none"> Visit to Bhimthadijatra to understand concept of agropreneuership Visit to financial institutions to understand Micro financing Caselets solution sessions and discussion on same. 	<ol style="list-style-type: none"> Describes determinants of agropreneuership Understanding of problems associated with rural entrepreneurship. Understanding the implementation of marketing initiatives

Unit 4 (12 hrs)	1. Role Play on role of internet and rural development. 2. Chart presentation on(ICT) for Rural Development 3. Project competition on IT –Enable Services for an e-village 4. Caselets solution sessions and discussion on same. 5. Students should collect the information about any one scheme of rural development and analyse it.	1. Understanding role of internet in rural development. 2. Develop the knowledge & ability of the students about the concepts ICT and e-development in villages. 3. Understanding challenges of rural development. 4. Candidates willing to for further research work, also suitable for the project.
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Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Power point presentations on sub points	30	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
II	1. Debate/ Group Discussion Activities. 2. Caselets Solution & Discussion		
III	1. Visit to Bhimthadijatra and other rural initiatives		
IV	1. Role Play. 2. Caselets Solution & Discussion		
Total –		30	70

Suggested references:

Sr.No.	Title of the Book	Author	Publication	Place
1	Fundamentals of Rural Development	Mary Tahir & Tahir Hussain	I.K International Publishing House	India
2	Rural Development : Concept and Recent Approaches	A .Thomson William A.J.Christopher	Rawat Publications	Jaipur,India
3	Rural Poverty in India	Sib Nath Bhattacharya	Ashish Publishing House	New Delhi
4	Rural Development; Principles, Policies and Management	Katar Singh	SAGE Publication	India
5	Economic Policy and Development	B.L.Mathur	RBSA Publishers	Jaipur,India
6	Indian Economy	V.K.Puri S.K.Sharma	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019

Discipline Specific Electives (DSE- A- MM)
Consumer Behaviour & Sales Management
SY BBA Course Code- A 305 MM
Credits 3+1=4

Depth of the Course-Reasonable Knowledge & Insights in Consumer Behaviour & Sales Management.

Course Objectives:

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour & Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

Unit No	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction and Determinants of Consumer Behaviour	Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing. Culture & Sub- Culture: Meaning, Characteristics & Relevance to Marketing Decisions. Social Class: Meaning, Measurement, Effect on Lifestyles. Social Groups: Meaning & Group Properties & Reference Groups. Family: Family Life Cycle & Purchasing Decisions. Marketing Mix: Influence of marketing mix variables. Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions. Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement. Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall.	<ul style="list-style-type: none">• To know the Role & Importance of Consumer Behaviour.• Ability to learn how Consumer Behaviour impacts the Sales of an Organization.• To understand how consumer behaviour is influenced by different environment.• To know about determinants of consumer behaviour affects the marketing system.• To understand the overall effect of concepts upon the consumer behaviour• To develop strategy to influence consumer behaviour.

		Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes, Intentions Behaviours.	
2	Consumer Decision Making Process	<p>Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information</p> <p>Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications</p> <p>Situational Influences on Purchase Decisions</p> <p>Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns.</p> <p>Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post- Purchase Dissonance.</p>	<ul style="list-style-type: none"> • To develop the conceptual decision making insights. • To have the right understanding of situations as they influence the consumer behaviour. • To develop the habit of taking calculated risks towards decision making process.
3	Basics to Sales Management & its Organization	<p>Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting methods,</p> <p>Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.</p> <p>Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.</p>	<ul style="list-style-type: none"> • To provide the basic understanding of the processes followed in sales management • To understand the importance of sales organizations & its impact upon the performance of the organizations.
4	Training, Managing & Motivating the Sales Force	<p>A. Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description</p> <p>B. Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added Selling</p> <p>C. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary</p>	<ul style="list-style-type: none"> • To provide an understanding of the tools and techniques necessary to effectively Manage & Control the sales function - organization - sales individual. • To understand the importance of target based marketing to achieve desired results for sales organization.

		compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising, D. Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.	
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Tutorials /Project for 1 credit –	Expected Outcome
Unit I – 10Hrs	Group wise presentation to understand the nuances of Consumer behaviour.	Assignments to practice the basic concepts in consumer behaviour.	To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges.
Unit II– 14Hrs	Unguided session based upon the Case Studies, in which strategies are adopted by organizations.	Suggesting an adequate strategy to organizations based upon the analysis of the case study .	To help students develop an understanding towards Strategy building & its effectiveness.
Unit III– 14 Hrs	Group discussion amongst the students for developing innovative sales strategy to be followed by organizations.	Discussion & Analysis of success or failure factors behind the strategies implemented.	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit IV – 10Hrs	Skit, Role Play, Presentation to propose relevant solutions to overcome dynamic challenges for sales organizations.	Suggestion & implementation of creative strategies designed to cope against distorting challenges of sales environment through role play or skit .	Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ on Consumer Behavioural Concepts Analysis of Marketing Mix, Motivation & Attitude.	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
Unit – II	MCQ on Problem Recognition, Search & Evaluation, Purchase Process, Post Purchase evaluation & Behaviour through short answers.	
Unit – III	MCQ on Sales Mgmt, Sales Planning & Control, Sales Organization. Short answers to evaluate the Sales strategy formation & its implementation.	
Unit – IV	MCQs and short answers	
Total –	20+30	50

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Consumer Behaviour & Sales Management	Still, Cundiff & Govani,	Pearson Education	New Delhi/Mumbai
2	Consumer Behaviour & Sales Management	Havaladar & Cavale	TMGH	Pune
3	Consumer behavior & Sales Mgmt	SL Gupta	Excel books	Pune
4	Consumer behavior & Sales Mgmt	David L.	Tata McGraw Hill	Mumbai
5	Consumer behavior & Sales Mgmt	Batra, Kazmi	Excel books	Mumbai
6	Sales Management,	Bill Donaldson	Palgrave Publications	UK
7	Consumer Behavior - An Indian perspective	Dr. S.L Gupta, Sumitra Pal	Sultan Chand and Sons	New Delhi

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Discipline Specific Electives (DSE- A- MM)
Retail Management
Course Code- DSE A 306 MM
Credits 2+2=4

Depth of the course- Reasonable knowledge of Retail Management

Course Objectives

- 1.To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy
3. To provide understanding of opportunities and challenges in retail industry

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Retailing	Structure of retail industry, types of retailers, market segments and channels, market trends, retail life cycle.	Retailing aims to develop students' understanding of retail strategy, retail operations management, innovation in retail, and the key issues impacting growth in retail firms
2	Retailing Strategy	Identifying and Understanding Customers, Customer segmentation, Selecting Target Market, Identifying Market Segments, selecting site locations, Strategic positioning and execution. Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)	To explore the strategic options available to retailers. To analysis the factors impacting store design and location selection.

3	Managing the Retail Business	Implementing Retail Marketing Plan, Brief Human Resource Requirements, Developing Product and Branding Strategies, Developing Merchandise Plans, Merchandising Strategy,	To study store operations, merchandising and customer management.
4	Future of Retailing	Introduction to recent trends and Technological Advancements in retailing. Omni Channel Retailing, shopping with AR (Augmented reality), Pop up shops, social shopping, private label brands.	To get conversant with the latest tool used in retail industry. To understand the innovative channels to reach out the target customers to sustain in new markets.

Teaching Methodology

Teaching Hours Theory + /Project	Innovative methods to be used		Expected Outcome
Unit I –10Hrs	Group presentation to understand the perspectives of students of retail industry.	Assignments for practice of basic concepts in retail management.	To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.
Unit II – 14Hrs	Presentation to understand the lay out and customer flow on the floor.	Take an example of a retail store of any MNC to study in store dynamics.	To help students understand the planning process behind a retail business.
Unit III – 14Hrs	Discussion of examples of innovative methods adopted by companies to execute their retail strategy	On the same project find the reasons for the success or failure while analysing the execution strategies adopted by the organization.	Giving insights to the challenges while implementing a plan, in context of retail management.
Unit IV –10Hrs	Demonstration of current trends in retail sector. Brain storming sessions to propose solutions to recent challenges in retail sector.	Application of the innovative methods and their possible outcomes, opportunities and challenges, for the above implemented project.	Developing critical thinking ability to explore various angles while facing challenges in the retail sector.

Evaluation

Subject	Exposure project Evaluation	External Evaluation
Unit – I	Students are expected to visit Minimum 5 Retail Business Outlets covering all categories like Food & Beverages, Clothing & Apparel, Daily Essentials, Automobile & Electronics Retail and Medicines, etc. Students shall prepare project report on the points like: Store layout, Product display, logistics and SWOC analysis, etc. and Viva-voce will be conducted on the submitted project report.	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
Unit – II		
Unit – III		
Unit – IV		
Total –	50	50

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retail Management	Chetan Bajaj, Rajnish Tuli	Oxford University Press	New Delhi, India
2	22 immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd.	UK
3	Retail Management	Gibson	Pearson Publication	UK
4	Fundamentals of Retailing	KVS Madaan	Mc Graw Hill	USA
5	Retail Marketing	Swapna Pradhan	TMGH	India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH	India
7	Retail Marketing Management	David Gilbert	Pearson Publication	UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Uniyal	Oxford University Press	New Delhi, India

Savitribai Phule Pune University
S.Y. BBA Semester III (CBCS) Pattern 2019
Discipline Specific Electives (DSE- B- FM)
Corse Title – Management Accounting
Course Code- B 305 FM
Credit 3+1=4

Depth of the Course- Functional knowledge of Management Accounting

Course Objectives: -

1. To impart basic knowledge of management accounting.
2. To understand the implications of various financial ratios in decision making.
3. Application and use of various tools of management accounting in the business.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations. Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting	To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting. To develop decision making skill of the managers with the use of various management accounting tools.
2	Analysis and interpretation of Financial statement	Introduction of Schedule III as per Company Act 2013, (Statement of Profit & Loss, Statement of Balance sheet format) Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement. Introduction of ratio Analysis- meaning, necessity & advantages of ratio analysis. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios	To study schedule III as per Company Act 2013 and understand the format of Statement of Profit & Loss & Statement of Balance sheet of company. To study different methods of analysis. Application of various methods of analysis. Analytical skill for comparing financial position of any business will be developed.

		(Introduction and Problems on following ratios only) Current ratio, Quick ratio, Gross profit ratio, Net profit ratio, Operating expenses ratio, Debt equity ratio, Debtors turnover ratio Stock turnover ratio	
3	Marginal Costing	Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP), Margin of Safety, problems on contribution, P/Ratio, BEP and MOS	To understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.
4	Budget & Budgetary control	Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budgetary control, Problems on cash budget.	To understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed. To study the concept of budget and its various types. On the basis of past data, future growth and plans, estimated cash inflow and cash outflow can be prepared. Estimated requirement of funds in future and its application in business can be calculated.

Teaching Methodology

Teaching + Tutorials Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1- 8	PPT, Group discussion	NA	To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting.
Unit 2- 14	PPT, Video, Case study , Group discussion	<ul style="list-style-type: none"> ➤ Financial Analysis of any company of three years using trend percentage, comparative statement, ratio analysis. ➤ Financial Analysis of two different companies using trend percentage, comparative statement, ratio analysis. 	To understand different methods of analysis and classification of various ratios and its application.
Unit 3- 13	PPT, Video, Case study , Group discussion	NA	To calculate contribution and breakeven point to reach profitability level of any business.
Unit 4- 13	PPT, Video, Case study , Group discussion	<ul style="list-style-type: none"> ➤ To prepare budget of any activity or event to be organized in the college. 	To learn how to make various types of budgets as per need and requirement of business.

Evaluation

Subject Management Accounting	Internal Evaluation	External Paper Pattern (50 Marks)
Unit – I	MCQ/ long question/ short notes	Q.1 A Fill in the blanks 5M) Q.1 B Write Short Notes (Any 2) (10M) Q.2 Long Answer (15M) OR Q.2 Problems on ratio analysis Q.3 Problem on marginal costing (10M) Q.4 Problem on Cash budget(10M) OR Q.4 Long Answer
Unit – II	MCQ/Long questions/ problem/ short notes	
Unit – III	MCQ/Long questions/ problem/ short notes	
Unit – IV	MCQ/Long questions/ problem/ short notes	
Total –	30+ 20 marks for project= 50 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Accounting	L.M.Pandey	Vikas Publishing House	Delhi
2	Management Accounting	S.K.R.Paul	New Book Central Agency	
3	Accounting for Management	S.N.Maheshwari, S.K.Maheshwari, Sharad K. Maheshwari	Vikas Publishing House	Delhi
4	Management Accounting	M.Y.Khan, P.K.Khan,	Mcgraw Hill Education	Delhi
5	Management Accounting	AnthonyA.Atkinson, Robert S.Kaplan, Ella Mac Matsumura,G. Arun Kumar, S.mark. Young	Pearson Education	Delhi

Savitribai Phule Pune University
S.Y. BBA Semester III (CBCS) Pattern 2019
Discipline Specific Electives (DES- B- FM)
Course Title – Banking & Finance
Course Code- B 306 FM
Credits 2+2= 4

Depth of the course- Functional knowledge of banking Operations and various Regulatory Authorities in India.

Course Objectives

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Introduction- Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India	Overview of evolution and banking structure in India
2	Functions of Banks	Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services	Students will understand various functions and activities of banks.
3	Regulatory Authorities in India	Reserve Bank of India (RBI) – Role and functions of RBI, Credit control measures, Qualitative and quantitative credit control Insurance Development Authority (IRDA)- Objectives, Powers and functions of IRDA SEBI- Objectives, power and functions of SEBI	Knowledge of functioning and powers various Regulatory Authorities in India.
4	Technology in banking	Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift (Society for	Use of technology in banking and study of security measures while using E- banking

		worldwide interbank financial telecommunication) cyber security in E- banking	
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Teaching Methodology

Teaching Hours Theory + Project -Practical	Innovative methods to be used		Expected Outcome
Unit 1- 10 Lectures	PPT, Video, Group discussion,	Applicable(Project)	Students will understand structure of banking system in India.
Unit 2- 12 Lectures	PPT, Video, Group discussion	Bank Visit	Students will understand functions and operations of banks.
Unit 3- 13 Lectures	PPT, Video, Group discussion	Applicable(Project)	Students will get basic knowledge of function of various regulatory Authorities in India
Unit 4- 13 Lectures	PPT, Video, Group discussion	Applicable(Guest lecture)	Knowledge of how to use new technology in banking operations along with its cyber security.

Evaluation

Subject Management Accounting	Guidelines regarding Exposure project (50 marks) Students need to prepare Exposure project on the following topics- (Any 3) <ol style="list-style-type: none"> 1. Guest lecture/ workshop on any topic mentioned in the syllabus. 2. Visit to any bank and observe banking functions and operations. (group project) 3. PPT on any topic from the syllabus. Conducting survey/ project based on the following themes- <ul style="list-style-type: none"> ▪ Study of different types of banks & their performance ▪ Comparative study of performance of nationalized banks, co- operative banks & foreign banks. ▪ Conducting customer survey of banks customers of any specific bank. ▪ Awareness & conducting financial literacy among different stake holders of the society (e.g. students, house wives, rural area etc.)- Student can conduct a survey by framing a small questionnaire. Note: Colleges can change the project topics according to their convenience.	External Evaluation 25% MCQ 35% Short Notes 40% Long Answers
	SPPU Project viva= 50 marks	Theory paper = 50 marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd	Delhi
2	Banking and Insurance	O.P.Agarwal	Himalaya	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial services and Markets	Dr. S.Gurusamy	Thomas	Delhi
5	Banking Law and Practice in India	Maheshwari	Kalyani publisher	Delhi

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Discipline Specific Electives (DES- C- HRM)
Organisational Behaviour (OB)
Course Code: DSE- C -305 HRM
Credits: 3+1=4

Depth of the Course-Comprehensive Knowledge of Organisational Behaviour

Course Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Organisational Behaviour (OB)	Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that contribute to the OB field, Models of OB, Challenges for OB	<ol style="list-style-type: none"> 1. To understand and explain how and why Organisational Behaviour study is important to students. 2. To make use of the models of Organisational Behaviour in Specific Organisational Settings.
2	Individual Determinants of Organisational Behaviour	<p>Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors.</p> <p>Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality</p> <p>Value & Attitude- Meaning, Definition and Types.</p> <p>Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory</p> <p>Caselets on Personality, Motivation, Value & Attitude</p>	<ol style="list-style-type: none"> 1. To explain determinants of Organisational Behaviour at Individual Level. 2. To make use of the Theories of Personality by adding new perspective for overall development of the Organisation. 3. To make students understand how Values and Attitudes play a vital role in the Organisation. 4. To make use of Theories of Motivation to motivate employees to achieve higher performance in Organisation.

3	Group Interaction & Organisational Behaviour	<p>Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness</p> <p>Conflict - Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating.</p> <p>Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership</p> <p>Caselets on Group Dynamics, Conflict Management & Leadership</p>	<ol style="list-style-type: none"> 1. To explain determinants of Organisational Behaviour at Group Level. 2. To understand the Group Behaviour by learning Theories of Group Formation. 3. To enable students to understand the relation between Organisational Performance & Conflict. 4. To explicate students, the different styles of Leadership.
4	Dynamics of Organisation	<p>Organisational Culture- Meaning, Definition, Levels, Formation & Sustaining Organisational Culture</p> <p>Organisational Change- Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change</p> <p>Caselets on Organisational Culture & Change Management</p>	<ol style="list-style-type: none"> 1. To explain determinants of Organisational Behaviour at Organisational Level. 2. To identify the factors that create and sustain Organisation's Culture. 3. To identify and manage the forces that act as stimulants to change.
5	Project/ Tutorial	<p>Students can prepare project on any topic which they have learnt under this subject.</p>	<ol style="list-style-type: none"> 1. To develop better understanding of theoretical concepts by undergoing the project.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1 (10 hrs)	3. Presentations. 4. Group Discussion on Models of OB.	----	3. Describes importance of Organisational Behaviour. 4. Better understanding of Models of Organisational Behaviour.
Unit 2 (14 hrs)	2. Role Play on different types of Personality. 3. Debate/ Group discussion on Motivation (Monetary Motivation v/s Non-Monetary Motivation). 4. Caselets solution sessions and discussion on same.	----	1. Describes determinants of Organisational Behaviour at Individual Level. 2. Develop the knowledge & ability of the students about the concepts of Personality, Motivation, Value & Attitude. 3. Development of Problem-solving and decision making skills of students.
Unit 3 (14 hrs)	4. Role Play on Stages in Group Formation & Group Cohesiveness. 5. Role Play on Conflict Management. 6. Debate/ Group Discussion on Leader v/s Manager. 7. Caselets solution sessions and discussion on same.	----	4. Describes determinants of Organisational Behaviour at Group Level. 5. Develop the knowledge & ability of the students with respect to the concepts of Group Dynamics, Conflict Management & Leadership. 6. Development of Problem solving and decision making skills.
Unit 4 (10 hrs)	5. Role Play on Resistance to Change. 6. Caselets solution sessions and discussion on same.	----	4. Describes determinants of Organisational Behaviour at Organisational Level. 5. Develop the knowledge & ability of the students about the concepts of Organisational Culture & Change. 6. Development of Problem solving and decision making skills.

Exposure	1. Preparation of Google Form for Questionnaire of Project, Collection of data and Submission of Project. 2. Power Point Presentation.	Project evaluation of the students on the basis of Project Submission & Presentation of Project	1. Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.
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Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Role Play, Debate/ Group Discussion Activities.	30	25% MCQ 35% short notes 40% long answers
II	1. Role Play, Debate/ Group Discussion Activities. 2. Caselet Solution & Discussion		
III	1. Role Play, Debate/ Group Discussion Activities. 2. Caselet Solution & Discussion.		
IV	1. Role Play. 2. Caselet Solution & Discussion		
Project	1. Project Submission. 2. Presentation.		
Total –		50	

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House	Mumbai
2	Organisational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson Education, Inc	New Delhi
3	Organisational Behaviour	S. S. Khanna	S. Chand & Company Ltd.	New Delhi
4	Organisational Behaviour: Text & Cases	Suja R, Nair	Himalaya Publishing House	Mumbai
5	Organisational Behaviour	Jit S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Legal Aspects in Human Resources DSE - C 306 (HRM)
Course Code: DSE - C 306 (HRM)
Credits: 2+2=4

Depth of the course- Functional Knowledge

Course Objectives:

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Employer, employee, Rights of an employee at work place. HR Policy- Meaning and its importance. Legal issues related to HR in the Organisation	<ol style="list-style-type: none"> 1. To study and explain rights of employees at work place. 2. To understand the legal issues related to HR in an organisation.
2	Wage & Salary Administration and The Workmen's Compensation Act, 1923	Wage & Salary Administration- Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels The Workmen's Compensation Act,1923- Introduction,Main Features of the Act, Definitions, Provisions under the Act.	<ol style="list-style-type: none"> 1. To understand the basic concepts of Wage & Salary Administration. 2. To understand the Applications of The Workmen's Compensation Act, 1923.
3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention,	The Payment of Gratuity Act,1972 Introduction, Scope and Application, Definitions and Provisions under this Act.	<ol style="list-style-type: none"> 1. To gain knowledge & Applications of The Payment of Gratuity Act,1972 2. To understand the Applications of Sexual Harassment of Women at

	Prohibition and Redressal) Act 2013	Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013 Introduction, Main Features of the Act, Provisions, Vishaka Guidelines	Workplace (Prevention , Prohibition And Redressal) Act 2013
4	Business Exposure in HR		<ol style="list-style-type: none"> 1. To introduce the students to the general HR practices in the organisation. 2. To enhance the awareness of the students towards different Acts and its application.

Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project in Legal Aspects 2 Credits	Expected Outcome
Unit 1 (6 hrs)	1. Presentations	<ol style="list-style-type: none"> 1. Students are required to visit and collect data from HR department of any small/ medium or large scale industry individually or in groups and study HR policies, Legal issues, calculations of Wage Differentials. 2. Students can visit regional gratuity office to understand its functioning. 	<ol style="list-style-type: none"> 1. Better understanding of the rights of employees at workplace. 2. Describes understanding of the legal issues related to HR in organisation.
Unit 2 (12 hrs)	<ol style="list-style-type: none"> 1. Exercise on Wage Differentials 2. Caselets solution sessions and discussion on same. 3. Group Discussion on The Workmen's Compensation Act,1923 		<ol style="list-style-type: none"> 1. Develop the knowledge & ability of the students about the concepts Wage & Salary Administration. 2. Better understanding of Workmen's Compensation Act,1923.

Unit 3 (12 hrs) & Project work	1. Exercise on Calculation of Gratuity. 2. Caselets solution sessions and discussion on same. 3. Role play on Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013	3. Students are required to prepare Project on collected data. Note – Colleges can change the topics for projects as per the requirements of the course.	1. Better understanding of The Payment of Gratuity Act,1972 2. Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013
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Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	-- Project 30 marks & Viva 20 marks	25% MCQ 35% short notes 40% long answers (50 marks)
Unit – II		
Unit – III		
Project VIVA		--
Total –	50 marks	50 marks

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Labour & Industrial Laws	S.N.Mishra	Central law publication	Allahabad
2	Industrial and Labour Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co. (P) LTD.	New Delhi
3	Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013	-	Professional book publishers	Delhi
4	Labour and Industrial laws	H L Kumar	Universal Publication	Delhi
5	Labour and Industrial laws	P.K. Padhi	PHI learning Private Ltd	Delhi

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Discipline Specific Electives (DSE- D- SM)
Fundamentals of Services Management

Course Code: D-305 SM

Credits: 3+1=4

Depth of the Course: Basics and Overall Perspective of Service Management

Course Objectives:

1. To introduce services as a Business Function.
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
I	Understanding Various Aspects of Services	Introduction to services: Concept, Scope, Classification & characteristics of services, Service as key differentiator for manufacturing industries. Functions of Service Management. Changing dynamics & challenges of service sector. Growth in service sector :- Importance, Growth & Development of service sector in India.	Purpose: - -To understand the basic concept of services. -To highlight upon new revolution in services. -To understand recent trends & new developments in Service Sector. Skills to be developed: -Positive approach towards service sector, Identifying opportunities in services.
II	Service Mix Elements- Introduction	Product: - The service products, Service Product Life-Cycle and its Strategies. Place: -Managing Distribution Channels in Service Industry, Factors affecting	Purpose: - - To understand various elements of service mix. - To gain practical knowledge of various tools of sales promotion in service sector. - Understanding of difference between products and service sector.

		<p>choice of channel, Strategies for distribution.</p> <p>Promotion: - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.</p> <p>Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy.</p>	<p>Skills to be developed: - Professionalism in the area of services.</p>
III	Service Environment	<p>Micro & Macro Service Environment: PESTEL Analysis of Service Sector, Six Market Model.</p> <p>Market Analysis & Segmentation: - Planning process, Rethinking the customer service function, Focusing & positioning target customers.</p> <p>Service Design:- Introduction , Building a service blueprint and its benefits.</p>	<p>Purpose: -</p> <ul style="list-style-type: none"> - To learn various models of service market analysis. - To understand the service environment. <p>Skills to be developed: -</p> <ul style="list-style-type: none"> - Developing Analytical ability for proper market analysis. - Innovation & creativity.
IV	Research in Service Industry	<ul style="list-style-type: none"> - Environmental changes leading to service boom. - Impact of globalisation on service Sector: An Overview - New Economic policy & its impact on service sector. - Preparation of small report based on service market analysis. 	<p>Purpose: -</p> <ul style="list-style-type: none"> -Overview of changing dynamics & challenges of service sector. - To gain knowledge of New economic policy & its impact on service sector. <p>Skills to be developed: -</p> <p>Enhancement of service leadership skills through practical learning.</p>

Teaching Methodology: (Pedagogy for Course Delivery): -

Teaching Hours	Innovative Methods to be used	Practical for 1 credit	Expected outcome
12	Interactive Sessions followed by feedback, You Tube Videos for better understanding.	Preparing small reports on field visit experience as assigned by subject faculty	Learning will be more practical based on theory, thereby aid students in better understanding.
12	Visits to various service oriented units(organisations) to gain practical knowledge w.r.t service elements and its effective implementation.	Asking students to prepare report on any of the service organisation of their own choice w.r.t Service elements.	Development of interest in service sector and implementation of various concepts in practice.
12	Preparation of PPT and Use of PPT based on field work for service Market analysis by Using different models like PESTEL, Six Market Model etc.	Assigning students with tasks based on current situation and its impact on service sector.	Ability to collect relevant data and its analysis and interpretation.
12	Arranging Sessions of experts from service industry (Guest lecture series)	Maintaining record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. service operations and its management.

Evaluation: -Internal (30+20=50) and External – 50 Marks

Subject : Service Management (305)	Internal Evaluation	External Evaluation
Unit – I	Various aspects like assignment, presentation, GD etc. as decided by college authorities(30 marks)	25% MCQ 35% Short Notes 40% Long Answers
Unit – II	Class tests , PPT	
Unit – III	Notes preparation	
Unit – IV	Field visit / project report for 20 marks	
4	30+20=50 marks	50 marks

Suggested References: -

Sr.No	Title Of the Book	Author/s	Publication	Place
1.	Service Marketing Operations & Management	Vinnie J. Juhari, Kirti Dutta	Oxford University Press	Delhi
2.	Service Marketing Management: An Indian Perspective	Dr. B. Balaji	S. Chand & Co.	Delhi
3.	Service Management: Strategy & Leadership in Service business	Richard Normann	Wiley & Sons,Ltd	NewYork
4.	Service Management: The New Paradigm in Retailing	Jay Kandmpully	Springer	New York

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Principles & Functions of Services Management- DSE - D-306 SM
Course code DSE - D-306 SM
Credits: 2+2=4

Depth of the Course: Understanding Core Aspects of Service Management

Course Objectives:

1. To recognise & understand different types of service based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
I	Understanding Consumer/Customer Behaviour	Customer expectation , strategies for managing customer expectation, 4C's of customer service mix. -Creating the right service philosophy: - Customer service pre & post transaction elements, Meeting the service challenges. -Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight. -Managing demand & supply of services: - Managing demand, Patterns & determinants of demand, Strategies of managing demand, waiting line strategies.	Purpose -: - -Learning & understanding the concept of customer satisfaction. -Understanding efficient management of demand & supply of services. Skills to be developed: - -Development of Behavioural Skills. - Management Skills such as facing Risk, challenges, etc.
II	ITES Introduction	-Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage	Purpose: - - Learning significance of ITES.

		outsourcing, types & stages of outsourcing, global trends in outsourcing & role of India in outsourcing. -KPO/BPO :- Introduction, significance, third party service providers, future of KPO/BPO, challenges faced.	-Understanding the working & challenges faced by KPO/BPO. - Availing opportunities available in outsourcing. Skills to be developed: - -Adaptability to New /Recent trends and Flexibility.
III	Delivering Quality Services and Value Process	-Service based components of quality, perceived quality, Implementing TQM in service sector & its effect. -Service performance failure – concept of service failure & recovery, customer response to service failure & recovery, service recovery following customer complaints, solving problems & preventing recurrence. Creating service value and defining its benefits. - Service Value Chain: Introduction, significance. -Case studies related to service value chain in Banking & Insurance, Hospital & Health Care, Travel & Tourism, Hotel& Catering.	Purpose: - -To understand the importance of quality in service chain. -To learn the concept of service failure & techniques of recovery from it. Skills to be developed: - - Development of service providing abilities and skills. Purpose: - -Learning various service providing sectors through case study. -Understanding key factors for success & failure of service sectors. Skills to be developed: - -Problem Solving Ability, Case study analysis.
IV	Business Exposure in services		To help students understand the core aspects of service management with reference to different service industries.

Teaching Methodology: -

Teaching and Project Hours	Innovative Methods to be used	Business Exposure for 2 credits (50 Marks)	Expected outcome
6	Interactive Sessions followed by feedback, You Tube Videos for better understanding.	Visit to Five different Service sector organisations as mentioned in syllabus is mandatory.	Learning will be more practical based on theory, thereby aid students in better understanding.
12	Visits to various service oriented units (organisations) to gain practical knowledge w.r.t service elements and its effective implementation.	Preparing reports by selecting different service sector organisations based on visits in consultation with subject expert.	Development of interest in service sector and implementation of various concepts in practice.
12	Use of PPT Use of Microsoft word and Excel for project preparation	Students are required to prepare consolidated report of all five visits and appear for viva-voce.	Ability to collect relevant data and its analysis and interpretation.
(2 credits)	Arranging Sessions of experts from service industry (Guest lecture series)	Maintaining record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. service operations and its management.

Evaluation: - Internal 50 and External 50

Subject : Service Management (306)	Internal Evaluation	External Evaluation 50 marks Paper
Unit – I	Exposure Report and Viva-Voce (50 marks)	(Based on Theory) 25% MCQ or Objective type, 35% short notes ,40% long answers
Unit – II	-Project report 30 marks and Viva 20marks and total 50 marks	
Unit – III		
Unit – IV		
Total = 4 credits	50 Marks	50 Marks

Suggested References: -

Sr. No.	Title Of the Book	Author/s	Publication	Place
1.	I) Competitive Advantage	Porter,Michael E.	The Free Press	New York
	ii) Service Marketing and Management	Dr. B. Balaji	S. Chand & Co.	Delhi
	iii) Service Sector Management: An Indian Perspective	C.Bhattacharjee	Google Book library	Online source
2.	i)Management of Service Organisations	SassersR..P.	Allyn and Bacon	Boston
3	ii) Service Marketing	Hellen	W.Macmilan India Ltd.	New Delhi

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Course Title: Agriculture and Indian Economy- DSE - E 305 ABM
Course Code DSE – DSE - E 305 ABM
Credits: 3+1=4

Depth of the Course: Functional Knowledge about Indian Agriculture and rural India

Course Objectives-

- 1.To understand importance of agriculture in Indian economy.
- 2.To impart knowledge in the field of agriculture marketing.
- 3.To understand various problems and prospects Indian agriculture.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
I	Agriculture and economic Development	1.1 Importance and role of Agriculture in Indian economy 1.2 Green revolution 1.3 Interdependence between agriculture and industry. 1.4 Trends in agriculture production and productivity.	For the rural development and industrialization which helps to maximize the production and also essential to economic progress.
II	Agricultural Credit	2.1 Co-Operative credit system; NANBARD 2.2 Role of commercial bank, Self-Help Group- meaning and Impact 2.3 Agriculture Finance 2.4 Agricultural credit: Challenges, Opportunities, Strategies,	To know the functioning of NABARD and micro-credit institutions for augmenting flow of credit to self-employed and rural sector.

III	Agricultural Marketing and Prices	3.1 Agricultural Market, Marketing policy 3.2 Regulated market, Marketing channels 3.3 Behaviour of agricultural prices 3.4 Objectives of agricultural price policy.	<p>To achieve a correct balance between the demand and supply of money.</p> <p>Candidate should know the structure and objectives of regulated market.</p>
IV	Agricultural Growth in India	4.1 Recent trends in agricultural growth in India. 4.2 Inter-regional variations in growth of output and productivity 4.3 Cropping Pattern shifts 4.4 Problems and prospects of Indian agriculture. 4.5 International trade in agricultural commodities.	<p>For the liberalized agro-industries policy with maintain sustained growth in productivity and gainful employment.</p> <p>To know the problems of Indian agriculture to accelerate the future growth and prospectus of economy.</p> <p>To know the issues related to import and exports of agriculture commodities.</p>

Teaching Methodology-

Teaching Hours Theory +Tutorials/Project Practical	Innovation methods	Tutorials For 1 Credit	Expected outcome
4 credit Unit 1 – 12 hours Unit 2 – 11 hours Unit 3 – 12 hours Unit 4 – 13 hours	<ul style="list-style-type: none"> • Discussion method • Guest lecture method • Workshop/Seminar • Website visits • Preparing Charts on agri development in India and comparison within the state 	Students can collect information on <ul style="list-style-type: none"> • Tutorial on Green Revolution • Study of local agricultural market. And conducting surveys on Difficulties faced by the farmers, supply chain management, shortage and surplus of Farm products • Data Collection on behaviour of agricultural prices 	<ul style="list-style-type: none"> • Concept clarity regarding Agriculture and Indian Economy • Easy understanding of interdependence between industry and agriculture

Evaluation

Topics	Internal evaluation 30+20 = 50	External evaluation 50 marks	Suggested add on course
UNIT 1	<ul style="list-style-type: none"> • Assignment • Practical survey of agricultural market • Oral expression of agricultural development in India 	25% MCQ 35% short notes 40% long answers (50 marks) --	<ul style="list-style-type: none"> • Certificate course on Indian Agricultural Developments • Certificate course on Agricultural Management
UNIT 2			
UNIT 3			

UNIT 4	<ul style="list-style-type: none"> • Oral presentation by using (charts/Placards/Newspaper cutting/colourful images) • Group presentation on agri based Indian economy 		<ul style="list-style-type: none"> • Agriculture income and Indian economy.
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Suggested references:

Sr.No.	Title of the Book	Author	Publication	Place
1	Agricultural Economics	Bilgrami S.A.	Himalaya Publishing House	Delhi
2	Indian Economy	Dhingra, I.C	Sultan Chand	Delhi
3	Indian Agricultural Development since Independence	Dantwala M.L. et.al	Oxford & IBH	New Delhi
4	Trade Liberalization and Indian Agriculture	Gulati A. and t. Kelly	Oxford University Press	New Delhi
5	Agriculture Price Policy in India	Kahlon A. S. and Tyagi D. S.	Allied Publisher	New Delhi
6	Agricultural growth, Rural poverty and Environmental Degradation in India	Rao C.H.Hanmantha	Oxford University press	New Delhi
7	Banking Reforms and Agricultural Finance in India	Akhtar S.M.andSidhiqi N.A.,	-	-
8	Reserve Bank of India-Hand book of statistics on Indian economy			

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Rural Development: Principles and Practice DSE - E 306 (ABM)
Course Code DSE - E 306 (ABM)
Credits: 2+2=4

Depth of the course: Functional Knowledge about rural development

Course Objectives:

1. To develop appropriate attitude and values required of a rural manager.
2. To develop conceptual and exploratory skills to work for rural development

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basic elements of Rural Development	Meaning of Rural Development, Need for Rural and its importance. Features of Rural Economy. Size and Structure of Rural Economy, Rural versus Urban development, Growth versus Development. Rural Poverty and Rural Income.	<ol style="list-style-type: none"> 1. To study and explain various concepts of Rural Development 2. To understand sectoral Development of rural India
2	Rural Development Policies in India	Need for Rural Development Policy, Goals of Rural Development Policy. Characteristics of Growth and equality orientation Program, Poverty and Unemployment eradication programs. Cooperative Sector and Rural Development, Features of Co-operative Sector and advantages and limitations of Co-operative Sector.	<ol style="list-style-type: none"> 1. To understand the basic rural developmental policies in India. 2. To understand the various programs of rural Development and initiatives taken the Government.
3	Role of Agriculture and Sustainable development.	Role of Agricultural and Non-Agricultural sector in rural development. Impact of globalization on rural development. Need, Advantages and limitations of globalization	<ol style="list-style-type: none"> 1. To develop the insights for equal development and opportunities 2. To understand the linkages and dependency on each other.

		Sustainable development - Various initiatives taken by Government for agriculture and industry linkages, rural and urban linkages, advantages and effects, Challenges and opportunities for linkages. Initiatives for rural sustainable development. Gandhian Model of Rural Development	
4	Business Exposure in Agri Business Management		

Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project for 2 credits Project and Viva for 50 marks	Expected Outcome
Unit 1 (6 hrs)	1. Presentations	1. Students are required to visit and collect data on various aspects of rural development. 2. Visit to nearby villages and identify problems faced by them. 3. Collecting data about various Government initiatives and creating awareness in rural areas. 4. This course requires the students to read a number of syllabus related articles, both old and recent. 5. Visit and interview an Agri-exporter to understand the opportunities in Agri-business	1. Better understanding to need for rural development. 2. Describes need for equal distribution of resources. .
Unit 2 (12 hrs)	1. Exercise on Differentiating aspects 2. Discussion on same. 3. Group Discussion on Government initiatives.		1. Develop the knowledge & ability of the students about the concept mentioned in the syllabus.
Unit 3 (12 hrs)	1.Charts will be prepared on Global agri development. 2.Case lets solution sessions and discussion on same.		Importance of sustainable agriculture and Learning agricultural ecosystem
Business Exposure			1. Project outcome Better understanding of theoretical concepts by visit of students in agri- product Industries. Agri-export Houses.

			2. To expose students while engaging in experiential learning to internalize rural environment institutions and initiatives
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Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	--	25% MCQ 35% short notes 40% long answers (50 marks)
Unit – II	--	
Unit – III	--	
Project VIVA	Project 30 marks VIVA 20 marks	--
Total –	50 marks	50 marks

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Agricultural Economics,	.Bilgrami S.A.R.	Himalaya Publishing House, (1996)	Delhi.
2	“Indian Economy”	Dhingra,I.C	sultan chan.	Delhi
3	Agricultural growth, Rural poverty and Environmental Degradation in India	Rao C.H.Hanmantha (1975)	Oxford University press ,	New Delhi
4	Agriculture Price Policy in India ,	Kahlon A. S. and Tyagi D. S.((1983)	Allied Publisher	New Delhi
5	Trade Liberalization and Indian Agriculture,	Gulati A. and t. Kelly(1999)	Oxford University Press ,	New Delhi
6.	Rural Development: Principles, Policies and Management	Katar Singh	Publication Year: 2009 DOI: http://dx.doi.org/10.4135/9788132108399	Online Book

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Subject: Entrepreneurship and Small Business Management- GC-401
Course Code – 401
Credits – 3

Depth of the Course: Basic and functional knowledge of entrepreneurship and small business management

Course Objectives:

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Entrepreneurial Perspective	<ul style="list-style-type: none">• Concept of Entrepreneur, Manager, Intrapreneur• Entrepreneur and Entrepreneurship• Meaning, Definition, Evolution.• Types of Entrepreneurs, Qualities and Functions of Entrepreneur.• Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors.• Role of Entrepreneur in growth and development of the small business.• Problem of Unemployment and Importance of wealth creation.	<p>Purpose :-</p> <ul style="list-style-type: none">• Learning & understanding the concept of Entrepreneur and process of Entrepreneurship.• Highlighting the role of entrepreneurs in growth and development.• Understanding importance of Entrepreneurial as career <p>Skills to be developed :-</p> <ul style="list-style-type: none">• Inculcating Entrepreneurial skills and abilities.-

2	Business Opportunity Identification	<ul style="list-style-type: none"> • -Definition of business, industry & commerce and their interrelationship in today's environment. • Opportunity Search: • Divergent Thinking Mode: Meaning Objectives • Tools and Techniques: Environmental scanning for business opportunity Identification. • Opportunity Selection: • Convergent Thinking Mode: Meaning, Objectives ,Tools And Techniques: Market Survey 	<p>Purpose :-</p> <ul style="list-style-type: none"> • Environmental Scanning for identification of Business opportunities. • Learning various tools and techniques of opportunity search and its appropriate selection. <p>Skills to be developed :-</p> <ul style="list-style-type: none"> • Development of Divergent and Convergent thinking abilities.
3	Management of MSMEs and Sick Enterprises :	<ul style="list-style-type: none"> • Meaning, Objectives and Functions of MSMEs • Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. - Financial Assistance for Small • Enterprise: Institutional: • a)Bank Loan • b) Angel Funding c) Venture Funding • d) Self Employment Schemes of Government of Maharashtra. • e) Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi UdyamiMitraYojana (RUGMY) • f) Prime Minister Employment Generation Programme (PMEGP). 	<p>Purpose :-</p> <ul style="list-style-type: none"> • To understand the concept of MSME and its challenges. • Creating awareness about financial assistance of various institutions <p>Skills to be developed :-</p> <ul style="list-style-type: none"> • Learning about fund raising for small businesses. • Knowledge about self-employment schemes. • Development of practical approach towards new businesses.
4	Study of Women-founded Start-ups in India and Entrepreneurs' biography	<ul style="list-style-type: none"> • -UpasanaTaku, Anisha Singh, Sabina Chopra. • Azim H. Premji, Ratan Tata, DR. Shiva Nadar. 	<p>Purpose :-</p> <ul style="list-style-type: none"> • Understanding key factors for success & failure <p>Skills to be developed :-</p> <ul style="list-style-type: none"> • Problem Solving Ability • Qualities/Skills can be acquired from these business leaders to become successful.

Teaching Methodology (Pedagogy for Course Delivery) :-

Teaching Hours	Innovative Methods to be used	Expected outcome
Unit 1 -12 Hours	Interactive Sessions followed by feedback, Role Play for various types of entrepreneur.	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.
Unit 2 -12 Hours	Group Discussion and Brain Storming sessions for generation of innovative ideas. Theory lectures for conceptual understanding.	Development of interest and positive approach towards entrepreneurship and new start ups.
Unit 3 -12 Hours	Use of PPT for better understanding of various financial institutions and Schemes	Ability to collect relevant data and its analysis and interpretation.
Unit 4 -12 Hours	Arranging Sessions of experts from service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.

Evaluation :- Internal Marks 30

Subject :	Internal Evaluation	External Evaluation
Unit – I	Evaluation of the students on the basis of various criteria of assessment as prescribed by college	70 Marks Final Examination based on pattern of question papers as prescribed by SPPU.
Unit – II		
Unit – III		
Unit – IV		
Total =4	30 Marks	70 Marks

Suggested References :-

Sr. No	Title Of the Book	Author/s	Publication	Place
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Delhi
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Entrepreneurship and Small Business Management
Course Code - 401

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Production and Operation Management- 402 GC
Course Code -402 GC
Credits - 3

Depth of Course: Reasonable Working knowledge.

Course Objectives:

1. To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	<ul style="list-style-type: none"> • Introduction to Production and Operation Management – Meaning, Nature, Scope, • Objectives, Importance, Functions of Production and Operation Management, • Variety of business, Methods of manufacturing, Plant layout, Service layout, • Safety considerations and environmental aspects. 	<ul style="list-style-type: none"> • To understand the basic concept of Production and Operation Management and various methods of manufacturing. • To understand the different layout and safety considerations used for production management.
2	Production Design, Planning , Control	<ul style="list-style-type: none"> • Production Design: Meaning, Objectives, product policy, Techniques of product development. • Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up. • Production Control –Meaning, Objectives, Factors affecting production control. • Caselets on design, planning and control. 	<ul style="list-style-type: none"> • To make the students understand how product developed, planned and controlled in manufacturing.

3	Productivity and Ergonomics	<ul style="list-style-type: none"> • Productivity and Quality Control- Meaning, Definition, Importance, • Measurement techniques, Quality control, Quality circles, TQM. • Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device. 	<ul style="list-style-type: none"> • To understand the concept of productivity and quality management. • To provide knowledge to the students regarding Ergonomics and safety measures.
4	Maintenance Management	<ul style="list-style-type: none"> • Maintenance Management : Introduction , Meaning, Types, • Planning, Scheduling, Techniques. • Modern Scientific maintenance methods , • Automation and computer integrated manufacturing. 	<ul style="list-style-type: none"> • To make the students aware about Changing Environment, Production and operation maintenance methods.

Teaching Methodology

Teaching Hours Theory	Innovative methods to be used	Expected Outcome
Unit 1 - 12 Hours	Interactive teaching methods to be adopted. Role-Play.	1. Describe the basic concept of production and operation management. 2. Understanding the manufacturing methods and various plant layouts used in industries.
Unit 2 - 12 Hours	Production Design , Planning and Control Caselets solution sessions and discussion on the same.	1. Understanding the importance of product design, production planning and Control. 2. Develop the Problem- solving and decision making skills.
Unit 3 - 12 Hours	Student Presentation. Caselets solution sessions and its discussion.	1. To understand the peoples efficiency in their working condition
Unit 4 - 12 Hours	Student Presentations.	1. Understand the Changing Environment, maintenance methods of production and operation .

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	2. Role Play.	30	25% MCQ 35% short notes 40% long answers
II	3. Caselet Solution & Discussion		
III	3. Students Presentation. 4. Caselet Solution & Discussion.		
IV	1.Presentation		
Total –		30 Marks	70 Marks

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House	New Delhi
2	Production and Operation Management	Chase	Irwin Professional Publishing	U. S.
3	Production and Operation Management (With skill development- caselets and cases)	N.Suresh	Newage International publication	New Delhi
4	Operation Management	B.Mahadevan	Pearson Education India	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Production Operations Management
Course Code - 402

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Decision Making and Risk Management- 403 GC
Course Code – 403 GC
Credits – 3

Depth of the Course: Functional Working Knowledge

Course Objectives:

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. Find the best alternative in a decision with multiple objectives and uncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision making system.
5. Develop a risk management process.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Decision making and Risk Management	<ul style="list-style-type: none">• Decision Making and Risk Management – Introduction, Concept, Problem definition and framing.• Rational Models of decision making, Other models - Myers Briggs, Bounded Rationality model, Retrospective decision model, OODA Loop Model, Ladder of Inference etc.	<ul style="list-style-type: none">• To understand the role and scope of Decision making and Risk management in organisations.

		<ul style="list-style-type: none"> • Types of Decisions, Steps in Decision making process, Creative decision making process. • Why rational models fail ?, Traps and cognitive barriers that lead to sub-optimal decisions 	
2	Decision making Tools and Models	<ul style="list-style-type: none"> • Decision Making - Groupthink versus the wisdom of crowds, Avoiding decision-making traps. • Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis. • EQ (Emotional Intelligence) versus IQ as essential decision making traits to manage risks • Dealing with conflict and Risk - Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision making leadership and brain chemistry • Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept. <p>Decision Models in strategic management, Decision making systems.</p>	<ul style="list-style-type: none"> • To understand the importance of Decision making tools and models in business.
3	Role of Decision Making and leadership	<ul style="list-style-type: none"> • Definitions of leadership and followership, Motivational theory; common motives of leaders and followers. • Identifying resources that affect your power and influence; use and misuse of power, Role of competition and conflict in leadership roles. • Charisma, heroes, bullies and jerks – aspects to be considered in decision making and leadership. • Decision making and Leadership - Values as underpinnings of leadership. 	<ul style="list-style-type: none"> • To understand the role of leadership and its allied aspects while making decisions.

4	Organizational Values in Decision Making and Risk Management	<ul style="list-style-type: none"> • Importance of Team composition, Understanding your own value system and how it influences choices, political views, personal and organizational decisions • Organizational values –examples of values for well-known corporations. Importance of shared values in decision making and avoiding risks. • Vision statements as organizing templates for where organizations or individuals are aiming., Examples of individual and corporate vision statements • Developing and communicating your own view of what needs changing or what is possible to avoid risks. • Risk communication, Risk Sharing, Strategic and integral planning of projects, 	<ul style="list-style-type: none"> • To understand the role and importance of organizational values in Decision making and Risk Management
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Teaching Methodology

Teaching Hours Theory	Innovative Methods to be used/ AV Applications	Expected Outcome
Unit 1 - 12 Hours	Case Studies/ Videos/ Discussions on various models of Decision making and Risk management.	To understand the role and scope of Decision making and Risk management in organisations.
Unit 2 - 12 Hours	Case Studies/ Videos/ Discussions on Decision making tools and techniques.	To understand the importance of Decision making tools and models in business.
Unit 3 - 12 Hours	Case Studies/ Videos/ Discussions on Leadership tools and techniques.	To understand the role of leadership and its allied aspects while making decisions.

Unit 4 - 12 Hours	Case Studies/ Videos/Discussions on Organizational values and its importance in decision making and risk management.	To understand the role and importance of organizational values in Decision making and Risk Management
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Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Decision and Risk Analysis for Construction Management	Melvin W. Lifson, Edward F. Shaifer	John Wiley & Sons 1st.	U.S.
2	Credit appraisal, risk analysis and decision making	D.D. Mukherjee,	Snowwhite Publications 9 th Edition.	India
3	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward,	Wiley Publications.	Newyork
4	Process Systems Risk management	Ian Cameron, Raghu Raman	Elsevier Academics Press	
5	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill	New Delhi
6	Hand book of Environmental Risk Assessment and Management	Calow P	Blackwell Science Ltd	Oxford, UK

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Decision Making and Risk Management
Course Code - 403

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: International Business Management- 404 GC
Course Code – 404 GC
Credits – 3

Depth of the Course: Functional Working Knowledge

Course Objectives:

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze International trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
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1	Introduction to International Business	<ul style="list-style-type: none"> • Meaning, Nature and Scope of International Business • Globalization – Effects on Economy, Advantages and Challenges • International Trade Theories and its applications – Reasons for international trade Ricardo’s Theory, Hecksher Ohlin Theory, Michael Porter’s Diamond model. 	<ul style="list-style-type: none"> • Understand the Role and Scope of International Business. • Understand the concepts and role of International trade theories.
2	International Business Environment	<ul style="list-style-type: none"> • International Corporations – Meaning, Scope and Nature • Role and Importance of Multi National Corporations in International Business. • Foreign Direct Investment – Meaning, Concept, Importance. • Legal Aspects of FDI from Indian Context. • Cultural and Demographic Environment – Meaning and Importance in International Business 	<ul style="list-style-type: none"> • Role of International Business and its importance at National and International Level. • International Business study in Business Environment.
3	International Finance	<ul style="list-style-type: none"> • Meaning of Exchange Rate • Determination of exchange rate – Fixed, flexible and managed. • Concept of Spot Rate, Forward rate and Futures • Balance of Trade and Balance of Payments – Introduction, Concept and Importance. • Documentation in International Trade and EXIM Finance. • Financing Techniques and Export Promotion Schemes • World Bank and International Monetary Fund – Objectives and Functions 	<ul style="list-style-type: none"> • Understanding terms of trade in the International Market. • Understanding various Finance and Trade techniques at International level. • Understand the Global Finance Institutions functioning.
4	International Economic Zones and Foreign Trade	<ul style="list-style-type: none"> • World Trade Organization (WTO) – Evolution and Functions • Regional Trading Agreements, India and Trade Agreements, Regional Integration. • Global Sourcing – Introduction, Concept, Challenges, 	<ul style="list-style-type: none"> • Understand the functions of International Organizations. • Understand the opportunities and risks for India with respect to financial globalization.

		<p>Advantages (Indian Context)</p> <ul style="list-style-type: none"> • Composition and Direction of India's Foreign Trade since 2000. • Case Studies in International Business with reference to Indian Economy on – <ul style="list-style-type: none"> ➤ International Marketing ➤ International Finance ➤ International Human Resource Management ➤ International Strategic Management ➤ Ethics in International Business 	<ul style="list-style-type: none"> • Understand the world economy and factors affecting it through Case Studies.
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Teaching Methodology

Teaching Hours Theory	Innovative Methods to be used/ AV Applications	Expected Outcome
Unit 1 - 12 Hours	Films/Videos of International trade/ Business practices adopted by different countries. Videos on financial ministers of different countries explaining the International trade scenario	To understand the basics of International Business concept and its role.
Unit 2 - 12 Hours	Films/Videos on International Trade theories and its importance. Case Studies on various International trade theories and its impact.	To understand the various International trade theories' use and experiments on the world trade.
Unit 3 - 12 Hours	Case Studies on International trade and its concept. Case studies on MNC's and Foreign Direct Investment Policies. Case studies/Videos on the importance of balance of payments and	To understand the International trade concepts and various key concepts affecting the terms of trade. To understand how a country can gain through International trade practices.

	International money standards concept.	
	Case studies/videos on Cultures and Demographics of different countries.	
Unit 4 - 12 Hours	<p>Case Studies/ Quiz/ Discussion on policies adopted by International trade organizations.</p> <p>Case Study/Debate on Financial globalization and its impact.</p> <p>Films/videos/Case study/ Discussion on the 2008 world crisis/recession.</p> <p>Films/Videos on the India's Foreign Trade Policies.</p> <p>Case studies and discussions on free trade and protection policies.</p> <p>Case studies and discussions on Regional Trade Agreements.</p>	<p>Understand the concept of currency exchange rate in the International market.</p> <p>To understand the role and contribution of International trade organizations.</p> <p>Understand the concept of financial globalization and its benefits and adversities.</p> <p>To understand various free trade and protection policies implementation and its role.</p> <p>Understand the Regional Integration and Regional groups' concept in International trade.</p>

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	3. Role Play. MCQs ,Presentations	30	25% MCQ 35% short notes 40% long answers
II	4. Caselet Solution & Discussion		
III	5. Students Presentation. 6. Caselet Solution & Discussion.		
IV	1.Presentation		
Total –		30	70

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	International Economics –,	Francis Cherunilam	Tata McGrawHill.1999	New Delhi
2	International Economics –	Salvatore D.L.	Prentice Hall. 7th Edn.2001	U. S.
3	International Economics –	Sodersten Bo,	Macmillan Press Ltd.1981	New Delhi
4	International Economics	Dr. D. M. Mithani2000	Macmillan Press Ltd.1981	New Delhi
5	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006	New Delhi
6	International Business	K Aswathappa	Tata McGrawHill.1999	New Delhi

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Question paper Pattern 2019 for SY BBA
University Examination Sub: International Business Management
Course Code - 404

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks

		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Advertising and Promotion Management- DSE- 405 A-MM
Course Code - 405 A-MM
Credits – (3+1)=4

Depth of Course: Reasonable Working knowledge.

Course Objectives:

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.
3. To know about promotion management.

4. To understand the process of online advertising.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction and Advertising Effectiveness.	<ul style="list-style-type: none"> • Meanings, Definition, Functions, Criticism, Ethics, Social issues. • Strategic advertising decisions -advertising budget, advertising framework planning and organisation. • Advertising agency- Definition, functions, types structure. • Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness. 	<ul style="list-style-type: none"> • To understand the basic concept of advertising and social issues, ethics. • To understand how to measure the effectiveness of advertising.
2	Copy and medias decisions	<ul style="list-style-type: none"> • Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format. • Copy creations, pre-testing methods and measurements. • Media decisions – advertising media, media planning , media research , media selection . 	<ul style="list-style-type: none"> • To provide the knowledge regarding copy creations and media selection.
3	Promotion Management	<ul style="list-style-type: none"> • Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, Media technology used for promotions. • Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion. 	<ul style="list-style-type: none"> • To make the student aware about promotion techniques.
4	Online advertising	<ul style="list-style-type: none"> • Online advertising – pre-requisites of online advertising, Internet Advertising Today, purpose, types, advantages, social media advertising. 	<ul style="list-style-type: none"> • To cultivate the knowledge regarding online advertising and various types.

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Projects	Teaching Outcome
Unit 1 -10 Hours	Understanding concept of advertising and its effectiveness. Read, Watch and analyse the advertise effectiveness	A report on advertising policies used by any one company.	To learn the effectiveness of advertising on performance and profit.
Unit 2 -14 Hours	Case lets solutions and discussion on the same.	Make a PPT on different modes advertising layouts, components, layout format.	Understanding the copy creations, medias planning and media selection.
Unit 3 - 14 Hours	Students' presentation on sales promotion, techniques, caselets solution, group discussion.	A mini project on types promotion techniques	To understand the effectiveness of promotion.
Unit 4 - 10 Hours	Presentation and display on online advertising .discussion on the same.	Draw a flow chart of online advertising	To understand the advantages of online advertising.
And Tutorial -			

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	• Role Play.	30	25% MCQ 35% short notes 40% long answers
II	• Caselet Solution & Discussion		
III	• Students Presentation. • Caselet Solution & Discussion.		
IV	• Presentation and viva – 20	20	

Total –	50 Marks	50 Marks
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Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing management	Philip kotler , kellerjha-	Pearson education	New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill	New Delhi
3	Advertising Management	<u>Rajeev batra and davidaaker</u>	Pearson education	New Delhi
4	Sales Promotion	M.N.Mishra	Himalaya publishing house	New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and sandra, pearson	Pearson education	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Advertising and Promotion Management
Course Code – 405 A
Credit - 4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
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1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Digital Marketing- DSE 406 A- MM
Course Code – 406 A-MM
Credit –(2+ 2) = 4

Depth of the Course: Reasonable Knowledge and Insights in Digital Marketing.

Course Objectives:

1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.
3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.

Unit No	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Digital Marketing	<ul style="list-style-type: none">• Concept and meaning of Digital Marketing, Digital Marketing Process• Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility.• Concept of Engagement, Visitors Engagement, its importance and examples of engagement.• Bringing Targeted Traffic• Inbound and outbound marketing• Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process• Tools of Digital Marketing	<ul style="list-style-type: none">• To understand the role & Importance of Digital Marketing.• To learn how Digital Marketing impacts the Sales of an Organization• To understand the overall effect of Digital Marketing upon the sales of an Organization.• To develop digital strategy to influence consumer behaviour.
2	Digital Marketing Planning and Structure	<ul style="list-style-type: none">• Creating initial digital marketing plan, Target group analysis, Inbound vs Outbound Marketing,• Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.• WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow,• One Page Website, Strategic Design of Home Page, Optimization of Web sites, Design of WordPress web, SEO Optimization, Introduction to Web analytics, Web analytics – levels	<ul style="list-style-type: none">• To develop the conceptual insights for Digital Marketing.• To develop the right understanding of the situations as they are influenced under Digital Marketing.

3	Social Media Marketing	<ul style="list-style-type: none"> • Introduction of Social Media Marketing, Procedure and Fundamentals of – • Facebook Marketing, • Google AdWords, YouTube Marketing, • Email Marketing - Content Writing 	<ul style="list-style-type: none"> • To understand the role of Facebook, Google Ad words, YouTube and Email in digital marketing. • To understand the importance of Digital Platforms & its impact upon the performance of the organizations in complex & varied environment.
4	Computer Laboratory Work	<p>Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. (UI and UX)</p> <p>PPC Advertising With Google Ad-words</p> <p>Create Search Campaigns</p> <p>Creating Display Campaign</p> <p>Optimising Display Campaign</p> <p>Remarketing Google Ad-words</p> <p>Social Media Marketing like</p> <ul style="list-style-type: none"> • Creating Search Engine Campaign Ads • Creating Display Campaign • Optimising Display Campaign • Creating Facebook Advertising Campaign and other social media campaign • Create Remarketing Campaign • PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience • Use of Marketing Communication tools effectively • Prepare the MARCOM strategy 	<ul style="list-style-type: none"> • To have the hands on the designing of website and use of it • To know the optimum use of various social media platforms.

Teaching Methodology :

Teaching Hours Theory + Project	Innovative methods to be used		Expected Outcome
Unit I –10 Hours	Group wise presentation to understand Digital Marketing concept.	Individual Assignments to practice the basic concepts in Digital Marketing.	To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges.
Unit II–14 Hours	Case Study based session in which strategies are adopted by organizations.	Inviting Suggestions through an effective strategy to organizations based upon the analysis of the Case Study.	To help students develop an understanding towards Digital Strategy building & its effectiveness.
Unit III–14 Hours	Group discussion amongst the students for developing innovative Digital sales strategy to be followed by organizations in digital era.	Discussion & Analysis of success or failure factors behind the strategies implemented digitally.	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit IV-10 Hours		Designing digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.	To use the digital tools effectively for marketing
Computer training Project		Anyone of the above	

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I		25% MCQ 35% short notes 40% long answers 25% MCQ	Basics & Tools of Digital Marketing.
Unit – II			
Unit – III			Hands on Web site creation, SEO, etc
Unit – IV	Practical Examination to be conducted in Computer Lab. Good combination of Oral+ Written Exam + Actual Practical Work can be conducted.		

Total –	50 Marks	50 Marks	
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Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Digital Branding	Daniel Rowles	Kogan Page	New Delhi/Mumbai
2	Digital Marketing	Dave Chaffey	Pearson	Pune/ Mumbai
3	Marketing 4.0	Philip Kotler/Herman Kartajaya	Pearson	Pune/ Mumbai
4	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page	Mumbai
5	Digital Marketing	Dave Chaffey/Fiona Ellis	Pearson	Mumbai
6	Social Media Marketing All-In-One for Dummies,	Jan Zimmerman and Deborah		

A 406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of that respective field.
- To understand various concepts and steps relating to designing of Computer Technologies and its applications in various fields.

Method of Conducting Practical Training.

Requirement – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business or actual life situations.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, which also includes mobile phones, display advertising, and any other digital medium. (UI and UX)

PPC Advertising With Google Adwords

Create Search Campaigns

Creating Display Campaign

Optimising Display Campaign

Remarketing Google Adwords

Social Media Marketing like

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign

- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Users Interfere and Users Experience
- Use of Marketing Communication tools effectively
- Prepare the MARCOM strategy

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Digital Marketing
Course Code – 406 A
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks

3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Course: Business Taxation- 405- B-FM
Course code 405 –B-FM
Credits: (3+1) = 4

Depth of the Course: Understanding Core Aspects of Business Taxation.

Course Objectives:

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.

4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
I	Introduction to Income Tax act 1961.	<ul style="list-style-type: none"> Income Tax Act -1961 (Meaning, Concepts and Definitions) History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961, Canons of Taxation, Objectives of Income Tax, Taxation structure in India, Concept and definitions- Income, Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee. Permanent Account Number (PAN)- Uses & Benefits. 	<ul style="list-style-type: none"> To understand the basic concepts of Income tax act. To know & study the tax structure of India. Understanding the historical background of Indian Income tax structure.
II	Heads of Income and computation of total income as per Income Tax 1961.	<p>Different heads of Income: -</p> <p>a) Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)</p> <p>b) Income from House Property: Basis of Chargeability- Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Basic Practical Cases).</p> <p>c) Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.</p> <p>d) Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Only Theory).</p>	<ul style="list-style-type: none"> To understand & study different heads of income under income tax act 1961. To know various exemptions & deductions under Income tax act 1961. To know the tax compliances of business & Individual person.

		e) Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.(only Theory).	
III	Computation of Total Taxable Income & Filing of Online ITR.	<ul style="list-style-type: none"> • Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year. • Form 26 AS- Uses • Various types of ITR, • Procedure to file various online ITRs. • Refund of Tax. 	<ul style="list-style-type: none"> • To understand the computation of total taxable income. • To know & understand the procedure of online ITR filing.
IV	Other important aspects of Income tax act 1961	<ul style="list-style-type: none"> • Tax deducted at source (TDS), (TDS section 192-194) • Tax Collection at Sources (TCS) • Advance payment of Tax, • Methods of payment of Tax, (Theory Only). 	<ul style="list-style-type: none"> • To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

Teaching Methodology: -

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Practical/tutorials	Expected outcome
Unit 1 -10 Hours	Interactive Sessions followed by feedback, You Tube Videos for better understanding of history of Indian Income tax structure.	Group discussion on tax structure of India can be conducted. Use of PAN & its benefits & applications can be discussed.	Learning will be more practical based on theory, thereby aid students in better understanding.

Unit 2 -14 Hours	Use of e-content to understand different forms of Income under income tax act 1961. Conceptual short videos can be given to the students for better understanding.	Short videos of different heads of income can be created. Practical assignments to be given to students, students may collect comprehensive data regarding all the heads of income, it can be studied in a group.	Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961.
Unit 3 - 14 Hours	Use of Income tax website/portal to show students all types of ITR utilities. Comprehensive list of exemptions U/S 80 can be prepared & be given to students for study.	Students are required to prepare consolidated ITR of all five heads of income. Students can take any assumption based example of having income from all the sources.	Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961.(as per the union budget of every financial year by Government of India).
Unit 4 - 10 Hours	Arranging Sessions of tax experts to understand various important concepts of Income tax act.	To understand various types of TDS & it's sub-sections, it can be divided among the group of students, their PPT presentations can be taken to make everyone understand.	Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.
Tutorial			

Evaluation: - Internal 50 and External 50

Subject : Business Tax	Internal Evaluation	External Evaluation 50 marks Paper
Unit – I	Internal Assessment 30 marks and Practical based Viva 20 marks total 50 marks	(Based on Theory & Practical) 50% Theory & 50% Practical Problems
Unit – II		
Unit – III		
Unit – IV		
	50 Marks	50 Marks

Notes: 1. Amendments made prior to commencement of every Academic Year in the above act should be considered.

2. Theory questions will carry 50% marks.

3. Problems will carry 50 % marks.

Suggested References: -

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Taxmann's Students' Guide to Income Tax.	Dr.Vinod K Singhania and Dr. Monica Singhania	Taxmann Publication.	New Delhi.
2	Practical Approach to Income Tax	GirishAhuja, Ravi Gupta	Wolters Kluwer India Private Limited	New Delhi.
3	Indian Income Tax Ac	H.C.Malhotra	SahityaBhavan Publication.	Mumbai.
4	Income Tax Laws	V K Singhannia,	Taxmann Publication.	New Delhi.
5	Direct Taxes	B. B. Lal, N. Vashisht.	I K International Publishing House Pvt. Ltd.	New Delhi.
6	Students Handbook on Taxation	T N Manoharan& G R Hari	Snow White	--
7	Direct Tax Laws and Practice	VinodSinghania	Taxmann Publication.	New Delhi.

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Business Taxation
Course Code – 405 B
Credit - 4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
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1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	5 Marks
2	Solve any 1 out of 2	Problem on income for salary with computation of tax liability	1*15 Marks	15 marks
3	Solve any 1 out of 2	Problem on house property with basic adjustment	1*10 Marks	10 Marks
4	Solve any 1 out of 2	Long answer question	1*10 Marks	10 Marks
4	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Financial Services. 406 B- FM
Course code: 406 B-FM
Credits: 4 = (2+2)

Depth of the Course: Fundamental knowledge of financial services.

Course Objectives:

1. To Study in detail financial services in India.
2. To study & Understand working of Indian financial system.
3. To make the students well acquainted regarding financial markets.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Indian Financial system: an overview	<ul style="list-style-type: none">• Introduction to Indian Financial System• Structure of Financial system- financial institutions, markets, financial instruments and financial services.• Overview of Indian Financial System• Financial intermediaries in Financial System- Merchant Bankers, underwriters, depositors, Brokers, Sub brokers, bankers.	<ul style="list-style-type: none">• To study & understand the basic concepts of Indian Financial system.• To take an overview of Financial structure of the nation.
2	Fundamental of Financial Markets	<ul style="list-style-type: none">• Primary Markets: Meaning, functions, Role in Economic Development.• Secondary markets: Meaning, functions, Role in Economic Development.• Issue & Management of IPOs• Role of stock Exchanges in economic development. BSE, NSE, OTCEI- Functions.• Money Market Instruments.• Difference between Money Market & Capital Market.	<ul style="list-style-type: none">• To understand the functioning of primary & secondary market.• To study the role of stock exchanges in India.
3	Financial Services in India and Derivatives &Commodity Market	<ul style="list-style-type: none">• Mutual Funds- Meaning, Types, Advantages and Disadvantages, Factors affecting investment in mutual fund. Mutual fund investment- Selection of best mutual funds.• Factoring- Meaning, types, advantages and disadvantages.	<ul style="list-style-type: none">• To Study & examine various financial services provided by various financial institutions in India

		<ul style="list-style-type: none"> • Venture Capital- meaning, importance, process. • Credit rating Agencies-Importance & Role. Derivatives- Meaning & Definition, Importance. • Future and Options- meaning, types, importance. • basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc. • Commodities, Multi Commodity Exchange of India Limited (MCX)- Functioning & Importance. • Exchange traded funds- Functioning & Importance. 	<ul style="list-style-type: none"> • Basic knowledge of derivatives & Commodity market.
4	Computer laboratory work	•	

Teaching Methodology

Teaching Hours Theory + Tutorials /Project/ Practical	Innovative methods to be used	/Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 10 Hours	PPT, Video, Group discussion,	<ul style="list-style-type: none"> • Guest lecture on Indian Financial system • PPT 	Understanding of Financial system of India.
Unit 2- 14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> • Visit to BSE OR NSE • Study of different types of Debt equity listed at stock market • Comparative study of IPO launched in last 5 years 	Understanding of the functioning of Financial markets of India.
Unit 3- 14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> • Different types of Mutual funds introduced in last 5 years • Study of mutual funds on the basis of risk, return and investors preference Opening Demat account and live trading • Virtual trading 	<p>Actual functioning of financial institution of India.</p> <p>Understanding new trends of financial market.</p> <p>Making students aware about derivatives & commodity market.</p>

Unit 4- 10 Hours	PPT, Video, Group discussion	This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.
Project	Computer training	

B-406 - Guidelines for Computer Training Courses

2 credits for Project Report and evaluation will be based on Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of that respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi , computer and screen.

For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Tentative projects for Financial Services B 406

Practical - Course Details (Students can prepare the project individually or in a group and can (select any) five topics from the list.

- Computers in Banking and Financial Institutes
- Concept of Core Banking Details , standalone system and new integrated system
- Basics of Banking Software , Web server technology , Standards for Core Banking Software
- General Guidelines for using software, Cloud Security
- Online banking , internet banking UPI payments and Payment gateways , Security aspects for the same.
- Demo on free online banking software by using Projects
- For Example - Collect information **There are three core banking software/systems used by different banks in India;**
For Example -
 - Finacle by Infosys.
 - BaNCS by TCS.
 - Flexcube by Oracle.
 - Blockchain

- Artificial Intelligence. ...
- Mobile Banking. ...
- Customer Relationship Management (CRM) ...
- Cyber security.
- IT report of Banking technologies on - **Future of Banking** :Fintech firms and bigtech how the information is captured capturing value chain, providing services such as payments, checking etc.
- **IT in banking sector - Technologies** include Artificial Intelligence (AI), big data, robotic process automation (RPA), The Controller of Certifying Authorities, Institute for Development and Research in Banking Technology (IDRBT)
- Certification Authority (CA) for digital signatures. Process of registration authorities (RA) negotiated dealing system (NDS), the electronic clearing service (ECS) and electronic funds transfer (EFT)
- Customer-to-customer one-click payments, the consumer-to-business effortless digital banking system, password-free biometrics, new crypto currency opportunities, location administrations and offers, and conversational Interface

Evaluation

Internal Evaluation	External Evaluation
30 marks for project+ 20 marks viva= 50 marks	25% MCQ , 35% Short Notes , 40% Long Answers

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Capital Markets and Financial Services	Srinivasan D.	Everest Publishing House	Delhi
2	The Indian financial System	Vasant Desai	Himalaya	Delhi
3	Financial Markets & Services	Financial Markets & Services	Himalaya	Delhi
4	Financial Services and Markets	Dr.S.Gurusamy	Thomson	Delhi
5	Financial Markets, Institutions, And Financial Services	Clifford Gomez	Online	
6	Financial Institutions & Markets	Bhole	Tata McGraw hill Education Pvt Ltd.	New Delhi.
7	Indian Financial System	M. Y. Khan	Tata McGraw hill Education Pvt Ltd.	New Delhi.

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Financial Services B
Course Code – 406 B
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course- Human Resource Management Functions& Practices- DSE 405 C- HRM
Course Code: DSE- 405 –C-HRM
Credits: (3+1) = 4

Depth of the Course-Comprehensive Knowledge of Human Resource Management Functions & Practices

Course Objectives:

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to HRM Functions, Performance Appraisal, Training and Executive Development	<ul style="list-style-type: none"> • Introduction to HRM Functions , • Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal. • Promotion, Demotion, Transfer and Separation. • Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training 	<ul style="list-style-type: none"> • To understand and explain the Concepts of Performance Appraisal, Training and Executive Development. • To make use of Methods Performance Appraisal, Training and Executive Development for overall development of the Organisation.

		<ul style="list-style-type: none"> • Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development. 	
2	Employee Compensation and Other Functions of HRM	<ul style="list-style-type: none"> • Employee Compensation :Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits. • Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management 	<ul style="list-style-type: none"> 5. To understand and explain the Concepts of Employee Compensation and other functions of HRM. 6. To make students understand how Employee Compensation and other Functions of HRM play a vital role in the Organisation.
3	Introduction to HRM Practices, Workers Participation in Management	<ul style="list-style-type: none"> • Introduction to HRM Practices, • Workers Participation in Management: Definitions, objectives, Importance, • Forms, • Workers participation in Management practices in India. 	<ul style="list-style-type: none"> • To develop an understanding about how Workers Participation is an important aspect in an organization and various forms of WPM.
4	Organisational Development	<ul style="list-style-type: none"> • Organisational Development: Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD – • Organizational learning organizational Development Interventions. 	<ul style="list-style-type: none"> • To develop an understanding among the students regarding OD Programme and its interventions.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1 -10 Hours	1. Chart preparation and Presentation of Process of Performance Appraisal, Training and Executive Development.	1. Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.

	2. Caselets on Performance Appraisal, Training and Executive Development. 3. Role plays on Promotion, Demotion, Transfer and Separation.	2. Development of Problem-solving and decision making skills of students.
Unit 2 -14 Hours	1. Project report on Fringe Benefits of anyone organisation. 2. Caselets on Employee Compensation and other Functions of HRM.	1. Better understanding of Fringe Benefits and its application in Organisation. 2. Development of Problem-solving and decision making skills of students.
Unit 3 - 14 Hours	1. Role-Plays on Workers Participation in Management. 2. Caselets on Workers Participation in Management.	1. Better Understanding of importance of WPM. 2. Development of Problem-solving and decision making skills of students.
Unit 4 - 10 Hours	1. Group Discussion/ Debate on Organizational Power and Politics. 2. Caselets on Organisational Development Programme and Interventions.	1. Creation of awareness about Organizational Power and politics. 2. Understanding of Application of OD Interventions. 3. Development of Problem-solving and decision making skills of students.
Tutorial	Students can prepare project on any topic which they have learnt under this subject.	Develop better understanding of theoretical concepts by undergoing the project.

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Role Play 2. Chart Preparation and Presentation 3. Debate 4. Group Discussion 5. Caselet Solution & Discussion	30	25% MCQ 35% short notes 40% long answers
II			
III			
IV			
Project	3. Project Submission. 4. Presentation.	20	
Total –		50 Marks	50 Marks

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Human Resource Management Functions & Practices
Course Code – 405 C
Credit - 4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks

3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester III (CBCS) Pattern 2019
Course : Employee Recruitment & Record Management DSE- 406 C- HRM
Course Code: DSE-406 C- HRM
Credits: 4 = (2+2)

Depth of the course- Functional Knowledge

Course Objectives:

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.

Unit No.	Unit Title	Contents	Purpose & Skills to be Develop
1	Manpower Planning and Forecasting	<ul style="list-style-type: none"> • Manpower planning, Meaning, Definition, Need, Objectives, Levels, Importance, • Process, Techniques of Manpower Forecasting, • Factors influencing estimation of Manpower, • Barriers to Manpower Planning 	<ol style="list-style-type: none"> 1. To study and explain Process and Importance of Manpower Planning. 2. To understand the Techniques of Manpower Forecasting.

2	Recruitment and Selection	<ul style="list-style-type: none"> • Recruitment : Meaning, Definition, Need, • Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages, • Traditional and New Methods of Recruitment- E-Recruitment, Talent Acquisition, • Difference between Recruitment and Talent Acquisition. • Selection: Meaning, Definition, Process, Difference between Recruitment and Selection, 	<ol style="list-style-type: none"> 1. To Study and Explain the Sources and Methods of Recruitment. 2. To understand detailed Process of Selection in the Organisation.
3	Employee Record Management	Meaning, Definition, Essentials of a Good Record Principles of Record Keeping, Precautions in Maintaining Records, Importance of Employee records, Types of Employee records.	<ol style="list-style-type: none"> 1. To gain knowledge & Applications of Employee Record Management in Organisation. 2. To understand the types of Employee Records.
4	<p>Computer Course (Prescribed Course or Online Course)</p> <p>C-406 HRM Tentative –Computer Enabled Project Topics for C-406</p> <p>Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list .</p>	<ul style="list-style-type: none"> • Blockchain integration. ... • People analytics tools. ... • Real-time performance management. ... • Biometric time tracking. ... • Connected platforms in the workplace. ... • Harassment-reporting tools. • HRMS Business Value • HCM cloud application • Employees engagement • Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT). • Data Security and Privacy Controls HRMS to Oracle HCM Cloud, <ul style="list-style-type: none"> • Core Human Resources 	<ul style="list-style-type: none"> • To familiarise Computer applications used in particular department and understanding jargons of the field. • To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

		<ul style="list-style-type: none"> • Onboarding • Benefits • Absence Management • Workforce Modeling and Predictions • Workforce Directory • HR Help Desk • Work Life Solutions • Advanced HCM Controls 	
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Teaching Methodology

Teaching Hours Theory + Practical, Computer Lab	Innovative methods to be used	Expected Outcome
Unit 1- 10 Hours	1. Preparation and Presentation of Chart of Process of Manpower Planning and Techniques of Manpower Forecasting. 2. Caselets on Manpower Planning and Forecasting. 3. Instead of types of Interviews you can state how to face interviews. 4. Case studies signifying application of different trends in HRM	1. Better understanding of the Process of Manpower Planning. 2. Describes the understanding of Techniques of Manpower Forecasting.
Unit 2- 14 Hours	1. Group Discussion/ Debate on Internal Sources V/S External Sources of Recruitment. 2. Project Report on Application Blank Formats and Reference Check Formats of Small scale, Medium Scale and Large Scale Industry. 3. Caselets on Recruitment and Selection. 4. Newspaper cut outs showing different recruitment adds,	1. Develop the knowledge & ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment . 2. Better understanding of Process of Selection.

Unit 3- 14 Hours	1. Guest Lecture on New Trends in Employee record Management. 2. Caselets on Employee Record Management 3. Students' participation in workshops, conferences to emphasize on and off the job training.	1. Better understanding of New Trends in Employee record Management.
Unit 4- 10 Hours	<ul style="list-style-type: none"> Teachers will run the software through dummy entries and will explain the process to the students. Students are expected to learn from online demo modules and its utility in the business 	1. This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.
Computer Training		

C 406- Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi , computer and screen.

For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). The students will have to prepare requirement sheets of various industry and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	Practical Examination to be conducted in Computer Lab. Good combination of Oral+ Written Exam + Actual Practical Work can be conducted.	25% MCQ
Unit – II		35% short notes
Unit – III		40% long answers
Project VIVA		(50 marks)
Total –	50 marks	50 marks

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Employee Recruitment & Record Management
Course Code – 406 C
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA
Semester IV (CBCS) Pattern 2019
Subject: Banking and Insurance Management –DSE 405 D-SM
Course Code – 405 D-SM
Credits – (3+1) = 4

Depth of the Syllabus: Functional Working Knowledge

Course Objectives:

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enables students to understand the various services& other developments in the Indian banking and Insurance service sector.
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Customer Relationship Management in Banking and Insurance Sector	<ul style="list-style-type: none"> • Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance. • Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas. • Customer Relationship Management through Call Centres in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market. • Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies. 	<ul style="list-style-type: none"> • Understand the Role and concept of CRM services in Banking and Insurance sector. • Understand the role of Ombudsman services offered.
2	Retail Banking Services	<ul style="list-style-type: none"> • Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone 	<ul style="list-style-type: none"> • Understand the ancillary retail banking services offered and its importance.

		<p>Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.</p> <ul style="list-style-type: none"> • E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking. • Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services. 	Understand the electronic services offered by banks as an add on service.
3	Universal Banking Services	<ul style="list-style-type: none"> • Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance. • Mobile Banking, App based Banking, Point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking. • Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector 	Understand the services offered by banks for their products other than traditional banking.
4	Insurance Services and Types	<ul style="list-style-type: none"> • Introduction, emerging trends, Need and Importance, Purpose. • Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans. • Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims. 	<ul style="list-style-type: none"> • Understand the need of emerging types of Insurance plans and policies. • Understand the online and digital medium of services offered by Insurance companies.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1 -10 Hours	Films/Videos on CRM policies and services offered on Banking and Insurance sector. Videos/ Discussions on Importance of CRM services.	Listing out various services offered through CRM techniques in the banking and Insurance sector. List out the functions of Ombudsman.	To understand the role and significance of CRM in Banking and Insurance sector.
Unit 2 -14 Hours	Films/Videos on Importance of ancillary Retail banking and services. Case studies/Discussions on Retail banking services and its growth	List out the significance and evolution and growth of Retail banking and ancillary services offered in financial management.	To understand the functions and significance of Retail banking and its ancillary services.
Unit 3 - 14 Hours	Videos, Case Studies/ Discussions on Universal banking, and mobile banking services. Analysis of the universal and mobile banking services.	List out the Universal banking policies and services offered. Evaluate the growth and scope of universal banking services	To understand the concept and various services offered under Universal banking system.
Unit 4 - 10 Hours	Videos, Case Studies/ Discussion on Insurance services offered and its types. Videos, case studies on digital methods adopted by Insurance sector for offering services.	Identify various Insurance services offered by Insurance companies. List out various digital platforms rendered to offer services in Insurance sector. Students are expected to visit Minimum 5 banks & insurance organizations covering all business aspects Students shall prepare project report based upon these visits. Viva will be conducted at college level - For 20 marks	To Understand various novel services offered by Insurance companies along with traditional policies To understand various services of Insurance sector on digital platform.

Tutorial		Anyone of the above	

Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I to IV	Internal evaluation for 30 marks MCQ on Banking Concepts MCQs, Short and long answers based on insurance industry, sales implementation concepts. MCQs Tutorial – presentation for 20 marks	25% MCQ 35% short notes 40% long answers
Total –	50 Marks	50 Marks

Suggested References: -

Sr. No.	Title of the Book	Author/s	Publication
1	Retail Banking.	Indian Institute of Banking and Finance,	Macmillan India Ltd (2010/Latest)..
2	Commercial Bank Management	Kanhaiya Singh and VinayDutta.	McGraw Hill
3	Bank management and financial services.	Rose, Peter, and Sylvia Hudgins	The McGraw–Hill,
4	Bank management: text and cases	Hempel, George H., Donald G. Simonson, and Alan B. Coleman,	Taxmann Publication.
5	E-Banking in India: Challenges and Opportunities-	RimpiJatana, R. K. Uppal .	-
6	Frontiers of E-Commerce	Ravi Kalakota, Andrew B. Whinston	Pearson Education
7	E-CRM – Concepts and Cases	MadhaviGarikaparthi,	The ICFAI University Press..

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Banking and Insurance Management
Course Code – 405 D
Credit - 4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Social Service and NGO Management DSE- 406 D-SM
Course Code – 406 D-SM
Credits – (2+2) = 4

Depth of the Course: Functional Working Knowledge

Course Objectives:

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Professional Social Work	<ul style="list-style-type: none">• Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.• Contexts of social work practice – Social service, Social welfare, Social reform, Social policy, Social security, Social justice and Social development.• Social Work as a Profession – Qualities of EQ and Ethics in social services ,Philosophy, values, principles and code of ethics of professional social work –• Knowledge and Skills base of social work – Tenets of the social work profession. Registration Process for entering in the social work field.	<ul style="list-style-type: none">• Understand the Role and Scope of Social Work with various aspects.• Understand the concepts and role Social Work practice.
2	Social Casework as a method of Social Work –	<ul style="list-style-type: none">• Concept & Definition – Historical development of Social Casework – Distinctions between needs and wants,	<ul style="list-style-type: none">• Understand the role of Social Individual and Group work.

		<ul style="list-style-type: none"> • Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose. • Tools and Techniques - listening, observation, Interview , home visits, collateral contacts, emotional support, advocacy, role playing, confrontation. • CSR Management – Purpose, Need and Role of Industry. • Fieldwork – Nature and objectives – Importance of field work supervision Professional Associations of social work • Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership • Community organization with vulnerable communities – Migrants, Refugees, Slum dwellers and transgender 	<ul style="list-style-type: none"> • Understand the role of CSR and Community management towards Social Work.
3	Development and Importance of NGOS and Fundraising and Grant Proposals - Institutional Readiness	<ul style="list-style-type: none"> • Concept of Volunteerism, Charity, Welfare and Development, Historical perspective of Volunteerism in India • NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries. • Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mind-set. • National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO. • Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy • Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals • Elaboration of a grant proposal, with good examples and exercises • NGOs, coordinating agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations. • Schemes for NGOs under various ministries of Government of India 	<ul style="list-style-type: none"> • Understanding the role and importance of NGO in society. • Understanding various Functions, objectives and scope and legal aspects of NGO. • .Understand the process of fundraising and grant proposals to the Institutions. • Understand various schemes of NGO and the structure of grant proposals
4	Computer based laboratory	<ul style="list-style-type: none"> • Please refer end of syllabus 	<ul style="list-style-type: none"> • .

Teaching Methodology

Teaching Hours Practical, Computer Lab –	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1- 10 Hours	Films/Videos/Case Studies on social work done all over the world.	Listing out various kind of social work undertaken all over the world by many organisations.	Understand the Role and Scope of Social Work with various aspects. Understand the concepts and role Social Work practice.
Unit 2- 14 Hours	Films/Videos/Case Studies on Social Individual Group Work and CSR activities done by corporates.	List out the CSR activities carried out by MNC's all over the world.	Understand the role of Social Individual and Group work. Understand the role of CSR and Community management towards Social Work.
Unit 3- 14 Hours	Case Studies NGO management and its functions and role.	List out various NGO's working actively and their contribution to the society.	Understanding the role and importance of NGO in society Understanding various Functions, objectives and scope and legal aspects of NGO
Unit 4- 10 Hours	Computer based laboratory		
Computer training			

D406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities.

- To familiarise Computer applications used in particular department and understanding jargons of the field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of conducting practical Training.

Requirement – High Speed internet or Wi-Fi, computer and screen.

For the specialisation course teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project guidelines for students.

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off line). They will have to prepare requirements sheet of various industry and will analyse computer enabled activities. They will study various difficulties faced and identify probable solutions for the same.

D 406 Social Service and NGO management (Services Management)

Tentative –Computer Enabled Project Topics D 406

Practical - course contents (students can perform the project in the group or individual and can ant five topics from the list .

Customer relationship - Delight & retain your customers by integrating real-time chat inside your website or mobile apps to provide instant & convenient support to your valuable customers.

Customer Management -Manage all your customer details at a single place with our flexible CRM solution. Build long term relationships with customers by using their order history details in the most effective way.

Business Analytics -Know numbers that matter the most to your business - repeat customers, most ordered items & revenues. Understand your customers' behaviour & target them with your new offerings.

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign
- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience
- Use of Marketing Communication tools effectively
- Prepare the MARCOM strategy

Recommended Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to social work.	Chowdhry, Paul.	Atma Ram and Sons	New Delhi
2	International social work	Cox, David and Manohar Pawar	Vistar Publications.	New Delhi
3	Towards a philosophy of Social Work in India	Dasguta, S.	Popular Book Services	Mumbai
4	Concepts and methods of social work.	Gore, M. S	Prentice hall of India	Mumbai
5	Social work and social work education	Hepworth, Dean H.	Asia Publication House	Bombay

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Social Service and NGO Management
Course Code – 406 D
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course : Rural Marketing : Concepts and Practices- DSE-405 E- ABM
Course Code – 405 E-ABM
Credits – (3+1) = 4

Depth of the Course: Conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required to planning of Rural Products.

Course Objectives:

1. To develop better understanding of the Indian Rural Economy.
2. Identification of challenges and opportunities in Rural Marketing.
3. To provide exposure to the Rural Marketing Environment and Rural Market.
4. To understand the applications of marketing to Rural Marketing.
5. To understand the application of the Rural Marketing Mix (4 A's) and (4 P's).

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Rural Marketing	<ul style="list-style-type: none"> • Concept, Scope, Nature, and Evolution of Rural Marketing in India. • Factors affecting rural marketing: Socio-cultural, economic, and other environmental factors. • Rural Marketing Strategies: 4 P's and 4 A's., -Challenges and Future of Rural Marketing. • Indian Rural Market: Rural Vs Urban Market. • Rural Infrastructure: Connectivity, Electricity, Communication, Healthcare, Education. 	<p>Purpose :- -Developing better understanding of Indian rural Economy -Better understanding of Rural Marketing Challenges and Opportunities in India.</p> <p>Skills to be developed :- -Analytical abilities : SWOT, SWAC Analysis etc.</p>

2	Consumer Behaviour and Rural Marketing	<ul style="list-style-type: none"> • Characteristics of Buying Behaviour : • Awareness, Understanding, Consumer Purchase Decision, Salesmen influence. • Problems of Rural Consumer : • Adulteration, Short Weight and Measures, Behavioural Aspects: lack of awareness due to illiteracy(unfair Warranties and Guaranties). • Distribution Models in Rural Markets : • FMCGs, Durables, Agri-inputs. Haats, Vans. • PDS, Cooperative Societies, NGOs. 	<p>Purpose :-</p> <ul style="list-style-type: none"> - Understanding of various characteristics of Rural Consumer Behaviour. - Creating awareness about difference between Urban and Rural Consumer Behaviour. <p>Skills to be developed :-</p> <ul style="list-style-type: none"> -Development of Divergent and Convergent thinking abilities w.r.t. Rural Marketing and in general.
3	Agricultural Marketing And Role of Indian Government :	<ul style="list-style-type: none"> • Agricultural Marketing : • Importance, Prospects and Issues. • Role of Cooperative and Self Help Groups(SHG) in Rural Marketing. • Commodity Board: • Role and Contribution of Commodity Board in revenue generation and employment in rural India. • Agricultural Export :Role of (APEDA) • Contribution of Agricultural Export in generating revenue for India: Food Grains, Organic Products, Fruit Export. • Government and Rural India : • NREGA, Jan DhanYojana, Aysuhman Scheme, Skill Development. • Microfinance and Credit Services 	<p>Purpose :-</p> <ul style="list-style-type: none"> -Identification of Rural Marketing Opportunities. - Understanding Potential of Rural Marketing. - Awareness of various Government schemes and Financial Assistance <p>Skills to be developed :-</p> <ul style="list-style-type: none"> - knowledge about self-employment -En-cashing the opportunities offered by the fund raising of Govt.
4	Recent Trends in Rural Marketing	<ul style="list-style-type: none"> • E- Commerce: Importance and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing. • Online Marketers: Role of online Marketers, Growth and Challenges. 	<p>Purpose :-</p> <ul style="list-style-type: none"> -Highlighting recent trends in rural marketing. <p>Skills to be developed :-</p>

			Knowledge of recent trends in rural Marketing
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Teaching Methodology (Pedagogy for Course Delivery) :-

Teaching Hours	Innovative Methods to be used	Expected outcome
Unit I-10 Hours	Interactive Sessions followed by feedback, Practical Assignments.	It enables students to learn the basics of Rural Marketing which will help them to provide vision for new businesses in rural market
Unit II-14 Hours	Group Discussion on opportunities in Rural Marketing, Theory lectures for conceptual understanding, Primary Research on Rural Consumer Behaviour.	Development of interest and positive approach towards Rural Marketing.
Unit III-14 Hours	Use of PPT for better understanding of various financial assistance and Government Schemes.	Ability to collect relevant data and its analysis and interpretation.
Unit IV- 10 Hours	Arranging Sessions of Experts from Rural Marketing and Presentations by students for self-learning.	Practical understanding of recent trends in Rural Marketing
Tutorial	Anyone of the above	

Evaluation: Internal Marks 50

Subject	Internal Evaluation	External Evaluation
Unit – I	Evaluation of the students on the basis of various criteria of assessment as prescribed by college and guidelines provided by SPPU.	25% MCQ 35% short notes 40% long answers
Unit – II		
Unit – III		
Unit – IV		
Total =4	50 Marks	50 Marks

Suggested References:-

Sr.No	Title Of the Book	Author/s	Publication	Place
1	The Rural Marketing	PradeepKashyap	Pearson, (Latest)	New Delhi
2	Rural Marketing in India	K.S.Habeeb-Ur-Rahman	Himalaya Publishing House	New Delhi
3	Indian Agricultural Since Independence	M.L.Dantwala	Oxford & IBH Publishing Co. Pvt. Ltd.	-
4	Rural Marketing : Concepts & Practices	BalramDogra, KarminderGhuman	McGraw Hills	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Rural Marketing : Concepts And Practices
Course Code – 405 E
Credit - 4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
SY BBA Semester IV (CBCS) Pattern 2019
Course: Banking Operations and Finance-DSE- E406-ABM
Course Code 406 E-ABM
Credits (2+2) =4

Depth of the Course: Reasonable Knowledge about available financial assistance for agriculture sector and rewards and risk associated with it.

Course Objectives:

1. To provide the management students with the knowledge of banking and finance in the area of agriculture.
2. To enable students to know various sources to avail agriculture finance.
3. To study computation of risk as well as rewards with respect to agriculture finance.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Agricultural Banking Operations and Finance	<ul style="list-style-type: none"> • Meaning of banking operations and finance • Need, importance and scope of agriculture finance • Various available types of available agriculture finance • Classification of types of finance for agri business • Scope of banking operations and finance in India for modern agriculture and related business 	<ul style="list-style-type: none"> • To understand the basic concept of agriculture finance. • To understand the financial operations with respect to agriculture finance. • To study the importance and use of agriculture finance.
2	Sources of Agriculture Finance	<ol style="list-style-type: none"> 3. Various types of finance available for agriculture and its related business 4. Traditional and modern sources of finance 5. Money lenders and Zamindars 6. Institutional credit agencies like NABARD, Government co-operative societies, Commercial banks, Primary agriculture societies, Primary and Central land development banks, Kisan Credit Card 	<ul style="list-style-type: none"> • To understand the various traditional and modern means of finance available for agriculture sector. • To study the benefits and drawbacks if any of various sources of agriculture finance. • To understand the operations with respect to availing finance from

			various financial institutions for agriculture.
3.	Computation of Risk and Rewards with respect to Agriculture finance	<ul style="list-style-type: none"> • Time value of money • Cost of capital • Capital budgeting decisions like NPV, ARR, IRR. Payback period, Cost of capital and Weighted average cost of capital 1. Whether to take or not decision 	<ul style="list-style-type: none"> • To understand the various associated risk prevailing with agriculture finance. • To compute various financial risk using various modern tools of risk assessment. • To find out the real time value of returns or loss with respect to agriculture finance.
4	Computer Laboratory Work	<ul style="list-style-type: none"> • Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile App by Digital India • Online study of PM Fasal Bima Yojana, • Introduction to Agri-Fintech startup farMart • All Agriculture Technology • Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile App by Digital India. • Online study of PM FasalBimaYojana. • Introduction to Agri-Fintech start-up far Mart. 	<ul style="list-style-type: none"> • To give practical knowledge about the use of technology and applications used for agricultural banking and finance.

E 406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off- line). The students will have to prepare requirement sheets of various industry and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1-10 Hours	1. Interactive teaching methods to be adopted. 2. Practically the importance of finance for agriculture sector should be explained to the students 3. Students belonging to agriculture background are to be requested to share their knowledge with respect to agriculture finance and its banking related experiences	<ul style="list-style-type: none"> To understand the use of making available finance for agriculture sector in the most profitable manner. To create interest among the students to take benefits of available finance for agriculture sector.
Unit 2 -14 Hours	1. Provide project work with respect to various operations of financial institutions in the area of agriculture 2. Government facilities like subsidies, low or no interest loans etc. to be explained through presentation. 3. Visits to various agricultural finance institutions can be planned for better understanding of the topic.	<ul style="list-style-type: none"> To understand the changing scenario of agriculture finance. To understand the eligibility and procedure to avail agriculture finance from various financial institutions dealing with it. To understand the best source of available finance to be availed amongst the various available sources.
Unit 3 -14 Hours	1. To give live examples of agriculture finance through the source of internet or other available sources. 2. Experts from agricultural finance can be invited for talk with students.	<ul style="list-style-type: none"> To understand the various calculations which are necessary at or before the time of availing finance. Development of problem-solving and decision-making skills. Comparative analysis of various available sources of finance from different sources and find out the best available options amongst them. To understand the risk and rewards associated with the finance to be availed.
Unit 4 – 10 Hours	<ul style="list-style-type: none"> Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off line). They will have to prepare requirements sheet of various industry and will analyse computer enabled activities. They will study various 	<ul style="list-style-type: none"> To familiarise Computer applications used in particular department and understanding jargons of the field.

	difficulties faced and identify probable solutions for the same.	<ul style="list-style-type: none"> To understand various concepts and steps relating to designing of computer technologies and its applications in various field.
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Evaluation

Unit Number	Project and Practical		External Evaluation
4	Practical and project work on the basis of Computer Course assigned to students and guidelines received from SPPU.	50	25% MCQ 35% short notes 40% long answers
Total –		50 Marks	50 Marks

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Agricultural Finance and Management	Reddy S S	Oxford and IBH Publication	Delhi
2	Introduction to Agricultral Economics	Pearson John B	Pearson India	Delhi
3	Agricultral Finance and Management	Singh and Sharma	Friends Publication	Merrut
4	Kisan Credit Card Scheme: Impact, Weakness and Further Reforms	Sharma Anil	National Council of Applied Economics Research	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA
University Examination Sub: Banking Operations and Finance
Course Code – 406 E
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Acknowledgement

The Syllabus Restructuring of BBA Programme (CBCS-2019 Pattern) is a manifestation of excellence in the field of Management. Savitribai Phule Pune University's focus has always been in raising the academic standards and excellence in the field of education.

The BBA Programme predominantly endeavours for holistic development of students. It has emphasized on cultivating various skills and has also desired business acumen amongst the students.

This revision has been possible only with the help and support of different eminent personalities. The contribution of all the members as a team has enabled the robust revision of all the titles of the Programme. This synergy of the contributors is very crucial in fine tuning of the BBA Programme in its present form.

SPPU is grateful to Hon. Vice Chancellor Dr. Nitin Karmalkar, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, who has always lent continuous support and encouraged everyone involved in this task of restructuring.

SPPU is also grateful to Hon. Dr. Parag Kalkar, Dean, Faculty of Commerce and Management and Dr. Yashodhan Mithare, Associate Dean, Faculty of Commerce and Management. They have been an inspiration for all the members to complete the work.

Dr. Tanuja Devi, on behalf of SPPU, headed the BBA Restructuring Committee. The experienced members of the Syllabus Restructuring Committee, Dr. Goje – BOS Chairman has contributed through technological blended part in the course content. Dr. Vishwas Iresh Swami, Dr. Prashant Kalshetti, Mr. Prashant Bankar, and Dr. Satish Jagtap, have enabled the revision in a smooth manner. The team is thankful to Dr. Snehal Gaur for her assistance to all the members in framing the syllabus. Dr. Sharmila Kavediya, Dr. Ganesh Patare, and Shri. Sumeet Gaikwad also gave inputs to the curriculum.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

- Note: - 1. Select Any One Course for every semester**
2. The above mentioned courses are from the list of add on courses.
SPPU affiliated colleges can select any one course for 2 credits for one Semester. As per the need of students and college - 30% flexibility is offered for changing the course content.

List of Skill Enhancement Course (30 hours)- for 2 credits & Ability Enhancement Compulsory Courses (AECC),					
Course Code	Course Title	Credits	Core Course	Internal Evaluation	SPPU
A	Basic Managerial Skills	2	SEC	50	Grade
B	Communication Skills for Managers	2	SEC	50	Grade
C	Tally and Computer Based Accounting	2	SEC	50	Grade
D	Course in Analysis and Presentation of Data	2	SEC	50	Grade
E	Introductory Course in Disaster Management	2	SEC	50	Grade
F	Personality and Soft Skills Development	2	SEC	50	Grade
G	International Etiquettes and Mannerisms	2	SEC	50	Grade
H	Foreign Language	2	SEC	50	Grade
H I	Advance Foreign Language	2	SEC	50	Grade
I	Yoga and Meditation	2	SEC	50	Grade
J	Introductory Course in Sports Management	2	SEC	50	Grade
K	Value Education and Gender Equality	2	SEC	50	Grade
L	UGC / SPPU Approved online courses (Minimum 4 weeks or 30 Hours)	2	SEC	Online Examination and Certification	-
O	College Course Under Specific Scheme.	2	SEC	50	Grade

AECC	Ability Enhancement Compulsory Courses (AECC), i.e., Environmental Science. Duration: 30 hours and Credits: 2 (Select Any One Course) for BBA,BBA(IB) and BBA(CA)				
Course Code	Course Title	Credits	Semester	Internal Evaluation	SPPU
M	Basic Course in Environmental Awareness	2	III	50	Grade
N	Advanced Course in Environmental Awareness	2	III	50	Grade

Annexure II

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

A. Course title: - Basic Managerial Skills (A)

Credit -2 & Hours -30

Objective of the course: -

1. To develop leadership abilities.
2. To develop ability to contribute to value creation in the respective organisation
3. To develop negotiations and team building skills .

Course Content

1. Team Building(Essentials of team skills – Team building)
2. Cooperativeness & Positive attitude
3. Assertiveness –(Importance & Steps to develop)
4. Stress management – (Causes of stress Importance of stress management stress relief techniques)
5. Ownership & accountability for the work (Work ethics)
6. Techniques to improve attention & observation skills.
7. Negotiations skills
8. Leadership & decision making skills
9. Listening skills

Methodology

Faculty can conduct Workshops, Online training lectures, Role-play, interactive sessions of experts. Class assignments, Chart presentation etc.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments, participation in activities and presentations etc.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

B. Course title: - Communication skills for managers (B)

Credit -2 & Hours -30

Objective of the course: - Students need to know how words take on new meanings according to context. With this course students will develop the capability to understand Information that is presented in any format. This course will help in developing communication skills to enable the students to put their thoughts in a fashion which is comprehensible by the reader.

Course Content:

- Improving vocabulary and common Errors
- Sentence construction and types of sentences
- Comprehension and expansion of Ideas
- Drafting a speech
- Interview skills and resume writing
- Social conversation skill
- Telephone conversation skills
- Office conversation skills
- Report writing
- Email writing

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

C. Course Title - Tally and computer based accounting (C)

Credit 2 & Hours -30

Objectives of the course: This course trains the students with the most required industrial features of Tally Software in day-to-day Accounting work like Accounting, Invoicing, Inventory management, Finalization Adjustments, Preparing various Financial Reports, etc. Students should be able to handle all these business accounting requirements most efficiently.

Syllabus Content: Tally

- Tally Fundamentals
- Accounts Masters – Create Groups, Ledgers, Display, Alter
- Accounting Voucher Types – Contra, Payment, Receipt, Journal, Sale, Purchase, Debit Note, Credit Note
- Data Export / Import,
- Finalization Adjustment entries

Syllabus Content: Computer Based Accounting

- Inventory Masters – Stock Groups, Unit of Measure, Godowns, Stock Items – Create, Display, Alter
- Invoicing – Enter Purchases / Sales / Debit Note / Credit Note in Invoice Mode – Accounting Invoice, Item Invoice, Additional expenses, Tax ledgers in Invoices
- Bank Reconciliation,
- Data Backup/Restore

Evaluation of the course: Practical Exercise in the Computer Lab and Examination.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed the Practical Exam and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

D Course Title : Course in Analysis and Presentation of Data –(D)

Total Hours : 30 & Credits - 2

Objectives of the course: This course trains the students with the most required industrial features of Data Analysis and its Presentation in day-to-day work like Preparing statements like Cash Flow, Funds Flow, Ratio Analysis in MS-Excel using various functions, Conditional formatting, Advance Sorting & Filtering, Charts & Pivot Tables, What-if Analysis, managing Slides, Setup Slide Show, etc. so that students can able to handle all these business requirements most efficiently.

Syllabus :

- MS-Excel Overview,
- Data Analysis – MIS Approach (Preparing statements like Cash Flow, Funds Flow, Ratio Analysis in MS-Excel using various functions)
- Conditional Formatting
- Advance Sorting & Filtering
- Charts
- Pivot Tables, Pivot Charts
- What-If Analysis
- Formula Auditing
- Worksheet / Workbook Protection
- Inserting & Managing Hyperlinks
- Macros – Recording & Use
- MS – PowerPoint Overview
- Managing Slides
- Hyperlinks in PowerPoint
- Slide Designs & Templates
- Animation & Transition of Slides
- Setup Slide Show, Custom Show, etc.

Daily : 2 Hours (Theory and Lab session simultaneously)

Computer Software Requirements – MS-Excel & MS-PowerPoint

Evaluation of the course: Students have to solve 1 Practical Paper of 50 marks in the Computer Lab.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

E. Course Title: - Disaster Management (E)

Credit -2 & Hours -30

Course Objectives:

The course is intended to provide a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.

Introduction on Disaster Different Types of Disaster :

A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.

B) Disaster Preparedness and Response Preparedness

1. Disaster Preparedness: Concept and Nature
2. Disaster Preparedness Plan
3. Prediction, Early Warnings and Safety Measures of Disaster.
4. Role of Information, Education, Communication, and Training,
5. Role of Government, International and NGO Bodies.
6. Role of IT in Disaster Preparedness
7. Role of Engineers on Disaster Management.

C. Response and Recovery.

1. Disaster Response : Introduction
2. Communication, Participation, and Activation of Emergency Preparedness Plan
- 3.. Search, Rescue, Evacuation and Logistic Management
4. Role of Government, International and NGO Bodies
6. Psychological Response and Management (Trauma, Stress, Rumor and Panic)
7. Relief and Recovery
8. Medical Health Response to Different Disasters

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
BBA, BBA (IB) (CBCS 2019 Pattern)

Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

F. Course Title: - Personality and Soft Skills Development (F)

Credit -2 & Hours -30

Objective of the course: -

- 1) The Course aims at enhancing the ability of a student to work in any situation with ease and grace. This will help to carry their personality in the corporate world with competency and consistent performance.
- 2) Increase fluency in expression and speech and make students confident speakers.
- 3) Application of Corporate Etiquettes in various corporate engagements

Course content for Personality and Soft Skills Development

S.No	Content
1	Body Language
2	Public Speaking
3	Non -Verbal communication Skills
4	GD -PI and Resume Writing
5	Email Writing
6	Interpersonal Skills
7	Corporate Etiquettes
8	Attitude Building
9	Forming and Inculcating Good Habits

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for Skill Enhancement Courses
BBA, BBA (IB) (New syllabus 2019 pattern)

Note: - Select Any One Course for every semester

G. Course title: - International Etiquettes & Mannerisms (G)

Credit -2 & Hours -30

Objective of the course: -

1. To prepare the students to manage the transition from national to international
2. To overcome the cross cultural barriers.
3. To understand about professional skills required in global corporate world.

Course content

1. Grooming for corporate
2. Email etiquette & Telephone etiquette.
3. Meeting etiquettes
4. Proximity
5. Body language
6. Social Conversation skills & GD
7. Table manners
8. Time management & procrastination
9. Listening skills
10. Presentation skills

Methodology

Faculty can conduct Workshops, Online training lectures, Role-play, interactive sessions of experts. Class assignments, Chart presentation etc.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

H. Course Title: - Foreign Language – (H)

Credit -2 & Hours -30

Foreign Language

Colleges can select any foreign language as per interest and demand of the students. The content of the foreign language syllabus must cover the following topics in the chosen foreign language.

After completion of the course in foreign language it is desirable that the students should be able to fulfil the basic requirements of knowledge required for appearing elementary grade examination provided that the students wish to appear for it.

Guidelines for conducting the course:

1. The course content will focus on imparting introductory skills such as listening, reading, speaking and writing in the chosen foreign language.

Objective of the course:

1. To develop multilingualism and provide competitive edge in global career choices.
2. To encourage students to explore new linguistic territories.

Study material:

Study material Recognised and standard institute should be used.

College may use relevant online lectures as per the requirement.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations. Oral and written skills of the students must be evaluated. He/She should be able to read and speak 5 to 10 sentences in the form of a presentation.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Course Content for BBA, BBA (IB) (CBCS 2019 Pattern)

Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

H 1 . Course Title: - Advance Foreign Language (H1)

Credit -2 & Hours -30

The College can select advance foreign language after completing basic course in foreign language (code no H) as per interest and demand of the students. The content of the advance foreign language syllabus must cover the following topics in the chosen foreign language.

After completion of advance course in foreign language it is desirable that the students should be able to fulfil the requirements of knowledge required for appearing **Level One or Grade A** examination by SPPU or any other recognized institution provided that the students wish to appear for it.

Guidelines for conducting the course:

1. The course content will focus on imparting enhanced skills like listening, reading, speaking and writing in the chosen foreign language. Students shall be able to understand the sentences spoken and be able to answer accordingly, level one speech on any topic, self-introduction and conversation in group, etc

Objective of the course:

1. To develop multilingualism and provide competitive edge in global career choices at advance level.
2. To encourage students to explore new avenues with the help of linguistic skills.

Study material:

Study material Recognised and standard institute should be used.

College may conduct workshops and make use of available online lectures as per the requirement.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations. Oral and written skills of the students must be evaluated. Student shall be able to read large paragraphs and speak on the topic or self-introduction in the form of a classroom presentation or video presentation.

Certification: After completion of this advance Course, Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate so that they can appear for Level One or Grade A certification from recognized institutions.

Savitribai Phule Pune University

Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

I. Course Title: - Yoga and Meditation –(I)
Credit -2 & Hours -30

Need of the Course and Overview

Yoga is a mental, spiritual and physical practice that helps one attain inner peace. In today's hectic world, more and more people are becoming health conscious. In recent years Yoga has gained immense popularity not only in India but also abroad.

Today, people can choose to either learn Yoga or pursue a career in Yoga. A Yoga instructor can be one of the most rewarding careers. This job falls under the broader career category of Aerobics Instructors and Fitness Trainers. Realising the holistic benefits of Yoga, more and more private companies, schools, hospitals, fitness centres etc. are hiring yoga instructors. Also, the Government aims at creating numerous vacancies for Yoga trainers in the coming years.

Yoga not only relaxes an individual but also keeps the human body fit. Apart from physical fitness, yoga is also beneficial for reducing respiratory disorders, hypertension, and helps in the management of diseases like diabetes, depression, stress etc.

Being a yoga teacher gives one the benefit of taking his/her career wherever he/she travels. However, having said that, being a Yoga teacher is not easy. One needs to be patient and dedicated, have perseverance, and needs a lot of practice.

There is a rise in need of Yoga teachers/instructors, and opting for Yoga as a career can be a great option as it is less stressful and can promise a decent salary. A Yoga instructor has the option of working in gyms, health clubs, and schools or can choose to run their own yoga centre. Furthermore, apart from teaching, there is also the scope of yoga in fields like management, academics, consultation, research, and hospitals to name a few.

Benefits of Asana

Increased heart rate, increased strength, improved blood circulation, increased flexibility, balance, mobility, enhanced breathing technique, and sharpened focus.

- Provides improved strength and fitness, enhances health, and contributes to a higher state of happiness and calm.
- Improve concentration, meditation, improved breath control, self-purification, better control of the senses, improved posture, increased strength and stability, enhanced focus, and heightened spirituality and self-awareness.

Asanas

Number of Hours - 6

- The twelve basic postures in depth
- Types of Yoga –
- Surya Namaskar
- Padmasan
- Basic yoga postures
- Postural alignment
- Deep relaxation with autosuggestion

Raja Yoga

- Ashtanga: the eight limbs of yoga
- Antahkarana: functions of the mind
- Concentration and meditation

Jnana Yoga

- Basic concepts of Vedanta philosophy
- The seven bhoomikas or planes of consciousness
- Space, time, causation
- The three bodies
- The three levels of the mind
- Conquest of death

Course Outcome

- Boost immunity levels and improve the general state of wellbeing.
- Believing we are all full of intrinsic happiness and aiming to help students soften their heart and experience grace through their physical practice.
- Combines physical improvement with spiritual up-liftment, and aims to even out imbalances within the body and mind.
- Helps to lower stress levels and increases the body's relaxation levels. It eliminates negativity from the mind and increases self-awareness.

Pranayama

Number of Hours - 6

- Practice of kapalabhati
- Daily practice of anuloma viloma
- Aumkar
- Simple Pranayam
- Bhramari

Course Outcome-

- Expanding the capacity of lungs
- Awakening the inner spiritual energy
- Kapalabhati (lung cleansing exercise)
- Relaxing the nervous system
- Balancing the two hemispheres of the brain
- Anuloma Viloma (alternate nostril breathing)

Meditation

- Body Meditation
- Concentration Meditation'
- Mindfulness Meditation

Course Outcome:

- Reduces Stress
- Anxiety Control
- Attention Span
- Promotes Mental state of mind
- Increases Self Awareness
- Reduce Age related memory loss
- Controls or eliminates Addiction

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

J Course Title: - Introductory Course in Sports Management – (J)

Credit -2 & Hours -30

Course Objectives

- The program aims to develop human resources for the sports industry with an essential industry knowledge and leadership skills and puts a special focus on the understanding required to pursue a successful career in this sector.
- Understand sport management and the evolution of this discipline as a profession.

UNIT – I

Introduction to Sports Training

- Meaning and definition of Sports Training. Aims and Tasks of Sports Training. Characteristics of Sports Training. Training Methods. Training of Load- Over Load : Meaning ,Causes, Symptoms and Tackling of Overload.

UNIT - II

Advertising, Public Relations and Sponsorships in Sports

- Objectives of Advertising in Sports. Business of Advertising - Advertiser, Advertising Agency and World of Media, Brand Manager, Duties and responsibilities of a Brand manager, Sports Personalities as Brand Endorser, Public Relations in promoting sporting events.
- Sponsorship in Sports - Meaning and Objectives of Sponsorship, Advertising and Sponsorship, Developing Sponsorship proposal.

UNIT III - :

Sports Facilities Planning and Management:

- Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, Sitting Arrangements etc.
- Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc. Responsibilities of facilities managers, essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills) , First aid and emergency arrangement.

- Sports Management Companies - Introduction, Role, Scope of Work, Service rendered to the clients, Ways of Functioning- Team work, Departments etc. Career Opportunity in Sports Management Companies

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for Skill Enhancement Courses
BBA, BBA (IB) (New syllabus 2019 pattern CBCS)

Note: - Select Any One Course for every semester

K . Course title: - Value Education and Gender Equality- (K)

Credit -2 & Hours -30

Objective of the course: -

1. To spread the importance of gender equality
2. To cultivating values for better social and personal life
3. To understand contribution of the world leaders in the area of gender equality

Syllabus

UNIT – I: Introduction, Concept ,Role and Importance of Value Education , Concept of Human Value, Values Towards National Development, Social Values, Professional Values ,Religious Values, Aesthetic values

UNIT II - Components of Value Education - Respect to age, experience, family members, neighbours, co-workers. Character Formation towards Positive Personality Truthfulness, Constructively, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

Unit III : Introduction to Gender - Concept, Definition of Gender, Difference between Gender and Sex, Social Construction of Gender, Types of Gender Roles, Exploring Attitudes towards Gender, Sensitization towards Gender

UNIT IV: Gender Equality- Concept and importance, Role of colleges in reinforcing gender equality, Role of peers in reinforcing gender equality, Role of teachers in reinforcing gender equality, Role of curriculum and textbook in reinforcing gender equality, Gender roles in society through variety of institutions, Family, Caste, Religion, Culture, Media , Issues related to Women in India .

UNIT V: Gender Equality- Concept and importance – Global Perspective , Study of various world leaders –(Minimum 3 Male , 3 Female) - and their role in sensitising gender equality

Methodology

Faculty can conduct Workshops, lectures, Role-play, interactive sessions of experts. Class assignments, Chart presentation etc.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments, book review and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

L. SEC –

Course Title: - Tentative list of Online courses –(L)

Credit -2 & Hours -30

List of Websites which offers online certification courses

1. Swayam- <https://swayam.gov.in/> /
2. NPTEL- <https://onlinecourses.nptel.ac.in/> /
3. Mooc- <http://mooc.org/> /
4. Edx - <https://www.edx.org/> /
5. Coursera- <https://www.coursera.org/> /
6. Udacity - <https://in.udacity.com/> /
7. Udemy - <https://www.udemy.com/> /
8. Khanacademy - <https://www.khanacademy.org/> /
9. Skillsahre - <https://www.skillshare.com/> /
10. Harvard University - <https://online-learning.harvard.edu/> /
11. Ted - <https://ed.ted.com/> /
12. Alison - <https://alison.com/> /
13. Futurelearn - <https://www.futurelearn.com/> /
14. Web Development - <https://digitaldefynd.com/best-free-web-development-courses-tutorials-certification/>
15. Digital Marketing - <https://digitaldefynd.com/best-free-digital-marketing-certifications/>
16. ios app development - <https://digitaldefynd.com/best-ios-app-development-course-tutorial/>
17. Open Learn - <http://www.open.edu/openlearn/>
18. Future Learn - <https://www.futurelearn.com/>
19. Tuts Plus - <https://tutsplus.com/>
20. Open Culture - <http://www.openculture.com>

And Many More Courses Most of these courses are free to learn.

Note - The duration of the course should be more than 4 weeks or it should be of 30 hours. 2 (two) Credits for Online course will be given only after he/she submits the Passing Certificate of the course in the same academic year.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses
O - SEC - Course Title - College Course Under Specific Schemes. (O)
Credit - 2 & Hours - 30

The college can design its own course under various schemes which will benefit the students and society at large.

The College designed course must be under various schemes supported by UGC, ICSSR, HRD, TISS or similar agency projects for the interest of student development. The Project/s should be socially relevant, locally need-based, nationally important and globally significant. The Project/s can be trans-disciplinary OR inter disciplinary.

The Colleges that wish to design the course under such schemes can write to the Dean of Commerce and Management, SPPU with supportive and relevant documents of the projects along with the details of the course. The designed course should not be less than 30 hours and 2 credits.

The College designed course must include

- **College details**
- **Scheme details and scansion letter with duration of the project**
- **Designed Course details ..**
 - Objective of the course
 - Course Content
 - Duration of the course
 - Period of execution
 - Expected Number of students
 - Evaluation and certification method.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) and BBA (CA)(CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

M. AECC - Course Title: - Basic Course in Environmental Awareness – (M)
Credit -2 & Hours -30

Objectives:

- 1) To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course content

- 1 Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies)
- 2 Environmental Pollution -Definition, Causes, effects on human, water, soil, air (Mother Earth)
 - Air pollution
 - Water pollution
 - Soil pollution
 - Marine pollution
 - Noise pollution
 - Thermal pollution
 - Nuclear hazards
- 3 Various Government initiatives for conservation of Environment. Controlling measures)
 - Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution. Pollution case studies.
 - Disaster management: floods, earthquake, cyclone and landslides.
- 4 Field work Visit / Project Report preparation
 - Visit to a local area to document environmental assets - river / forest / grassland / hill / mountain.
 - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
 - Effects on plants, insects, birds – As Elements of ecosystem

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.

Savitribai Phule Pune University
Syllabus for BBA, BBA (IB) and BBA (CA) (CBCS 2019 Pattern)
Details for Skill Enhancement (Add-On) Courses

Note: - Select Any One Course for every semester

N. AECC - Course Title: - Advance Course in Environmental Awareness – (N)

Credit -2 & Hours -30

Course Objectives

- Understand current concern about our impact on the environment.
- Recognise the things they do affect the environment.
- Promote green practices at home and at work.
- Describe what is being done and what we all can do to help prevent harm to the environment.

Course Contents

- **Environmental and Ecosystem Management:**

Concept and scope, Systems of approaches, Standards – International and National, Ecomark, Environmental accounting and auditing, Green funding and taxes, Trade and environmental management. Ecosystem analysis, Modelling, Monitoring and Planning, Ecotourism and Heritage management, Eco restoration,

- **Management of solid waste**

Different types of solid wastes, Methods of disposal and management of Municipal and thermal power plant generated solid wastes, Bio medical wastes and Hazardous wastes, Recycling of wastes, Power generation and waste minimization techniques.

Sanction and enforcement bodies of environmental laws in India.

Legal, administrative and constitutional provisions for environmental protection in India; Role of Supreme Court and Green Bench of High Court; Public awareness and Government measures; Role of Pressure Groups and NGOs; Concepts and Aspects of Public Interest Litigation (PIL); Public Interest Litigation in India on different Environmental Issues.

- **National and Regional Environmental Issues Resource and its conservation;**

Ecological refugees; Conservation strategies of the environment: Mines, rivers , forest, soil and wild life

Current Environmental Movements in India. Silent Valley, Chipko, Narmada dam, Appiko, Tehri Garwal Dam, Uttara Kannada and Almatti dam movements.

- **Environmental Ethics and Global Imperatives.**

Concepts and aspects of Environmental ethics, Anthropocentrism and Eco-centrism; Deep ecology.

Global environmental problems. Green house effect, global warming and climate change, ozone layer depletion, acid rain, deforestation and loss of biodiversity, unplanned urbanization.

Evaluation of the course: Continuous evaluation of the student through oral, necessary writing assignments / Quiz and presentations.

Certification: A Course Completion Certificate will be provided by the college to every student who has passed in the continuous evaluation and the Grade as per his / her performance in the evaluation will appear on the Certificate.
