

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
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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)anddifferent Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, VergheseKurien)...	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) 4.2 Knowledge 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 comings	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 .ipswtaSatpathy	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>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. Amarnath Dikshit & Dr. Jinendra Kumar Jain.	
3	Business Mathematics –	Padmalochan Hazarika	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. Anwar Shaikh, 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

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Principles of Marketing
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 fusibility 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 fiancé	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 capita 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 tends 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 HariharanIyer	International Book House Pvt. Ltd.	Mumbai

Savitribai Phule Pune University
Question Paper Pattern 2019 for FY BBA
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Principles of Finance
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. 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. 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"> To make the students aware about Changing Environment of HRM. 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"> Describe the basic concept of HRM. Develop knowledge about the functions and different roles of HR Manager. 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"> Understanding the importance of Job Analysis & Human Resource Planning in the Organisation. 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"> Development of basic ability to think about Employee Morale and Job Satisfaction. 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 recentHRM 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	With the help of case study teach different methods of Logistic Management in an industry. Analysis of role of Inventory Management in Customer Service. List out the functions of IT in SCM	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	Group discussion Role of Human Resources in SCM. Describe the Functions of Quality Circles in an industry	Prepare a research based report on Issues in Workforce Management and Relationship Management with Suppliers,	To understand the various Operation Aspects in Supply Chain To understand the linkage between HRM and SCM

Evaluation Methods:

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

	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.</p> <p>To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves.</p> <p>To develop self- esteem and self-confidence of the students.</p>

		<ul style="list-style-type: none"> problem-solving ability, critical and comparative thinking). Building self-esteem and self confidence SWOC Analysis and Personal Goal Setting 	To introduce the concept of SWOC Analysis and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.
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	
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.	Fill in the blanks True and False Short answer question - 25% Short notes-35% Long answer questions- 40%
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. To develop IT Skills. To develop awareness regarding the challenges of Rural Development.
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	

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used		Expected Outcome
Unit 1 (8 hrs)	1. Presentations. 2. Group Discussion on scope and importance of rural development.		1. Describes the importance of rural development 2. Better understanding of need for rural development
Unit 2 (14 hrs)	1. Debate/ Group discussion on “Role of SHG groups and their effectiveness”. 1. Caselets solution sessions and discussion on same.		1. Describes determinants of Rural Development Planning 2. Develop the knowledge & ability of the students about the concepts of NGO’s and Rural Development 3. Development of understanding of Functions of DRDA
Unit 3 (14 hrs)	1. Visit to Bhimhadjiatra to understand concept of agropreneurship 2. Visit to financial institutions to understand Micro financing 3. Caselets solution sessions and discussion on same.		1. Describes determinants of agropreneurship 2. Understanding of problems associated with rural entrepreneurship. 3. Understanding the implementation of marketing initiatives

Unit 4 (12 hrs)	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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
II	1. Debate/ Group Discussion Activities. 2. Caselets Solution & Discussion		35% short notes 40% long answers
III	1. Visit to Bhimthadijatra and other rural initiatives		Fill in the blanks True and False
IV	1. Role Play. 2. Caselets Solution & Discussion		Short answer question -25% Short notes -35% Long answer questions -40%
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, Intensions 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	Havaldar & 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 recount 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
Unit – II		35% short notes
Unit – III		40% long answers
Unit – IV		Fill in the blanks
		True and False
		Short answer question -25%
		Short notes -35%
		Long answer questions -40%
Total –	50	50

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retail Management	Chetan Bajaj, Rainish 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 Madan	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)
Unit – II	MCQ/Long questions/ problem/ short notes	Q.2 Long Answer (15M) OR
Unit – III	MCQ/Long questions/ problem/ short notes	Q.2 Problems on ratio analysis Q.3 Problem on marginal costing (10M)
Unit – IV	MCQ/Long questions/ problem/ short notes	Q.4 Problem on Cash budget(10M) OR
		Q.4 Long Answer
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, discussion,	Group	Applicable(Project)	Students will understand structure of banking system in India..
Unit 2- 12 Lectures	PPT, Video, discussion	Group	Bank Visit	Students will understand functions and operations of banks.
Unit 3- 13 Lectures	PPT, Video, discussion	Group	Applicable(Project)	Students will get basic knowledge of function of various regulatory Authorities in India
Unit 4- 13 Lectures	PPT, Video, discussion	Group	Applicable(Guest lecture)	Knowledge of how to use new technology in banking operations along with its cyber security.

Evaluation

Subject Management Accounting	<p>Guidelines regarding Exposure project (50 marks)</p> <p>Students need to prepare Exposure project on the following topics- (Any 3)</p> <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. <p>Conducting survey/ project based on the following themes-</p> <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. <p>Note: Colleges can change the project topics according to their convenience.</p>	<p>External Evaluation</p> <p>25% MCQ</p> <p>35% Short Notes</p> <p>40% Long Answers</p>
	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 developed
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	Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors. Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality Value & Attitude- Meaning, Definition and Types. Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory Caselets on Personality, Motivation, Value & Attitude	<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	Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness Conflict - Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating. Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership Caselets on Group Dynamics, Conflict Management & Leadership	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	Organisational Culture- Meaning, Definition, Levels, Formation & Sustaining Organisational Culture Organisational Change- Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change Caselets on Organisational Culture & Change Management	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	Students can prepare project on any topic which they have learnt under this subject.	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.	20	
Total –		50	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	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.	<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"> 2. Students can visit regional gratuity office to understand its functioning. 	<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
Unit – II		35% short notes
Unit – III		40% long answers (50 marks)
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) Class tests , PPT Notes preparation Field visit / project report for 20 marks	25% MCQ
Unit – II		35% Short Notes
Unit – III		40% Long Answers
Unit – IV		
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 Kandrupully	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	<p>Customer expectation, strategies for managing customer expectation, 4C's of customer service mix.</p> <p>-Creating the right service philosophy: - Customer service pre & post transaction elements, Meeting the service challenges.</p> <p>-Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight.</p> <p>-Managing demand & supply of services: - Managing demand, Patterns & determinants of demand, Strategies of managing demand, waiting line strategies.</p>	<p>Purpose :- -</p> <ul style="list-style-type: none"> -Learning & understanding the concept of customer satisfaction. -Understanding efficient management of demand & supply of services. <p>Skills to be developed: -</p> <ul style="list-style-type: none"> -Development of Behavioural Skills. - Management Skills such as facing Risk, challenges, etc.
II	ITES Introduction	<p>-Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage</p>	<p>Purpose: -</p> <ul style="list-style-type: none"> - 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)	25% MCQ or Objective type, 35% short notes ,40% long answers (Based on Theory)
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	Sassers R..P.	Allyn and Bacon	Boston
3	ii) Service Marketing	Hellen	W. Macmillan 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	<p>3.1 Agricultural Market, Marketing policy</p> <p>3.2 Regulated market, Marketing channels</p> <p>3.3 Behaviour of agricultural prices</p> <p>3.4 Objectives of agricultural price policy.</p>	<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	<p>4.1 Recent trends in agricultural growth in India.</p> <p>4.2 Inter-regional variations in growth of output and productivity</p> <p>4.3 Cropping Pattern shifts</p> <p>4.4 Problems and prospects of Indian agriculture.</p> <p>4.5 International trade in agricultural commodities.</p>	<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
UNIT 2			<ul style="list-style-type: none"> • Certificate course on Agricultural Management
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.and Sidhiqi 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 Development2. 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 opportunities2. 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.	
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.	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.	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.	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		5. Visit and interview an Agri-exporter to understand the opportunities in Agri-business	1. Project outcome Better understanding of theoretical concepts by visit of students in agri- product Industries. Agri-export Houses.

			<p>2. To expose students while engaging in experiential learning to internalize rural environment institutions and initiatives</p>
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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.Hannantha (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. <p style="text-align: center;">-</p>

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: <ul style="list-style-type: none"> • 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 Udyami Mitra Yojana (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"> • -Upasana Taku, 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	Poorima 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	5	20 Marks
		Multiple Choice Questions	5	
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	30 Marks
2	Solve any 3 out of 5	Long Answer Question	3*10 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.	<ol style="list-style-type: none"> 1. Describe the basic concept of production and operation management.
Unit 2 - 12 Hours	Production Design , Planning and Control Caselets solution sessions and discussion on the same.	<ol style="list-style-type: none"> 2. Understanding the manufacturing methods and various plant layouts used in industries. 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.	<ol style="list-style-type: none"> 1. To understand the peoples efficiency in their working condition
Unit 4 - 12 Hours	Student Presentations.	<ol style="list-style-type: none"> 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		
I	2. Role Play.	Marks	
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

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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 Publications9 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	Elseveir 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

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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, Heckscher 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.

	<ul style="list-style-type: none"> Advantages (Indian Context) 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.	
Unit 4 - 12 Hours	<p>Case studies/videos on Cultures and Demographics of different countries.</p> <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. Mihan2000	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	<ul style="list-style-type: none"> • Role Play. 	30	25% MCQ 35% short notes 40% long answers
II	<ul style="list-style-type: none"> • Caselet Solution & Discussion 		
III	<ul style="list-style-type: none"> • Students Presentation. • Caselet Solution & Discussion. 		
IV	<ul style="list-style-type: none"> • Presentation and viva – 20 		
		20	

	Total –	50 Marks	50 Marks
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Suggested References:

Sr. No.	Title of the Book	Author/s	P ublication	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	<i>Rajeev batra and davidaker</i>	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. Usurers Interfere and Usurers 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
			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	50% Theory & 50% Practical Problems (Based on Theory & Practical)
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	Girish Ahuja, 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 Singhania,	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	<ul style="list-style-type: none"> • 	

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 	Actual functioning of financial institution of India. Understanding new trends of financial market. Making students aware about derivatives & commodity market.

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	
3	Solve any 1 out of 2	Long Answer Question	1*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 	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		
II	2. Chart Preparation and Presentation		
III	3. Debate		
IV	4. Group Discussion	30	25% MCQ
	5. Caselet Solution & Discussion		35% short notes
Project	3. Project Submission.	20	40% long answers
	4. Presentation.		
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. Manoria	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	

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	<p>Meaning, Definition, Essentials of a Good Record</p> <p>Principles of Record Keeping, Precautions in Maintaining Records, Importance of Employee records, Types of Employee records.</p>	<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</p> <p>(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	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Better understanding of the Process of Manpower Planning. 2. Describes the understanding of Techniques of Manpower Forecasting.
Unit 2- 14 Hours	<ol style="list-style-type: none"> 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, 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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 (50 marks)
Project VIVA		--
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. Manoria	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	
3	Solve any 1 out of 2	Long Answer Question	1*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.

		<ul style="list-style-type: none"> Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans. 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. 	<p>Understand the electronic services offered by banks as an add on service.</p>
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 	<p>Understand the services offered by banks for their products other than traditional banking.</p>
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	25% MCQ 35% short notes 40% long answers
	Tutorial – presentation for 20 marks	
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	
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 ManoharPawar	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	
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. 	Purpose :- -Developing better understanding of Indian rural Economy -Better understanding of Rural Marketing Challenges and Opportunities in India. Skills to be developed :- -Analytical abilities : SWOT, SWAC Analysis etc.

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 Dhan Yojana, Aysulman 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
Unit – II		35% short notes
Unit – III		40% long answers
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	
3	Solve any 1 out of 2	Long Answer Question	1*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.
4	Computer Laboratory Work	<ul style="list-style-type: none"> • Introduction to IFFCO KisanApp, Agri Media Video App, Kisan Yojana, Mera mobile app, Crop Insurance Mobile App by Digital India • Online study of PM Fasal Bima Yojana, • Introduction to Agri-Fintech start-up far Mart • All Agriculture Technology • Introduction to IFFCO KisanApp, Agri Media Video App, Kisan Yojana, Mera mobile app, Crop Insurance Mobile App by Digital India. • Online study of PM Fasal Bima Yojana. • 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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

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 Agricultural Economics	Pearson John B	Pearson India	Delhi
3	Agricultural 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	
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. Sumet Gaikwad also gave inputs to the curriculum.

SavitribaiPhule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Research Methodology
Course code GC 501
Credit 3

Depth of the course- Reasonable working knowledge

Course Objectives:

1. To develop an understanding of the right approach of Research Methodology and its role in Business.
2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.
3. To develop an understanding of various Designs, Tools and Techniques of Research Study.
4. To enable the students in conducting Research work and write Research Paper and Research Project Report.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Research Methodology and Research Problem	1.1 Introduction to Research- 1.2 Objectives of Research, 1.3 Motivations in Research, 1.4 Types of Research, 1.5 Research Approaches, 1.6 Significance of Research, 1.7 Research Process, 1.8 Criteria of Good Research, 1.9 Challenges before Researchers in India. 1.10 Meaning of Research Methodology. 1.11 Concept of Research Problem, 1.12 Selecting the Research Problem,	<ul style="list-style-type: none"> • To encourage students and educators to reflect upon the research process to enable them to position themselves in the bigger picture. • To understand the basic concept of Research and its Methodology. • To make students understand objectives, types, significance, the process of Research. • To make students aware of the concept of Research Problem and technique involved in defining Research Problem. • To know -how to formulate Research Hypothesis and its importance.

		<p>1.13 Techniques involved in defining Research Problem,</p> <p>1.14 Formulation of Research Hypothesis and its importance</p>	
2	Research Design and Research Sampling	<p>2.1 Research Design</p> <p>2.2 Meaning of Research Design,</p> <p>2.3 Need for Research Design,</p> <p>2.4 Features of a Good Design,</p> <p>2.5 Types of Research Design</p> <p>2.6 Concept of Research Sampling,</p> <p>2.7 Steps in Sampling Design,</p> <p>2.8 Types of Sampling,</p> <p>2.9 Determination of Sampling Size</p>	<ul style="list-style-type: none"> To make students understand the meaning, need, types of Research Design. To inculcate knowledge of the concept of Research Sampling. To understand the process of sampling design and types of sampling.
3	Methods of Data Collection and Processing and Analysis of Data	<p>3.1 Collection of Primary Data-</p> <p>3.2 Meaning and definition of Primary Data,</p> <p>3.3 Advantages and Limitations of Primary Data,</p> <p>3.4 Methods of Collecting Primary Data:</p> <p>3.4.1 Observation Method,</p> <p>3.4.2 Interview Method,</p> <p>3.4.3 Questionnaire Method,</p> <p>3.4.4 Scheduling/ Schedule Method</p> <p>3.4.5 Other Methods</p> <p>3.5 Collection of Secondary Data-</p> <p>3.5.1 Meaning and definition of Secondary Data,</p> <p>3.5.2 Advantages and Limitations of Secondary Data,</p> <p>3.5.3 Sources of collecting Secondary Data</p> <p>3.6 Data Processing –</p> <p>3.6.1 Editing,</p>	<ul style="list-style-type: none"> To make students understand the meaning and definition of Primary Data and Secondary Data along with its advantages and limitations. To provide sound knowledge about methods of collection of Primary Data and sources of collecting Secondary Data. To find out the factors contributing to Job Satisfaction and use them in the actual functioning of the Organisation. To provide an understanding of Data Processing and Data Analysis. To make students aware of Hypothesis Testing.

	<div>3.6.2 Codification, 3.6.3 Classification, 3.6.4 Tabulation, 3.6.5 Scaling & Measurement 3.7 Data Analysis- 3.7.1 Meaning of Data Analysis, 3.7.2 Need of Data Analysis, 3.7.3 Methods of Data Analysis 3.8 Testing of Hypothesis- 3.8.1 Concepts in Testing of Hypothesis 3.8.2 Steps in the testing of hypothesis, 3.8.3 Chi-square Analysis, 3.8.4 Analysis of Variance</div>	
4	<div>Interpretation and Report Writing 4.1 Interpretation- 4.1.1 Meaning of Interpretation, 4.1.2 Need of Interpretation, 4.1.3 Techniques of Interpretation, 4.1.4 Precaution in Interpretation 4.2 Report Writing – 4.2.1 Significance of Report Writing, 4.2.2 Steps in Writing Report, 4.2.3 The layout of the Research Report 4.3 Research Paper Writing– 4.3.1 Meaning of Research Paper, 4.3.2 Structure of Research paper, 4.3.3 Referencing Styles 4.3.4 Ethics in Report Writing and Research Paper Writing</div>	<div><ul style="list-style-type: none">• To make students aware of the meaning, need and different types of techniques of Interpretation.• To make understand students about steps in Report Writing and layout of the Research Report.• To immerse students in actual research (authentic learning) and motivate them to write Research Paper by providing the knowledge about meaning, structure and ethics in Research Paper writing.</div>

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 - 12 hours	Ice-breaker activities, Traditional classroom lectures Subject overview and preliminary presentation Class discussion.	Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research. Formulate and evaluate research questions.
Unit 2 – 12 hours	Traditional classroom lectures Individual exercise, Large-group discussion, Small-group exercise,	The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Knowledge acquisition about Research Design and Sampling Design.
Unit 3 – 12 hours	Traditional classroom lectures, Group participation informative evaluation of the topic and sub-topics, Group reflection on the data collection, Computer lab work on data processing and data analysis	Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.
Unit 4 – 12 hours	Traditional classroom lectures, Guest lecturer on Research Paper writing, Small-group scenario exercise on project report, Small-group critical reading exercise and class discussion on Ethics in Report Writing and Research Paper Writing.	Understanding about Changing Environment of HRM and its effects. A better understanding of Report and Research Paper writing

Evaluation

Unit Number	Internal Evaluation		External Evaluation
Unit – I	Student's Active participation in Ice-Breaking Session		25% MCQ 35% short notes 40% long answers
Unit – II	Individual exercise, Large-group discussion, Small-group exercise		
Unit – III	Lab-Work/ Activity		
Unit – IV	Research Paper submission and presentation		
Total – 30 Marks			
			70 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Business Research Methods	Donald Cooper & Pamela Schindler	TMGH
2	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press
3	Research Methodology: Methods and Techniques	K. C.Kothari	New Age International Publication
4	Business Research Methodology .–	J. K. Sachdeva	Himalaya Publication)
5	Research Methodology	Dr. Prasant Sarangi	Taxmann's
6	Business Research Methodology	D. K. Sharma & A. K. Gupta	Delhi
7	Research methodology in Management	Arya P.P.and Pal, Yesh	Deep and Deep Publication, Delhi.

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Research Methodology
Course code 501

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

SavitribaiPhule Pune University
TY BBA Semester V(CBCS) Pattern 2019
Database Administration and Data Mining

Course Code- GC502

Credit – 3

Depth of the Course- Reasonable working knowledge

Course Objectives:

1. To understand the Database Management System
2. To understand the Data Mining Concepts
3. To understand the current trends in Data Management

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Database Management System	1.1 Introduction, 1.2 Objectives, 1.3 DBMS concepts, 1.4 Purpose of Database System, 1.5 Advantages and Disadvantages of Database System	<ul style="list-style-type: none"> To understand the concepts of a database management system. To understand the scope of DBMS and its limitations.
2	Database Administration	2.1 Introduction 2.2 Purpose of Database administration, 2.3 Concept of Database Administration, 2.4 Transaction management, Properties of Transaction (ACID Properties)	<ul style="list-style-type: none"> To understand the concept of transactions. To understand the working of DBMS.

3	Data Warehousing	3.1 Introduction, 3.2 Purpose, 3.3 Data Warehousing concepts, 3.4 Need of Data Warehousing, 3.5 Applications, Advantages, Limitations	<ul style="list-style-type: none"> To understand the concept of Data Warehousing. To understand the relevance of Data Warehousing in businesses.
4	Data Analytics and Data Mining	4.1 Introduction, 4.1.1 Purpose, 4.1.2 Data Analytics Scope, and it's Business Relevance. 4.1.3 Types of Data Analytics. Data Mining concepts 4.1.4 Need of Data Mining, Applications, Advantages, 4.1.5 Limitations 4.1.6 Cloud Computing Introduction, Purpose, Cloud 4.1.7 Computing concepts, Need of Cloud Computing, 4.1.8 Applications, Advantages, Limitations	<ul style="list-style-type: none"> To understand the concept of Data Analytics and Mining. To understand the relevance of Data Analytics and Mining in businesses. To understand the concept of Cloud Computing. To understand the relevance of Cloud Computing in businesses.

Teaching Methodology

Teaching Hours Theory	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Students' Presentations, Video Sessions Group Discussions	Understanding of the DBMS concepts.
Unit 2- 12 hours	Students' Presentations, Video Sessions Group Discussions	Understanding of the working of the transaction management in the DBMS.
Unit 3- 12 hours	Students' Presentations, Video Sessions Case Studies	Understanding Data Warehousing and its scope and limitations.

Unit 4 - 12 hours	Students' Presentations, Video Sessions Case Studies	Understanding Data Analytics and Mining and its scope and limitations.
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Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test, Open Book Test Group Presentations on DBMS Concepts	25% MCQs 35% Short Notes 45% Long Answers
Unit – II	MCQ Test, Open Book Test Group Presentations on Transaction Management	
Unit – III	MCQ Test, Chart preparation Group Presentations on Data Warehousing	
Unit – IV	MCQ Test, Group Presentations on Data Mining, Cloud Computing	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Database System Concepts	Abraham Silberschatz, Henry F. Korth, S. Sudarshan	McGraw Hill Education; Sixth edition	India
2	Fundamentals of Database System	ElmasriRamez, NavatheShamkant	Pearson Education; Seventh edition	India
3	Data Mining and Data Warehousing: Principles and Practical Techniques	Parteek Bhatia	Cambridge University Press	India
4	Introduction to Data Mining	Pang-Ning Tan, Michael Steinbach, Vipin Kumar	Pearson Education; First edition	India
5	Cloud Computing	Sandeep Bhowmik	Cambridge University Press; First edition	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Database Administration and Data Mining
Course Code - 502

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
TY BBA Semester V (CBCS) Pattern 2019
Subject: Business Ethics
Course Code – GC 503
Credits – 3

Depth: Reasonable Working Knowledge

Course Objectives:

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyze the role of Ethics in business, Government and Society.
4. To analyze the Ethical scenario concerning to Environment and consumer protection.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Business Ethics	1.1 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies 1.4 Why Ethical Problems occur in Business 1.5 Difference between workplace Ethics and Laws 1.6 Ethical Code of Conduct in Global Business 1.7 Government protection policies against illegal business practices. 1.8 Influence of Interest Groups on the Government	<ul style="list-style-type: none"> Understand the Role and Scope of Business Ethics. Role of Ethics and its importance at National and International Level in business as well as individual level.
2	Corporation and Stakeholder Ethics	2.1 Impact of Business Decisions on Stakeholders 2.2 Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and	<ul style="list-style-type: none"> Understand the concepts and role of Business and Stakeholder ethics.

		<p>regulations of an organization, Upskilling and Ethical knowledge of employees.</p> <p>2.3 Organization of Modern corporation and Interaction with stakeholders</p> <p>2.4 Whistleblower Act and Employee Rights: Privacy and Safety</p> <p>2.5 Collective Bargaining and Role of Management in implementing Ethics.</p> <p>2.6 Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.</p> <p>2.7 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well-being of employees.</p>	<ul style="list-style-type: none"> • Modern Organization role and responsibility towards stakeholders. • Understanding the concept of business, government, and societal ethics.
3	Corporate Social Responsibility and Marketing Ethics	<p>3.1 Role and Responsibility of Organizations towards government and society.</p> <p>3.2 CSR Performance – Meaning and Responsibility.</p> <p>3.3 CSR – Strategy in building community relationships.</p> <p>3.4 Corporate Citizenship and – Concept and Stages</p> <p>3.5 Ethical behaviour in Advertising Practices and Advertising ethics.</p> <p>3.6 Ethical and Unethical Target Marketing in Business</p> <p>3.7 Advertising abuses and Regulation</p> <p>3.8 Media Industry – Role, Impact and Ethical Practices</p>	<ul style="list-style-type: none"> • Understand the role of CSR in traditional and Modern Business. • Identify the efficiency relevancy of CSR in today's world • Understand Marketing ethics and its importance.
4	Environmental and Consumer Ethical Issues	<p>4.1 Environmental Ethics and Human values – Meaning and Impact on Environmental problems</p> <p>4.2 Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization.</p> <p>4.3 Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth's ecosystem.</p> <p>4.4 Difference between Customer and Consumerism</p> <p>4.5 Government regulation agencies for Consumer protection and Protecting consumer privacy online.</p>	<ul style="list-style-type: none"> • Understand the role of Environmental rules and regulations in protecting the environment. • Initiatives are taken towards building sustainable role models. • Understanding the need for ethics and laws in consumer protection.

Teaching Methodology

Teaching Hours	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
12	<p>Films/Videos of Business Ethics practices adopted by different companies.</p> <p>Videos on corporates explaining the Business ethics scenario.</p> <p>Case studies on Interest Groups policies and their impact.</p> <p>Case studies/Videos on the importance of government protection policies.</p>	<p>Listing out various business ethics and practices adopted by major corporates.</p> <p>List out one company's ethical policy which has benefitted the economy and society at large.</p> <p>Evaluate India's Interest Groups and their impacts.</p> <p>Analyze the government protection policies in India.</p>	<p>To understand the basics of Business Ethics and its role.</p> <p>To understand the Government and societal concepts of ethical behaviour.</p>
12	<p>Films/Videos on corporates and stakeholder ethics and its importance.</p> <p>Case Studies on various International business ethics theories and their impact.</p> <p>Case Studies on government and societal policies impacting ethical behaviour.</p>	<p>List out anyone International case concerning ethical behaviour.</p> <p>List out the corporate and stakeholder ethics theories holding more practical relevance for Indian society.</p> <p>List out the Government and societal ethics concept.</p>	<p>To understand the various corporate and stakeholder ethics policies and their use.</p> <p>To understand workplace ethics and its importance.</p> <p>To understand the importance of Legal acts framed by the government.</p>

12	Case studies and discussions on CSR activities adopted by organizations Case studies and discussions on CSR approach and evolving the concept. Case Studies/ Quiz/ Discussion on Ethical advertising adopted by organizations. Case Study/Debate on ethical and unethical marketing practices. Films/videos/Case study/ Discussion on the media and its role played in forming an ethical environment	List out the CSR activities adopted by companies. Identify the concept of CSR in modern business and Corporate citizenship in today's world. Identify the Ethical and unethical advertising practices adopted by corporations. List out the role played by media, especially Indian media in forming an ethical environment.	To understand various CSR activities adopted and implementation and their role. Understand the CSR and Corporate Citizenship concept. To understand the role and contribution of Media in business and society. Understand the concept of Ethical advertising.
12	Case study on policies and law adopted to protect the environment. Case study/ Discussion on consumer protection policies and their role.	To list out the policies and procedures adopted by leading countries to protect the environment. To identify various protection policies on consumer protection and its impact on society.	To understand the role of government in framing the environmental protection policies. To understand the importance of the consumer protection act and its role.

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test, Open Book Test, Group Presentations on Business Ethics Concepts and its Role.	<p style="text-align: center;"> 25% MCQs 35% Short Notes 45% Long Answers </p>
Unit – II	MCQ Test, Group Presentations on Corporation and Stakeholders Ethical Issues, Assignments on Ethical Frameworks and Policies.	
Unit – III	MCQ Test, Assignments on Marketing Ethics, Individual/Group Presentations on CSR activities.	
Unit – IV	MCQ Test, Assignments on various conferences/summits on Environmental Protection Policies. Individual / Group Presentations on Environmental issues	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Ethics	Shaileendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd	India
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Sathesh	Pearson Education	India
3	Business Ethics and Values	Dr. Neeru Vasisht, Dr, Namita Rajput	Taxmann	India
4	Business Ethics: Foundation for CSR	P.Kamatchi	Dreamtech Press	India
5	Business Ethics: Principles and Practices	Daniel-Albuquerque	Oxford University Press	India
6	Business Ethics	Gautam Pherwani	Everest Publishing House	India
7	Business Ethics	C. S. V. Murthy,	Himalaya Publishing House	India
8	Understanding Business Ethics	Peter Stanwick, Sarah Stanwick,	Pearson Publishing	India
9	Business Ethics	Manuel G Velasquez,	Prentice-Hall India Learning Private Limited; 6 edition (2006)	India
10	Business Ethics	O.C. Ferrell, John Paul Fraedrich, Linda Ferrell,	Cengage Learning, 2013	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA (IB)
University Examination Sub: Business Ethics
Course Code - 503

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
TY BBA Semester V (CBCS) Pattern 2019
Course Title: Management of Corporate Social Responsibility
Course Code–GC 504
Credit – 3

Depth of the Course: Reasonable Understanding of Concept of CSR and Sustainability

Course Objectives:

1. To understand the concept and process of CSR
2. To Understand the industrial contribution for CSR Policy
3. To Understand the context of CSR of present-day Management
4. To Understand the contribution of CSR for the development of Society

Unit No.	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to CSR	1.1 Meaning and Definition 1.2 Sustainability and Stakeholders Management, 1.3 Concept of Charity 1.4 Corporate Philanthropy 1.5 Relation between CSR and Corporate Governance 1.6 Evolution of CSR in India 1.7 Models of CSR in India 1.8 Carroll's Model 1.9 Initiatives in India	Purpose -Understanding of the concept and evolution of CSR To know about the various models of CSR Importance of CSR activities Skills to be developed -Applicability of concept and its importance -Understanding the functionality of Charity
2	Modules of Corporate Social Responsibility	2.1 Models of CSR- Trusteeship, Stakeholders, 2.2 Ethical Model, Statist Model, Liberal Model 2.3 International Framework of CSR 2.4 Sustainable Development Goals	Purpose – Various stakeholders roles and responsibilities in CSR activities Applicability of Models -Understanding of Goals that impacts the Industry Skills to be developed -Understanding of various models and how to apply them.
3	CSR-Legislation in India and the World	3.1 Section 135 of Companies Act, 3.2 Scope of CSR Activities under Schedule VII,	Purpose Knowing the legal aspect of CSR

		3.3 Appointment of Independent Directors on Board 3.4 Computation of Net Profit's implementation in India	-Statutory Authorities taking decisions -Net Profit contribution for CSR Funds Skills to be developed Knowing the legal aspect for implementing CSR -Decision-making ability
4	Identifying key stakeholders and their Roles and recent trends and opportunities in CSR	4.1 Role of Public Sector in Corporate, Government programmes that encourage voluntary responsible action of corporate 4.2 Role of Non-profit & Local Self-Governance in implementing CSR 4.3 CSR as, Strategic Tool for Sustainability and Challenges 4.4 Case Studies CSR initiatives	Purpose -Voluntary contribution by various corporates -Government Rules and Regulations regarding CSR in India - Learning through Case Studies of functionality and impact on the Corporate and Society Skills to be developed -Problem Solving Approach -Behavioural Skills

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Expected Outcomes
Unit 1 - 12 hours	Use of PPT for better understanding of the concept	Understanding the concept of CSR and its history
Unit 2- 12 hours	Role Plays, Interactive Sessions with Feedbacks and PPT, expert's lecture on the legality	Need and application of CSR with help of various models
Unit 3- 12 hours	Group Discussions, Theory-based lectures	It will enable the students to understand the legal point of view involved in CSR
Unit 4 - 12 hours	Participative learning, Discussions, assignments, Industrial Expert Lectures	It will help students to understand how corporate is responsible for contributing to the society

Subject: (504) Management of Corporate Social Responsibility	Internal Evaluation (30Marks)	External Evaluation (70 Marks)
Unit – I	Test on MCQs based on the theory	25% MCQs

Unit – II	Group discussion, MCQs	35% Short Notes
Unit – III	Preparing report on CRS activities of any 5 Companies	45% Long Answers
Unit – IV	Test on MCQs	
Total	30 Marks	70 Marks

Suggested References:-

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Corporate Social Responsibility: An Ethical to Approach	Mark S. Schwartz	TATA McGraw Hill	New Delhi
2	The World Guide to CSR	Wayne Visser and Nick Tolhurst	Prentice Hall India	New Delhi
3	Corporate Social Responsibility in India	Sanjay K Aggarwal	Taxmann	New Delhi
4	Corporate Social Responsibility: Concepts and Cases: The Indian Context	C. V. Baxi, Ajit Prasad	Sage Publication,	New Delhi
5	Sustainable CSR: CSR Basics-	Harsha Mukherjee	TATA McGraw Hill	New Delhi

Savitribai Phule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Course Title: Management of Corporate Social Responsibility
Course Code 504

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective T 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 answers /Short notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University

TY BBA Semester V (CBCS) Pattern 2019

Course: Marketing Environment Analysis and Strategies

Course Code- DSE A 505 MM

Credit – (3 + 1) = 4

Depth of the Course- Understanding of the Marketing strategies and Environment Analysis adopting advanced tools.

Course Objectives :

- 1.**To develop students' understanding of the factors shaping Marketing Environment
- 2.**To develop students' ability to analyze the Business Environment
- 3.**To develop students' understanding of the strategies for sustaining the forces in Marketing Environment

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Marketing Environment	1.1 Introduction – Marketing Microenvironment – 1.1.1 Company, 1.1.2 Suppliers, 1.1.3 Marketing intermediaries, 1.1.4 Competitors, Customers 1.2.1 Macro Environment – 1.2.2 Demographic environment, 1.2.3 Economic environment, 1.2.4 Natural environment, 1.2.5 Technological environment, 1.2.6 Political environment, 1.2.7 Social environment, 1.2.8 Cultural environment	<ul style="list-style-type: none">• The unit introduces the forces shaping the marketing environment, required to analyze the Business position in the market.

2	Business Analysis	<p>2.1 Business Analysis process, 2.2 Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns, 2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis 2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope, and its importance concerning marketing strategies. 2.4.1 Types of Data Analytics. 2.4.2 Challenges of Business Data Analytics.</p>	<ul style="list-style-type: none"> The unit aims to help understand the Business Analysis process.
3	Marketing Research	<p>3.1 Need of Marketing research, 3.2 marketing research process, 3.3 Consumer Buying Behavior, Marketing environment affecting consumer-buying behaviour 3.4 Big Data Analytics – Concerning Consumer Psychologies</p>	<ul style="list-style-type: none"> The module reveals the relevance of Marketing Research for finalizing the marketing strategies.
4	Marketing Strategies	<p>4.1 Introduction, 4.2 Product and Pricing Strategies, 4.3 Market Segmentation and Targeting Strategies, 4.4 Distribution Strategies, Communication Strategies. 4.5 Digital Marketing Strategies – Importance, and Challenges.</p>	<ul style="list-style-type: none"> The module focuses on the marketing strategies in the various business domains.

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used		Expected Outcome
Unit 1- 12 hours	Students' Presentations Marketing Environments		Understanding of basic Marketing Environment Concepts
Unit 2- 12 hours	Group Discussions on Business Analysis parameters		Understanding the parameters of Business Analysis
Unit 3- 12 hours	Presentations on the concept of Marketing Research		Understanding the concept of Marketing Research
Unit 4 - 12 hours	Case Studies on Marketing Strategies		Understanding the real-time scenario of marketing strategies
Tutorial 15 hours		<ul style="list-style-type: none"> • Prepare a key skill involved in running an International Business • Prepare a Business plan for selling in Domestic Market • A report on role of Packaging in Domestic Marketing • Prepare a research-based report on identifying new markets for Indian 	

		<ul style="list-style-type: none"> products. Assignment on marketing strategies implemented by MNC's & data analytics 	
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Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test Open Book Test	25% MCQs 45% Short Answers 30% Long Answers
Unit – II	MCQ Test Group Presentations	
Unit – III	MCQ Test Group Discussions	
Unit – IV	MCQ Test Group Presentations Assignments	
	Tutorial	
Total	30 + 20 = 50 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd.	India
2	Business Environment for Strategic Management	Aswathappa, K.	Himalaya Publishing House Pvt. Ltd.	India
3	Introduction to Modern Business – Issues and Environment	Musselman and Hughes	Prentice-Hall: 7th Revised edition	USA
4	Marketing Inside Out	Srinivasan Siva Rao	Notion Press; 1st edition	India
5	Marketing Management - marketing cases in the Indian context	Philip Kotler	Pearson Education; Fifteenth edition	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Marketing Environment Analysis and Strategies
Course Code – DSE A 505

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	
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

SavitribaiPhule Pune University
TY BBA –Semester V(CBCS) Pattern 2019
Course: Legal Aspects in Marketing Management
Course Code- DSEA 506 MM
Credit – 2+4 =6

Depth of the Course- Functional Working Knowledge

Course Objectives:

1. To understand the application of different legal aspects in Marketing Management

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction and Doorstep Selling/Home Delivery	1.1 Introduction to Legal Aspects of Marketing 1.2 Importance, Scope and Features 1.3 Door Step Selling/Home Delivery – Rules, Order Fixation and Cancellation, Applicability of Rules, Terms and Conditions, and Documents needed for Doorstep Selling/ Home Delivery. 1.4 Tele sales and Direct Mail Sales Concepts	<ul style="list-style-type: none"> • To understand the legal aspect of Marketing Management • To study law related to sales, home delivery, telesales and Direct Mail Sales
2	Advertising and Pricing	2.1 Meaning and Definition, Importance, Types of Advertising (TV, Radio, Print form Advertising) 2.2 Laws for Broadcasting the Advertisement 2.3 Claims for Misleading Advertisement 2.4 Harms and Offence – Children, Medicine and Health, National and Societal Interest 2.5 Meaning and Importance of Pricing related laws 2.6 Laws related to price/payment consumer rights surcharge payment regulations	<ul style="list-style-type: none"> • To understand rules and laws related to broadcasting ads via different forms • To study claims for misled adv campaign • To study price-related laws and consumer rights for surcharge payment
3	Online Marketing and CRM	3.1 Meaning and Definition of Online Marketing 3.2 Legal Consideration for Data Protection (data collected from potential customers, its usage, security) 3.3 Cookies –Monitoring and governing of cookies, security and confidentiality of client data while online marketing 3.4 Concept of CRM, Terms and Conditions related to CRM	<ul style="list-style-type: none"> • To understand issues and laws related to online marketing • To study Terms and conditions in CRM

4	Project Report	<p>Project preparation on any topic from the marketing syllabus. Refer the guidelines for preparation of project report.</p>	<ul style="list-style-type: none"> To introduce the students to the general Marketing practices in Marketing origination. To make students aware of different acts and laws and their application in real-time
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Project in Legal Aspects 4 Credits	Expected Outcome
Unit 1- 12 hours	Lectures/ Presentation/Discussion/videos	<p>1. Students are required to visit and collect data from market/field/Consumer forums/ organizations/supermarkets/departmental stores/malls individually or in groups and study laws practised, policies, legal issues, rules of Terms and Conditions. 2. Students are required to prepare a Project on collected data.</p> <p>Note – Colleges can change the topics for projects as per the requirements of the course</p>	To understand the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales To Understand the gist of the case study and way of attempt or solution
Unit 2- 12 hours	Lectures/Case studies/Discussion/videos/Model Making		To understand rules and laws related to broadcasting ads via different forms and claims for misled adv campaign. To study price-related laws and consumer rights for surcharge payment
Unit 3- 12hours	Lectures/ Case Studies/Discussion/Role Plays		To understand issues and laws related to online marketing and Ts & Cs in CRM

Evaluation

Subject	Project Evaluation by SPPU	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	Marketing and the laws	M. A. Sujan and HaishSujan	New Age Publication	New Delhi
2	Mercantile Law	N.D. Kapoor	S. Chand	New Delhi
3	Mercantile Law	Arun Kumar	Atlantic Publishers & Distributors Pvt Ltd	New Delhi
4	Best Practices in Law Firm Business Development and Marketing	Deborah Brighman Farone	Practising Law Institute	US
5	Mercantile & Commercial Laws	Rohini Agrawal	Taxmann	New Delhi

Savitribai Phule Pune University
T.Y. BBA Semester V (CBCS) Pattern 2019
Course Title – Analysis of Financial Statements
Course Code- DSE B 505 FM
Credit- 3+1 = 4

Depth of the Course: Overview & Fundamental Knowledge of Analysis of Financial Statements

Course Objectives:

1. To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
2. To enable to use of various types of ratios for financial and investment decisions.
3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction of Analysis & Interpretation of Financial Statements	1.1 Introduction of Schedule III as per Companies Act 2013, 1.2 Meaning and importance of Analysis of Financial Statements, 1.3 Tools and Techniques of financial analysis- 1.4 Comparative Financial Statements, 1.5 Trend Analysis, 1.6 Common Size Financial Statements, 1.7 Ratio Analysis, Fund Flow Statement and C 1.8 Cash Flow Statement	<ul style="list-style-type: none"> To develop, critical & analytical skills for understanding the application of various tools of analysis of financial statements
2	Ratio Analysis	2.1 Meaning, Importance, Advantages & Limitations of Ratio, 2.2 Classification of Ratios- 2.2.1 Liquidity ratios, 2.2.2 Turnover ratios, 2.2.3 Profitability ratios and	<ul style="list-style-type: none"> To develop analytical and interpreting skills for evaluating the financial position of business corporations by calculating and comparing various ratios

		2.2.4 Solvency ratios (Practical Problems based on the ratios- Problems based on reverse ratio is excluded.)	
3	Cash Flow Statement	3.1 Meaning, Objectives, Uses, and Limitations of Cash Flow Statement, 3.2 Methods of Cash Flow Statements- Direct methods and indirect methods. 3.3 Practical sums on an indirect method	<ul style="list-style-type: none"> To understand the cash management of any business corporations by preparing a cash flow statement.
4	Fund Flow Statement	4.1 Meaning, Objectives, Uses, and Limitations of Fund Flow Statement, 4.2 Preparation of Fund Flow Statement-Fund from operations & statement of changes in Working Capita 4.3 Practical sums on Preparation of Fund Flow Statement-	<ul style="list-style-type: none"> To understand the arrangement of funds for day-to-day business operations by preparing a fund flow statement

Teaching Methodology

Teaching + Tutorials Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1- 12 hours	Lecture method, Classroom discussion based on PPT, Problem Solving & Case Study		To understand different tools of analysis & interpretation of financial statements.
Unit 2- 12 hours	Problem Solving, Participative Learning, Peer Learning & classroom Discussion.		To enable to use of various types of ratios for financial & investment decisions.
Unit 3- 12 hours	Problem Solving, Participative Learning, Peer Learning & classroom		To manage the cash flow arrangement of any business corporation

	Discussion.		
Unit 4 - 12 hours	Problem Solving, Participative Learning, Peer Learning & classroom Discussion.		To make available & manage various sources and application of funds for day-to-day business operations
Tutorial 15 Hours		<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. 	

Note- Students can do practical by using any one of the tools of Financial Analysis & evaluation can be done by conducting viva/PPT by the respective subject teacher

Evaluation

Subject- Analysis of Financial Statement	Internal Evaluation	External Paper Pattern (50 Marks)
Unit – I	MCQ/ long question/ short notes	Q.1 A Fill in the blanks (5M) Q.2 A Write Short Notes (Any 3) (15M) OR Q.2 Long Answer (15M) Q.3 Problems on Ratio Analysis (15M) Q.4 Problem on Fund Flow Statement
Unit – II	MCQ/Long questions/ problem/ short notes	
Unit – III	MCQ/Long questions/ problem/ short notes	
Unit – IV	MCQ/Long questions/ problem/ short notes	

		OR (15M) Q.4 Problem on Cash Flow Statement
Total –	30+ 20 marks for project= 50 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advanced Management Accounting	Ravi Kishore	Taxman	New Delhi
2	Management accounting & Financial Analysis	Ravi Kishore	Taxman	New Delhi
3	Financial Reporting & Analysis	Dr. Jawahar Lal & Dr. Sucheta Guaba	Himalayan Publication House	New Delhi
4	Financial accounting & Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House	New Delhi
5	Management accounting & Financial Analysis	M. Y. Khan&P. K. Jain	Tata McGraw Hills	New Delhi

Savitribai Phule Pune University
T.Y. BBA Semester V (CBCS) Pattern 2019
Discipline-Specific Electives (DSE- B- FM)
Course Title – Legal Aspects of Finance & Security Laws
Course Code- DSE B 506 FM
Credit-2+4=6

Depth of the Course: Overview & Fundamental Knowledge of Legal Aspects related to finance.

Course Objectives:

1. To understand the Legal Aspects of Finance & Security Laws.
2. To know the legal provisions to obtain finance from various source of finance.
3. To explore various finance & securities-related laws in India.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to legal aspects of Finance	1.1 Overview of Indian Financial System, 1.2 Introduction to Legal aspect: - Finance, Securities market. 1.3 Basics of insurance, Derivatives, Commercial Banking, Capital Markets, Money Market, Forward Market Commission of India (FMC), Pension Fund Regulatory and Development Authority (PFRDA).	<ul style="list-style-type: none"> To understand the fundamentals of legal aspects of Finance. To know the basics of various financial instruments.
2	The issue, Listing of Securities & Investor Protection	2.1 Listing of Securities, 2.2 Issue of Capital and Disclosure Requirements (ICDR), 2.3 Procedure for Issue of Various Types of Shares and Debentures, 2.4 Employee Stock Option Scheme and Employee Stock Purchase Scheme,	<ul style="list-style-type: none"> To understand the process of fundraising through IPO. To explore the legal procedure of IPO listing & Delisting.

		2.5 Delisting of Securities.	
3	Companies Act 2013& Investor Protection	3.1 Introduction to the Companies Act 2013, 3.2 Overviews of Companies Act 2013, 3.3 Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA). 3.4Importance of Preparation of Financial Statements & its disclosure. 3.5Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013,	<ul style="list-style-type: none"> • To study & understand the basics of the Companies Act 2013. • To understand various legal documents under the Companies Act 2013 • To study legal norms regarding the selection of the appropriate source of finance. • To make aware students of various investment avenues.
4	Goods &Service Act 2017	4.1 Introduction to GST, 4.2 Types of GST, Overview of CGST, SGST, IGST& UTGST Act 2017, 4.3 Eligibility to register under GST, Benefits of GST Registration. 4.4 Procedure of GST Registration, 4.5 Introduction to GST Network, Functions of GSTN.	<ul style="list-style-type: none"> • To study & understand the basics of Goods & Service Tax. • To study various basic aspects related to GST.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 (13 hrs)	Group Discussion, Assignments.	To understand the Various Legal Provisions & Norms in the field of Finance.
Unit 2 (13 hrs)	Case Study, Group Discussion Based on SEBI Rules & Regulations.	To understand the objectives of Securities market regulators & also understand different Legal Provisions of the same.
Unit 3 (13 hrs)	Case Study, Group Discussion, Need-Based Project or Assignments.	To understand the significance of the Companies Act 2013 in the field of finance & also study its legal norms.
Unit 4 (9 hrs)	Group Discussion, Presentations by Students	To Study & understand the significance of Goods & Service Tax & also understand its implications.

Evaluation

Internal Evaluation	External Evaluation
30 Marks for Projects + 20 Marks for viva = 50 Marks	25% MCQs, 35% Short Notes, 40% Long Answers= 50 Marks

Suggested Topics for Projects:-

1. Study of IPOs recently listed on stock market.
2. Investor Education and Protection under SEBI Regulations
3. Investor Education and Protection under Companies Act, 2013,
4. Importance of Financial Education &Investor Grievance Redressed Mechanism at SEBI.
5. Actual of Working of GST IT infrastructure.
6. Implications of GST on Small vendors/businesses.
7. Benefits of GST to the Business & Government.

8. Study of Derivatives in the stock market & their importance for hedging.
9. Actual of Working of RDA, Money Market, Capital Market, PFC, FMC, PFRDA etc.
10. Study of historical overview of legal aspects of finance.
11. Project on Recent Corporate Governance related cases in various companies.
12. Any other topic can be given based on the syllabus.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House	Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial Services and Markets	Dr. S. Gurusamy	Thomas	Delhi
5	SEBI Practice Manual; 59/32, New Rohak Road, New Delhi-110005.	V.L. Iyer	Taxman Allied Service (P) Ltd.	Delhi
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.	Delhi
7	SEBI – Law, Practice & Procedure	S. Suryanarayanan	Commercial Law Publishers (India) V. Varadarajan Pvt. Ltd.	Delhi
8	Compliances and Procedures under SEBI Law	Mamta Bhargava	Taxmann: SEBI Manual	Delhi

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Legal Aspects of Finance & Security Laws
Course Code – DSE B 506

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

Savitribai Phule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Cross-Cultural HR & Industrial Relations
Course code DSE C 505 HRM
Credit 3+1= 4

Depth of the course- Functional knowledge

Program Objectives

1. To make students understand Cultural Variables in Multinational Enterprises.
2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe
3. To make students understand the relationship between Cross-Culture Management and Human Resource Management.
4. To explain how employees can be prepared for international assignments.
5. To provide students with the fundamental knowledge of Industrial Relations.
6. To provide the knowledge to students of provisions under The Industrial Disputes Act, 1947, The Factories Act, 1948 and The Maternity Benefit Act 2017

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to cross-Cultural Management	1.1 Understanding Culture and Cross-Culture 1.2 Meaning of Culture, 1.3 Six Dimensions of National Culture by Professor Geert Hofstede, 1.4 Cultural differences and similarities, 1.5 Cultural Variables in Multinational 1.6 EnterprisesCommunicating across Cultures 1.7 Negotiating across Cultures 1.8 Multicultural Teams 1.9 Cross-Cultural Management and business etiquette	<ul style="list-style-type: none"> • To understand the basic concept of Culture and Cross-Culture. • To make students understand Cultural Variables in Multinational Enterprises. • To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe. • To discuss the impact of cross-cultural communication on international business.

2	Cross-Culture and Human Resource Management	2.1 Cross-Culture and Human Resource Management 2.2 Cross-cultural Human Resource Management 2.3 Motivation Across Cultures 2.4 Leadership and Decision Making Across Cultures 2.5 Communication & Negotiation Across Cultures 2.6 Rewards Across Cultures 2.7 Training Across Cultures 2.8 Power and Conflict Across Cultures 2.9 Skills for a Global Manager 2.10 Cross-cultural Differences and Managerial Implications (The Role of Human Resource Management in Cross-Cultural Environment)	<ul style="list-style-type: none"> To make students understand the relationship between Cross-Culture and Human Resource Management. To make students aware of Cross-cultural Differences and Managerial Implications.
3	Fundamentals of Industrial Relations	3.1 Meaning and definition of Industrial Relations, 3.2 Evolution of Industrial Relation, 3.3 Importance of Industrial Relations, 3.4 Scope of Industrial relations 3.5 Approaches towards the study of Industrial Relations (Psychological Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach) 3.6 Ethical Codes & Industrial Relations	<ul style="list-style-type: none"> To acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations. To make students understand the meaning, definition, importance, scope and evolution of Industrial Relation. To provide sound knowledge about different approaches towards the study of Industrial Relations To provide an understanding of the relation between Ethical Codes & Industrial Relations
4	The Industrial Disputes Act, 1947, The Factories Act, 1948 and The Maternity Benefit Act 2017	4.1 The Industrial Disputes Act, 1947 - 4.2 Definitions, 4.3 Authorities under the Act, 4.4 Power & Duties of authorities, 4.5 Strike & lockout, 4.6 Lay-off, 4.7 Grievance Redressal Machinery 4.8 The Factories Act, 1948	<ul style="list-style-type: none"> To inculcate the knowledge among students about authorities under The Industrial Disputes Act, 1947. To provide the knowledge to students of provisions under Strikes & Lockout and Lay-off. To make students aware of how to regulate the conditions of work in manufacturing establishments coming within a factory. To provide the knowledge of provisions regarding

	<p>4.9 Definitions,</p> <p>4.10 Authorities under the Act,</p> <p>4.11 Provisions regarding Safety,</p> <p>4.12 Provisions regarding Health,</p> <p>4.13 Provisions regarding Welfare,</p> <p>4.14 Provisions regarding Leave with Wages,</p> <p>4.15 Provisions regarding Working hours of adults</p> <p>4.16 The Maternity Benefit Act 2017</p> <p>4.17 Application of Act.</p> <p>4.18 Definition</p> <p>4.19 Right to payment of maternity benefit</p> <p>4.20 Payment of maternity benefit in case of death of a woman</p> <p>4.21 Provision of creche' facility</p>	<p>the parameters such as the Safety, Health, Welfare, Leave with Wages and working hours employees in the organisation.</p> <ul style="list-style-type: none"> To make students understand the provisions under The Maternity Benefit Act 2017.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Group Discussion Workshop on Business Etiquette Caselets solution 	<p>Great gains in content knowledge, skill acquisition, and overall understanding of the basic concept of Culture and Cross-Culture Management.</p> <p>A better understanding of Dress Etiquette, Dining Etiquette etc through business Etiquette workshop.</p>
Unit 2- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Preliminary presentation from students across cultures. Role-play on Cross-cultural Differences and Managerial Implications. 	<p>Strengthen key competencies in individual and group participation, oral communication and persuasion, critical thinking, problem-solving through individual presentation and role-plays.</p> <p>Inculcating key competencies of different concepts of Cross-Culture and Human Resource Management through Caselets solutions.</p>

	<ul style="list-style-type: none"> Caselets solution 	
Unit 3- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Essay writing on Industrial Evolution Student's presentation on different approaches towards the study of Industrial Relations Group Discussion on Ethical Codes & Industrial Relations 	Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis. Develop thinking skills, listening abilities and how they are communicating their thoughts on Ethical Codes & Industrial Relations through Group Discussion.
Unit 4 - 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures <ul style="list-style-type: none"> Role-Plays on Strike & lockout and Lay-off Student's presentation on different provisions under The Factories Act 1948 Debate on Maternity Benefit Act 2017. 	<p>A better understanding of the Authorities under Act/s. Provide real-world scenarios to help students learn skills used in real-world situations through role-Play activity on Strike & lockout and Lay-off. Gain of deep knowledge of different provisions under The Factories Act 1948. Develop the power of deploying rational, reasoned arguments on The Maternity Benefit Act 2017 through debate activities.</p>
Tutorial 15 Hours	<ul style="list-style-type: none"> Individual Project Report submission and presentation on any topic taught under this course 	

Evaluation

Unit Number	Internal Evaluation	External Evaluation
	Evaluation of students based on	
Unit – I	1. Active participation Group Discussion and Workshop	
Unit – II	<ol style="list-style-type: none"> Individual Presentations, Active participation in Role-Plays Caselets solution 	
Unit – III	<ol style="list-style-type: none"> Essay writing submission Student's Presentations Active participation in Group-Discussion 	25% MCQ 35% short notes 40% long answers
Unit – IV	1. Active participation in Role-Plays and Debate activities	
Tutorial		

Total –	30+20 = 50		50
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Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cross-cultural Management- Concepts and Cases	ShobhanaMadhavan	Oxford University Press	London
2	Culture's Consequence - International Differences in Work-related Values	Geert Hofstede	Sage Publications	New York
3	International Human Resource Management	Peter Dowling &Denice E. Welch	Cengage Learning	New York
4	Industrial Relations and Labour Laws	A. M. Sarma	Himalaya Publishing House	Pune
5	Labour and Industrial Laws	P.K. Padhi	PHI Learning Private Limited	New Delhi
6	Labour and Industrial Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co.	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Cross-Cultural HR & Industrial Relations
Course code C 505
Credit 4

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	
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
TY BBA –Semester V (CBCS) Pattern 2019
Cases in Human Resource Management + Project Viva
Course code DSE C 506 HRM
Credit - 2+4 = 6

Depth of the Course- Functional Working Knowledge

Course Objectives:

1. To understand the application of theory into practice.
2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.
3. Develop critical thinking for solving Case Studies of Human Resource.
4. To analyze the broad fundamental components of HRM.

Note: The Case Study examination paper will be for 2 credits and the Internship and project report along with viva-voce will be for 4 credits.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies, 1.2 Characteristics & Importance of Case Studies, 1.3 Case Study analysis methodology (steps in Case Study Analysis) 1.4 Guidelines (Dos and Don'ts in Case Study Analysis).	<ul style="list-style-type: none"> To make student know the gist of the Case Study and the way of attempt or solution. Explain steps in solving case studies.
2	Areas of Case Study	2.1 Functions of HRM, 2.2 Challenges before HRM, 2.3 Role of HR Manager, 2.4 Job Analysis- Job Description, Job Specification, Job Evaluation, 2.5 Manpower Planning and Forecasting, 2.6 Recruitment and Selection,	<ul style="list-style-type: none"> Analyze the broad fundamental components of HRM. Develop critical thinking for solving Case Studies of Human Resource. To develop the ability about getting acquainted with the theory and its application in real-life scenario of the HR Department.

	2.7 Training and Executive Development, 2.8 Employee Compensation, Performance Appraisal, 2.9 Career Planning, 2.10 Employee Morale, Job Satisfaction, 2.11 Workforce Diversity, 2.12 International HRM, E-HRM, 2.13 Human Resource Information System, 2.14 Work from Home, Change Management 2.15 Out-Sourcing, 2.16 Rights of an employee at the workplace., HR Policy, 2.17 Legal issues related to HR in the Organization, 2.18 Wage & Salary Administration, 2.19 The Workmen's Compensation Act, 1923, 2.20 The Payment of Gratuity Act, 1972, 2.21 Sexual Harassment of Women at Workplace, 2.22 Workers Participation in Management, 2.23 Organizational Development, 2.24 Employee Record Management, 2.25 Individual Behavior, Group Behavior, Personality, 2.26 Values and Attitude, 2.27 Group Dynamics, Conflict Management,	<ul style="list-style-type: none"> • To make students know about recent happening in important concepts of Human Resource. • Design critical thinking by making judgments related to problems in case studies of Human Resource. • To understand the challenges faced/confronted in recent times.
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Evaluation:

Project Report Evaluation	External Evaluation
Students must undergo for internship and must do fieldwork, survey, analysis of data, prepare a hard binding project report. The project report must be submitted to the college along with a soft copy of the same.	The external evaluation will be done based on an examination paper comprising of Case studies to solve for a maximum of 50 marks.

For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the University along with an internal referee.	
Having gone through all the topics, students have to be given cases to solve and are asked to submit a soft copy in PDF and PPT to college.	
Project Report- 30 marks & Viva-Voce - 20 marks = Total Marks 50	50 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication
1	Case Study Solutions Human Resource Development	H. Kaushal	MacMillan
2	Human Resource Management (Text and Cases)	S.S. Khanka	S. Chand
3	Human resource Management Text and Cases	K. Aswathappa	McGraw Hill India
4	Cases in Human Resource Management	David Kimball	SAGE Publications, Inc
5	Organizational Behavior: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House
6	Organizational Behavior: Text & Cases	Suja R, Nair	Himalaya Publishing House

Savitribai Phule Pune University
TYBBA Semester V (CBCS) Pattern2019
Course : Health Care Management
Course Code -DSE D 505 SM
Credit 3+1=4

Depth of the Course –Reasonable working knowledge.

Course Objectives:

1. To create awareness related to health care management and services.
2. To enables students to understand the various healthcare services& other developments in the Indian health care service sector.
3. To provide students insight into the Functions & Role of modern healthcare management services offered to cater for the current needs.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basics of Health care Management	1.1 Importance, meaning, objectives of health care Management, 1.2 Types of healthcare services, Need of hospital administration, 1.3 Management of hospital services, 1.4 Wellness and fitness, Homecare and public healthcare service management.	<ul style="list-style-type: none"> To understand the importance of healthcare management Ability to understand hospital administration, homecare, and public healthcare.
2	Management & Healthcare	2.1 HR management in the health sector, 2.2 Operations and Supply chain management in health care, Financial Management in healthcare, 2.3 Healthcare -advertising and Media Management, 2.4 Digital Marketing of healthcare services.	<ul style="list-style-type: none"> To understand how to manage human resource, financial resources, media management, supply chain management required to healthcare services

3.	Problems and Prospects of Health care Management	3.1 The problem faced by the health industry, Quality Management, 3.2 Opportunities in healthcare services and Management, 3.3 Changing scenario of the health industry.	<ul style="list-style-type: none"> To understand problems and prospects of the healthcare industry. Ability to understand changing scenario of the health industry.
4.	IT and Health care Management	4.1 Information System Overview, the structure of MIS specific to the hospital; 4.2 Information and data; Information for control, decision 4.3 IT applications in healthcare Management	<ul style="list-style-type: none"> To understand the role of MIS in healthcare management. To understand the use of IT in decision making. To understand the various applications of IT in healthcare management.

Teaching Methodology

Unit & Teaching Hours	Innovative methods to be used	A V Applications	Project	Expected Outcome
I-(14)	Presentation on how healthcare is important in wellness and fitness. Presentation on identifying different needs of healthcare services	Short films on healthcare management	Healthcare Services- Development of Human being and Organization	To develop an awareness of healthcare and to understand its societal importance.
II-(13)	Poster presentation on the various discipline of management and healthcare	Films on different Institutions meeting different needs of finance/Marketing/HR/S up-ply chain management	Developing a suitable financial/ Marketing/HR needs assessment chart.	To develop a rational understanding regarding the role and utility of different sources of finance. Marketing and HR needs

III- (11)	Presentation on the negligence of healthcare and losses. Advantages of healthcare service management	Films on healthcare service industries	A report on the healthcare service industry, hospital administration, quality management	To understand problems, issues related to healthcare services and how it is important to maintain quality in this business for the development of the nation
IV – (10)	Presentation emerging trends in healthcare services, business, Use of IT in healthcare service management	Films on IT applications in healthcare Service management	Are port on IT applications in healthcare Service management	To have the right understanding of how modern healthcare business is changing and what are the new trends in the healthcare industry

Evaluation Method

Unit No	Internal evaluation	External Evaluation
	Evaluation of students based on	
Unit-I	1. Role Play	25% MCQ
Unit-II	2. Chart Preparation and Presentation	35% Short notes
Unit-III	3. Debate	40% Long answer
Unit-IV	4. Group Discussion	
Project/ Practical	1 Project Submission. 2. Presentation.	
Total	50 Marks	50 Marks

Suggested References

Sr.No	Title of the Book	Author	Publication	Place
1	Healthcare Operations and Management	Daniel B. McLaughlin and John R. Olson	ISBN 9781567938524	e-book
2	Principles of Hospital Administration and Planning	B.M.Sakharkar	Jaypee Brothers Medical Publishers	New-Delhi
3	Quality Management in Hospitals	S.K. Joshi	Jaypee Brothers Medical Publishers	New-Delhi
4	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parasuraman, Berry	Simon and Schuster Inc.	New-York
5	Hospital Information Systems	Kelkar S.A.	Clouttail India	
6	Hospital Management and Hospital Operations	Dr. Shalini Suri	Jain Book Depot	New-Delhi
7	Financial Services and Markets	Dr.S.Gurusamy	Thomson	Delhi
8	Marketing management	Philip Kotler, Keller-Jha	Pearson Education New Delhi	New Delhi
9	Advertising and Promotion	Belch and Belch	Tata McGraw Hill	New Delhi
10	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Health Care Management
Course Code – DSE D 505

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
TYBBA Semester V (CBCS) Pattern 2019
Course: Permissions and Legal Aspects in Services
Course Code -DSE D 506 SM
Credit 2+4=6

Depth of the Course–Reasonable working knowledge

Course Objectives:

- 1.To create awareness related to services.
2. To enables students to understand the importance of the service sector.
3. To provide students insight into recent practices in the service sector

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Overview of Service Laws	1.1 Concept of services, 1.2 Overview of service laws 1.3 precautions while delivering services, 1.4 Rules and regulations advertising policy for services 1.5 Service Prospects and Proposal-overview of service proposal 1.6 Service agreements -terms and conditions	<ul style="list-style-type: none"> To understand the fundamentals of different laws related to services.
2	Legality of Service	2.1 Performance of Services – Contract of Agencies (Contract Act) 2.2 Effect of breach of services agreement or contract 2.3 Consumer protection act and service industry	<ul style="list-style-type: none"> To understand legal aspects of the performance of services, consumer protection act and service industry

3.	Legal Responsibilities -Travel & Tourism	3.1 Legal Responsibilities of Travel & Tourism -Travel, Agents & Tour Operators, Online Travel Sales, Transportation & Common Carriers, Tour packages and agreement related to tour- clear publication of facilities, Mode and instalment of Payment, cancellation policy and refund terms and conditions. 3.2 Safety & Security Issues in the Hospitality Industry, Safety & Security Programs,	<ul style="list-style-type: none"> To understand legal responsibilities of travel and tourism, hospitality Industry
4.	Case Study -	4.1 Case Studies related to legal aspects of Services, disputes, jurisdiction in case of the dispute arises	<ul style="list-style-type: none"> Designing of Cases related to legal aspects of services

Teaching Methodology

Teaching Hours Theory + Practical	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit 1- 12 hours	Presentation on how the law is important related to services	Short films on how the law is important related to services	Discussion on Various Legal issues related to services	To understand service laws and their importance to society and business development.
Unit 2- 12 hours	Post representation on Performance of Services – Contract of Agencies (Contract Act), Effect of breach of services agreement or contract, Consumer protection act and service industry	Films on different legal issues related to services	A report on services agreement, breach of contract	To understand the impact of a breach of service agreement or contract

Unit 3- 12 hours	Presentation on legal responsibilities -travel &tourism	Films on legal responsibilities of travel &tourism	Airport on legal responsibilities of travel &tourism	To understand legal issues related to travel and tourism.
Unit 4 - 12 hours	Presentation on legal aspects of Services, disputes, jurisdiction in case of the dispute arises	Films on legal aspects of Services, disputes, jurisdiction in case of the dispute arises	A report on legal aspects of Services, disputes, jurisdiction in case of the dispute arises	To understand legal aspects of Services, disputes, jurisdiction in case of the dispute arises

Evaluation Method

Unit No	Internal evaluation	External Evaluation
	Evaluation of students based on	
Project/ Practical	1 Project Submission. 2. Presentation.	25% MCQ 35% Short notes 40% Long answer
Total	50 Marks	50 Marks

Suggested References

Sr. No	Title of the Book	Author	Publication	Place
1	Legal Aspects of Business	Akhleshwar Pathak	Mc-Graw Hill	New-Delhi
2	Legal Aspects of Corporate Management and Finance	Don Mayer, Daniel Warnwer , George Siedel	Saylor Foundation	New-York
3	Legal and economic considerations surrounding reproductive tourism	Anastasia Paraskou and Babu P. George	Jaypee Brothers Medical Publishers	New-Delhi
4	Important Acts that Transformed India: For UPSC Civil Services Examination	Alex Andrews George	Mc-Graw Hill	Delhi
6	Labour Laws: Everybody should know	H.L.Kumar	Universal Law Publishing	New Delhi

Savitribai Phule Pune University
TY BBA Semester V(CBCS) Pattern 2019
Course Title: Warehouse Management
Course Code DSE E 505 ABM
Credit – 3+1=4

Depth of the Course: Understanding Core Aspects of Warehouse Management

Course Objectives:

1. To introduce the fundamental concepts, key principles and activities related to Warehousing function in the modern organization.
2. To address the operational aspects of planning and managing warehouses.
3. To give exposure related to business functions in warehouse and supply chain management including inventory, purchasing, materials and logistics.
4. To familiarize with the issue in core functions in warehouse management.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Warehouse Management	Introduction, Objectives, Supply Chain impact on Stores and Warehousing, Retail Logistics, Retail transportation, Issues in retail logistics, Managing retail shrinkage. 1.3 Need for warehousing management 1.4 Evolution of warehousing, 1.5 Role of a warehouse manager Functions of Warehouses 1.6 Types of Warehouses, Warehousing Cost, 1.7 Warehousing Strategies, 1.8 Significance of Warehousing in Logistics, 1.9 Warehousing Management Systems (WMS)	Purpose :- -Learning & understanding the concept of warehouse management. -Understanding issues in retail logistic. Skills to be developed:- -Development of Managerial Skills. - Learning Warehousing Strategies and warehousing management system.

2	Role and Strategic Aspects of Warehousing in Retail.	<p>2.1 Retailing and Warehousing, Challenges in retail warehousing, Setting up a warehouse, Retail product tracking in the warehouse using RFID.</p> <p>2.2 Types of warehouses, Benefits of warehousing.</p> <p>2.3 Role of government in warehousing.</p> <p>2.4 Characteristics of an ideal warehouse, Storing products in a warehouse</p> <p>2.5 Warehousing and Supply Chain</p> <p>2.6 Different Types of Customers in Warehousing</p> <p>2.7 Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations.</p> <p>2.8 World-class warehousing.</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> - Understanding government role in warehousing. - Understanding the retail product tracking & importance of warehouse in the value chain. - Highlighting various challenges faced by the Retail Industry. - Availing opportunities available in different Retail Industry. <p>Skills to be developed:-</p> <ul style="list-style-type: none"> - Adaptability to New /Recent trends. - Acquiring knowledge of warehousing techniques.
3	Technology Aids in Warehouse Management Introduction to Operations and Supply Chain Management	<p>Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID)</p> <p>Definition, Concept, Significance and Functions of Operations and SCM. – Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives.</p> <p>Quality: Definitions from various Perspectives, Customers view and Manufacturer's view.</p> <p>Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition.</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> -To understand the importance of Supply chain management. -To learn the new aids in Warehouse Management. -To understand customer and Manufacturer view. <p>-Skills to be developed:-</p> <ul style="list-style-type: none"> - To explore the importance of the supply chain technological world, primary trade-offs in making supply chain decisions, and basic tools for the effective and efficient supply chain management.

		3.1 Technological Change, Ethical and Environmental Issues on Operations and Supply Chain function.	
4	Warehouse and its Operations, Warehouse and Dispatch Management	4.1 Introduction, Objectives, Warehouse Structure, Warehouse Operations, 4.2 Receiving inventory, Picking inventory, Locating inventory, Organizing inventory, Dispatching inventory, 4.3 Equipment Used for a Warehouse. Types of warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management	Purpose:- -To satisfy customer needs and requirements. -To evaluate the external and internal factors and control through planning and review. Skills to be developed:- -Development of practical knowhow concerning the warehouse and its management

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project/ Tutorial for 1 credit	Expected outcome
Unit 1- 12 hours	Group Discussion on opportunities in Warehouse management, Theory lectures for conceptual understanding.	<ul style="list-style-type: none"> Prepare report on different layouts of warehouses A report on role of Packaging in warehouse management Prepare a research-based report on safety measures in warehouse management 	Learning will be more practical based on theory, thereby aid students in better understanding.
Unit 2- 12 hours	Interactive Sessions followed by feedback, Practical Assignments.		It enables students to learn the basics of warehouse management which will help them to provide the vision for new businesses in the current market.
Unit 3- 12 hours	Use of PPT Use of Microsoft Word and Excel for project preparation		Ability to collect relevant data and its analysis and interpretation.
Unit 4 - 12 hours	Arranging Sessions of Experts from Warehouse Management and Presentations by students for self-learning.		Awareness of actual scenario w.r.t. warehouse and its management.
Tutorial 15 hours			

Evaluation Methods

Unit No	Internal Evaluation	External Evaluation
Unit – I	1.MCQ on meaning, Definition and challenges of warehouse management 2. Open Book Test. 3. Presentation on Principles of warehousing	

Unit – II	1.Presentation on different innovative practices by Indian companies in warehousing. 2. Case Study on Foreign warehousing strategies. 3. Chart making on International market selection process.	25% MCQ 35% Short notes 40% Long answers
Unit – III	1.MCQ on contents of unit	
Unit – IV	1.Case study on warehouse safety	
	Tutorial	
Total	30 +20 = 50 Marks	50 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply Chain Management Strategy, Planning and Operations	Sunil Chopra/Peter Meindi/ D.V.Kalara	Pearson	New Delhi
2	Warehouse Management	Gwynne Richards	Kogan Page Ltd	Great Britain
3	Logistic and Supply Chain Management	Martin Christopher	FT Publishing	UK
4	Reference Books:- A Supply Chain Logistic Program For Warehouse Management.	David E. Mulcahy,JochimsSydow	CRC Press	UK
5	Operations Management	Lee Krajewski, Larry Ritzman, Manoj Malhotra	Pearson Education	New Delhi
6	Supply Chain Management Strategy, Planning and Operations	Sunil Chopra/Peter Meindi/ D.V.Kalara	Pearson	New Delhi

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Warehouse Management
Course Code – DSE E 505

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	
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
TY BBA Semester V(CBCS) Pattern 2019
Course Title: Permissions and Legal Aspects in Agriculture
Course Code DSE E 506 ABM
Credit – 2+4=6

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Framing and Act in India	1.1 Introduction to farmers and Farming, 1.2 Right of Farmers, 1.1 Politics and the legal system Contracts 1.2 Agricultural labour and employment Sales and productivity 1.3 Study of different agricultural Policy	<ul style="list-style-type: none"> • To study and Explain the right of Farmers and Framing • To understand the legal system and politics. • To understand Contracts and torts • To study agricultural labour and employment. • To understand Sales and productivity. <p>Skills to be developed: -Positive approach towards Agricultural sector, identifying opportunities in services, to know the legal fact about agriculture.</p>
2	New Farm Act 2020	2.1 Introduction 2.2 Meaning and Definition Salient feature of	<ul style="list-style-type: none"> • To understand the basic concept of New farm acts 2020 • To understand the Application of the new acts

		<p>real estate sales & finance –secured transactions, farm products rule</p> <p>- farm bankruptcy & mediation, business planning & partnerships</p> <p>- corporations and cooperatives leases& production contracts</p> <p>2.3 Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020</p> <p>2.4 Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020</p> <p>2.5 Essential Commodities (Amendment) Act, 2020</p>	<ul style="list-style-type: none"> To understand the practical usage of new Acts to farmers <p>Skills To Be Developed-</p> <p>Practical Knowhow</p>
3	Legislations On Agriculture	<p>3.1 Agricultural Produce (Grading and Marking) Act, 1937</p> <p>3.2 Fertilizer Control Order 1985</p> <p>3.3 National Bank for Agriculture and Rural Development Act, 1981</p> <p>3.4 Seeds Act 1966, Property rights, - Fence laws & property taxes</p>	<ul style="list-style-type: none"> To understand the basic concept of all different acts. To gain knowledge and application of acts. To know the legal term and permission of different acts.
4	Environmental law for agricultural	<p>4.1 Agricultural chemicals</p> <p>4.2 Environmental liabilities</p> <p>4.3 Impact of Climatic changes on Agricultural</p>	<ul style="list-style-type: none"> To know about laws and act for agricultural To introduce the students to the general law related to agricultural To enhance the awareness of the students towards different acts and their application

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project for 4 credit	Expected outcome
Unit 1- 12 hours	Interactive Sessions followed by feedback, YouTube Videos for better understanding.	Preparing small reports on any Law as assigned by subject faculty	Learning will be more practical based on theory, thereby aid students in better understanding.
Unit 2- 12 hours	Visits to various Agricultural related units (organizations or offices) to gain practical knowledge w.r.t. service elements and its effective implementation. Group Discussion on Acts	Asking students to make a report on any Irrigation or agricultural organization of their own choice w.r.t. Agricultural elements.	Development of interest in the Agricultural sector and implementation of various concepts in practice.
Unit 3- 12 hours	Use of PPT and preparation of PPT based on fieldwork for agricultural Market and Marketing	Assigning students with tasks based on the current situation and its impact on the Agricultural sector.	Ability to collect relevant data and its analysis and interpretation.
Unit 4 - 12 hours	Arranging Sessions of experts from the industry (Guest lecture series)	Maintaining a record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. Agricultural operations and its management.

Evaluation:- Project =50 /External–50Marks

Permissions and Legal Aspect on Agricultural	Internal Evaluation (50 Marks)	External Evaluation (50 Marks)
Unit– I, II, III & IV	Various aspects like assignment, presentation, GIDs etc. as decided by college authorities(30marks) Class tests, PPT Notes preparation	50 marks final Paper as per University guidelines
Project	Project - 50marks	50marks

Suggested References

Sr.No.	Title of the book	Author/s
1.	History of Agriculture	M.S.Randhawa
2.	The Future of Indian Agriculture	Y.K. Alagh
3.	Land and Water Management Engineering	V.V.N.Murty
4.	The Nature and Properties of soil	N.C. Brady and Ray Weil
5	Bare Acts	Government of India

TY BBA – Semester VI

Savitribai Phule Pune University

TY BBA Semester VI (CBCS) Pattern 2019

Course: Essentials of E-Commerce

Course Code- GC 601

Credit – 3

Depth of the Course- Reasonable Working knowledge of E-Commerce Management.

Course Objectives :

1. To understand the importance, role, and activities of E-Commerce.
2. To understand various E-Money and E-Payment systems used in E-Commerce.
3. To understand the concept of E-Marketing and its tools in E-Commerce.
4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	E-Commerce and Business Model Concepts	1.1- Introduction to E-Commerce Role of E-Commerce in Business Economy. Growth of E-Commerce in India 1.2 - Factors responsible for the growth of E-Commerce in India Opportunities and Challenges for E-Commerce in India 1.3- E-Commerce Business Models – Introduction, Types, how to choose e-commerce business models. 1.4- Modern Procurement in E-Commerce - E-Procurement – Introduction, E-Commerce and Technological tools 1.5- E-Distribution – Introduction, Features, Scope and	<ul style="list-style-type: none">• To understand the concept and role of E-Commerce business with context to India.• To understand the concept of various business models used in E-Commerce.• To understand the role of IT infrastructure in the development of

		<p>Advantages.</p> <p>Architectural Models in B2B</p> <p>1.6- E-Commerce and Infrastructure – Electronic Data Interchange, Internet, Intranet, Extranet, Backend Informatics System Integration etc.</p>	E-Commerce in India.
2	E-Money and E-Payment Systems	<p>2.1 - E-Money – FIAT Currency, E-Money classification, Advantages of E-Money.</p> <p>Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market.</p> <p>2.2- Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners, Mobile point of sale, NEFT and RTGS.</p> <p>Contactless Payments – Samsung Pay/Apple Pay and use of NFC Technology.</p> <p>2.3 - Unified Payment Interfaces (UPI) and Mobile Wallets</p> <p>Role of modern digital payment systems and Challenges faced in Indian Retail Sector.</p>	<ul style="list-style-type: none"> To understand the concept of digital currencies. To understand various modern digital payment systems used in E-commerce.
3	Role of E-Marketing	<p>3.1- Search Engine Optimization (SEO), Content Marketing, Pay Per Click (PPC) Advertising, Business E-Branding</p> <p>Social Media Marketing and Analytical tools used, Internet Banking, Mobile Retailing.</p> <p>3.2 - Use of Artificial Intelligence and Augmented Reality – Programmatic Advertising, Chatbots, Conversational marketing, Home assistants, Messaging apps, Personalized marketing, Website Designing.</p> <p>3.3 - Visual Search – Social Media Stories, Google lens, Blogs, Use of user-generated content, Privacy Marketing, Semantic Keyword search, Neuro-marketing.</p>	<ul style="list-style-type: none"> To understand various tools and techniques used in E-Commerce. The role of modern tools used in E-marketing.

4 Cyber Security and Technology	<p>4.1 - Cyberwarfare - Automotive hacking, Cloud services vulnerability, Mobile Hacking. Data Privacy as a discipline, Insider threats, Phishing, ATM frauds.</p> <p>4.2- Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets, Infringement of IT property, Digital Signature.</p> <p>4.3 - Social Media Crimes, Data Theft, Transfer of data without permission, Spread of Virus/worms, Trojans, Child Pornography, Forgery, Anti-National posts, Cyber-crime against government institutions.</p> <p>4.4 - Information Technology Act -2000: Role, Need and Importance, Software development and legal issues, Shrink-wrap contracts.</p>	<ul style="list-style-type: none"> • To understand the concept of cyber warfare and crimes that took place in cyberspace. • To understand the role of IT Act -2000 with the Indian context.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 2- 12 hours	Students' Presentations Case Studies on various business E-Commerce Models.	Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models.
Unit 3- 12 hours	Students' Presentations Videos on success stories of UPI applications Case Study on Paytm, PhonePe, Google Pay etc.	Understanding of the working of the E-Commerce transactions in E-Commerce and its Utility.

Unit 4 - 12 hours	Students' Presentations Group Discussions on the role of modern E-Commerce modes. Case Studies on the use of Artificial Intelligence and Augmented Reality in E-Commerce.	Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector.
Unit 1- 12 hours	Students' Presentations on building awareness in Cybersecurity and the Information Technology Act 2000. Video Sessions on potential threats of cyber techniques and hacks and measures to avoid it.	Understanding the scope of cybersecurity and technology. Understanding the need for cybersecurity and its implementation.

Evaluation

Subject	Internal Evaluation (30Marks)	External Evaluation (70 Marks)
Unit – I	MCQ Test, Open Book Test Group Presentations on E-Commerce Concepts and their Role.	25% MCQs 35% Short Notes 45% Long Answers
Unit – II	MCQ Test Group Presentations on E-Commerce Transaction systems., Assignments	
Unit – III	MCQ Test, Individual/Group Presentations on E-Commerce tools and techniques.	
Unit – IV	MCQ Test, Assignments, Individual / Group Presentations on Cyber Security and Technology.	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	E-Commerce – An Indian Perspective	S.J.P.T. Joseph	PHI Learning Pvt. Ltd.; 6th edition (10 October 2019)	India
2	E-Commerce	Shruti Mathur	Pinnacle Learning (1 January 2020)	India
3	E-Commerce Concepts- Models – Strategies.	C.S.V. Murthy	Himalaya Publishing House	India
4	E-Business and E-Commerce Management	David Chaffey	Pearson Education – 5 th Edition	India
5	Ecommerce Unmasked: Hidden Secrets to fight Online battles. (Online Edition)	Rekha Chandulal	Rekha Chandulal; 1st edition (30 January 2015)	India
6	E-Commerce – Strategy Technology and Applications	David Whiteley	McGraw Hill Education (1 July 2017)	India
7	Electronic Commerce – Framework Technologies and Applications	Bharat Bhasker	McGraw Hill Education; Fourth edition (1 July 2017)	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Essentials of E-Commerce
Course Code - 601

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
TY BBA Semester VI (CBCS) Pattern 2019
Course: Management Information System
Course code GC 602
Credit 3

Depth of the Course- Reasonable Working knowledge of E-Commerce Management.

Course Objectives

1. To describe the basic concept of Information Technology and Management Information System.
2. To describe the role of information technology and information systems in business.
3. To contrast and compare how MIS support business processes.
4. To introduce the fundamental knowledge of Structured System Analysis and Design.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basic Concepts of Information Technology and Management Information System	1.1 Meaning and basic concept of Information Technology, 1.2 Meaning and basic concept of Information System 1.3 Meaning and basic concept of Management Information System 1.4 Role of Information Technology in Management Information System 1.5 Management Information System as an instrument for organizational change.	<ul style="list-style-type: none"> • To understand the basic concept of Information Technology and Management Information Technology. • To make students understand the role of Information Technology in Management Information System. • To make students understand how MIS can be used as an instrument for Organizational Change.
2	Decision Making and Information	1.5 Decision Making 1.6 Models of Decision Making, 1.7 Classical Model, 1.8 Administrative Model and 1.9 Herbert Simon's Model 1.10 Information	<ul style="list-style-type: none"> • To make students understand the models of Decision Making and their application Decision-Making Process. • To provide sound knowledge about types of Information. • To make students aware of attributes of

		1.11 Types of information, 1.12 Attributes of Information and its relevance to decision making.	Information and its relevance to Decision Making.
3	System Analysis and Design	1.1 System 1.2 Meaning and definition 1.3 System Analysis 1.4 Meaning and definition of system analysis 1.5 Need for system analysis, 1.6 System analysis of the existing system, 1.7 System analysis of new requirements, 1.8 System Development Model, 1.9 Structured System Analysis and Design 1.10 Object-Oriented Analysis.	<ul style="list-style-type: none"> To explain to students the concepts of System, System Analysis. To inculcate knowledge of the different System Development Model. To inculcate the knowledge of Structured System Analysis and Design among students.
4	Information system applications	a. MIS applications, b. DSS – GDSS - DSS applications in E enterprise, c. Knowledge Management System and Knowledge-Based Expert System, d. Enterprise Model System and E-Business, e. E-Commerce, f. E-communication, g. Business Process Reengineering.	<ul style="list-style-type: none"> To make students understand the application of MIS in an enterprise. To provide sound knowledge about DSS – GDSS - DSS applications in E enterprise. To find out the relation between Enterprise Model System and E-Business.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Preliminary presentation from students on Information Technology and Management 	<ul style="list-style-type: none"> Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept

	<p>Information Technology.</p> <ul style="list-style-type: none"> • Assignment. 	<ul style="list-style-type: none"> • of MIS. • Students active participation in an understanding of Information Technology and Management Information Technology.
Unit 2- 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Role-plays • Group Discussion • Caselets solution 	<ul style="list-style-type: none"> • The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction.
Unit 3- 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Lab practice • Guest Lecture from System Analyst and Designer. 	<ul style="list-style-type: none"> • Practical Knowledge Acquisition about System Analysis and Design
Unit 4 - 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Lab practice • Guest Lecture from expert • Caselets solution 	<ul style="list-style-type: none"> • A better understanding of different applications in an enterprise through lab practice and Expert's Guest Lecture.

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students based on		
I	Students active participation in presentation and assignment submission		25% MCQ 35% short notes 40% long answers
II	Active participation in Role-Plays and Group Discussion Caselets solution		
III	Active participation in Lab practice Guest Lecture attendance		
IV	Active participation in Lab practice Guest Lecture attendance activities Caselets solution		
Total – 30 Marks			70 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Management Information Systems	Jawadekar, W.S.	Tata McGraw Hill Private Limited
2	Management Information Systems	Kenneth C. Laudon and Jane P. Laudon	Pearson Education
3	Management Information System	Goyal, D.P	MACMILLAN India Limited
4	Management Information System	Davis and Olson	Tata McGraw Hill Private Limited
5	Decision Support Systems and Intelligent Systems	Turban and Aronson	Pearson Education Asia
6	Management Information System	Murthy C.S.V	Himalaya Publications
7	Management Information Systems	James A. O' Brien, George M. Marakas	Global McGraw Hill
8	Information Systems The Foundation of E-Business	Steven Alter	Pearson Education

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Question paper Pattern 2019 for TY BBA
University Examination Sub: Management Information System
Course Code - 602

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

SavitribaiPhule Pune University
TY BBA –Semester VI (CBCS) Pattern 2019
Course: Business Project Management
Course Code- GC 603
Credits – 3

Depth of the Course- Intermediate knowledge & Insights in Project Management.

Course Objectives:

1. To develop a significant understanding of Project Management.
2. To develop a concept based approach towards Management of Business Projects.
3. To develop the relationship between the significance of Businesses Projects & their Management.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Project Management	1.1 Defining Business Project Management 1.2 Exploring opportunities in the project management field 1.3 Developing Project management skills 1.4 Categorising different types of Business Projects 1.5 Understanding the difference between Projects & Programmes.	<ul style="list-style-type: none"> To understand the role & importance of Management in Business Projects. To develop the skills of managing Business Projects.
2	Planning & Implementing your Project	1.1 Planning a Project 1.2 Developing a Business Project Management Plan 1.3 Assessing the feasibility of a Project 1.4 Identifying & Managing the Risk 1.5 Managing a Project & Setting up a Project Database. 1.6 Creating an effective work schedule 1.7 Monitoring a business project 1.8 Managing Change 1.9 Address of Problems	<ul style="list-style-type: none"> To develop conceptual clarity in Planning & Implementation of Business Projects. To develop the quest of taking calculated risks towards Managing the Business Projects.

3	Business Project Management Techniques	a. Identifying Organisational Structures b. Estimation of Costs & Budget c. Using CPM tools (Gantt Chart, WBS, Project Network Diagram) d. Establishing the CPM e. Implementing PERT Tool f. Using Process improvement tools (Fishbone, SIPOC)	<ul style="list-style-type: none"> To provide an understanding of the tools & techniques necessary to effectively manage & control the projects in businesses. To understand the relevance of a technique-based project management system in the success of business projects.
4	Managing Project issues & their commencement	4.1 Identifying Project Costs 4.2 Calculating Return on Investment (ROI) 4.3 Calculating the Payback Period 4.4 Determining Net Present Value (NPV) 4.5 Identifying the life cycle of a Project 4.6 Handling over a Project 4.7 Closing a Project 4.8 Reviewing a Project	<ul style="list-style-type: none"> To develop the basic understanding behind Business Project Issues & strategies for its addressal. To develop a mindset of calculation-based business projects to minimise the chances of its failure.

Teaching Hours - Theory	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Group-wise discussion to understand the nuances of Business Projects & its need for Management	To have an adequate understanding of the subject their various perspectives.
Unit 2- 12 hours	Unguided sessions based upon case studies, in which strategies are adopted by project-specific organisations.	To help students develop a cognizance towards Project-specific strategy building & its effectiveness.
Unit 3- 12 hours	Adoption of Project-based learning through dummy projects of the business.	To develop the hands-on training mindset amongst the students.
Unit 4 - 12 hours	Analysis of project-related issues and their solutions through case-based learning	To develop the solution-based approach amongst the management students towards problem-solving.

Evaluation :

Subject	Internal Evaluation	External Evaluation
Unit – I	Group Discussion	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	Powerpoint Presentations on sub-points	
Unit – III	Simulation of Projects	
Unit – IV	1. Role Play. 2. Case-lets Solution & Discussion	
	30 Marks	70 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Strategic Project Management	Terry Schmidt	John Wiley & Sons	Mumbai & Pune
2.	Project Management: A Systems approach	Harold Kerzner	Wiley	Mumbai, Delhi
3.	Project Management	V.E. Rama Reddy & P Gopalakrishnan	Trinity	Mumbai
4.	Project Planning & Control	James Lewis	McGraw Hill	Mumbai, Pune & Delhi

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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

SavitribaiPhule Pune University
TY BBA –Semester VI (CBCS) Pattern 2019
Course: Management of Innovations and Sustainability
Course Code GC 604
Credits – 3

Depth of the Course: Reasonable Practical Knowledge of various core aspects concerning subject concepts.

Course Objectives:

1. To understand the concepts of Innovation and Sustainability in a practical sense.
2. To better know the significance of organisational sustainable development and the economic implications of sustainable development.
3. To learn about the most common errors made when handling sustainable growth.
4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1.	Management of Innovation Sustainability: An Introduction	1.1 Introduction 1.2 Defining innovation 1.3 Approaches to innovation 1.4 Differences between invention and innovation 1.5 Product innovation and process 1.6 Technological innovation, commercial or organizational Innovation 1.7 Indicators Characteristics of innovation in different sectors 1.8 Sustainable innovation 1.9 Defining Sustainability Innovation 1.10 Sustainability as Key Driver of Innovation 1.11 Innovation for Sustainable Development	<ul style="list-style-type: none"> • Clarify the concept of Innovation • Understanding the relation between Innovation and Sustainability • Introduction to a management approach to Innovation • Highlight on Changing views of innovation over time • Focusing on Sustainable development and its long-term benefit • Students can Practically understand the concepts of Innovation and Sustainability
2.	Managing Innovation with Firms & Strategies and Concepts for Innovation	.1 Organisation and Innovation .2 The dilemma of Innovation Management .3 Organisational characteristics that facilitate the innovation process	<ul style="list-style-type: none"> • To Identify the factors organisations have to manage to achieve success in Innovation • To Identify the activities performed by key individuals in the management of Innovation.

		<p>4. Organisation structure and Innovation</p> <p>5. The role of Individual in the Innovation Process</p> <p>6. IT System and Their Impact on Innovations</p> <p>7. The innovation imperative: Why innovate</p>	<ul style="list-style-type: none"> • To highlight Strategies for innovation and its implementation • Understanding Management of Innovation in a practical sense
3.	Service Innovation and Sustainability Innovation in Business	<p>3.1 The Growth in Service</p> <p>3.2 Different Types of Services</p> <p>3.3 Characteristics of service and how they differ from product</p> <p>3.4 Classification of Service innovation</p> <p>3.5 Service innovation and the consumer</p> <p>3.6 Energy and Materials: New Challenges in the First Decade of the Twenty-first Century</p> <p>3.7 Defining Sustainability Innovation</p>	<ul style="list-style-type: none"> • Understanding the scope and complexity of the challenges that have recently spurred sustainability innovation concerning energy and materials. • Gain insight into the fundamental drivers creating opportunities for entrepreneurs and new ventures in the sustainability innovation arena. • Begin to apply the basic ideas and concepts of sustainable design.
4.	Management of sustainable development	<p>4.1 Economic aspects of sustainable development</p> <p>4.2 Socio-political aspects of sustainable development</p> <p>4.3 Ecologic aspects of sustainable development</p> <p>4.4 Green organisations</p>	<ul style="list-style-type: none"> • A better understanding of several aspects of sustainable development • Being able to explain their viewpoints and decisions, work in groups and accept and take into account criticism and comments

Teaching Hours Theory + Tutorials /Project Practical	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 the vision for their Start-up.
Unit 2- 12 hours	Group Discussion and Brain Storming sessions for the 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 the service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.

Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I	Continuous assessment based on criteria such as Presentations Class Tests Practical Assignments as suitable for each unit	25% MCQ, Short notes-35%, Long answers- 40%
Unit – II		
Unit – III		
Unit – IV		
	30 Marks	70 Marks

Suggested References: -

Title of the Book	Author/s	Publication	Place
Innovation Management & New Product Development	Paul Trott	Pearson	Netherland
Sustainable Economic Development and Environment	Raj Kumar Sen, Karтик C. Roy	Atlantic Publishers and Distributors Pvt. Ltd.	India
Sustainability Management	Deb Prasanna Choudhury	Zorba Books	India
Sustainable Development and Environment	Snigdha Tripathi	Ankit Publication	India
Concepts and Approaches for Sustainability Management	Khair Ern Lee	Springer International Publishing	Switzerland AG

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Question paper Pattern 2019 for TY BBA
University Examination Sub: Management of Innovations and Sustainability
Course Code - 604

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
TY BBA Semester VI (CBCS) Pattern 2019
Course: International Brand Management
Course Code-DSE A 605 MM
Credit – 3 + 1 = 4

Depth of the Course- Fundamental knowledge of Brand Management in the International Market

Course Objectives :

1. To develop students' understanding of the concept of developing brands
2. To develop students' understanding of the concept of brand equity
3. To develop students' understanding of the strategies in managing brand portfolios

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Understanding Brand	1.1 Introduction, Brand concepts, 1.2 Purpose of Brands, 1.3 Characteristics of strong brands, 1.4 the purpose of branding, 1.5 fundamental concepts of branding	<ul style="list-style-type: none"> The module aims to familiarize the students with the key conceptual foundations of developing and managing a strong brand.
2	Developing Brand	2.1 Process and methods of developing brand elements, 2.2 creating brand associations and introducing a new brand in the international market, 2.3 identify effective marketing and marketing communications strategies,	<ul style="list-style-type: none"> The module introduces the process of creating a brand. Designing marketing/marketing

		<p>2.4 Including the use of social/digital platforms,</p> <p>2.5 Design marketing and marketing communications programs that build brand equity in the international market</p>	<p>communications programs that effectively communicate the desired brand identity to target markets</p>
3	Evaluating Brand	<p>3.1 Processes and methods of measuring brand performance,</p> <p>3.2 Qualitative and quantitative tools for measuring brand image and strength,</p> <p>3.3 Interpret brand performance data, Brand evaluation plans in the international scenario</p>	<ul style="list-style-type: none"> The module reviews the methods of measuring and interpreting brand performance.
4	Managing Brand	<p>4.1 Concepts and tools for managing brands over time, international geographic areas, and market segments,</p> <p>4.2 Consumer-brand relationships, Strategic alliances, Brand portfolios, and Brand repositioning/revitalization.</p>	<ul style="list-style-type: none"> The module focuses on the stewardship and management of brands over time, geographic areas, and market segments. It covers the strategies for more established brands as they attempt to grow and stay relevant over time.

Teaching methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Tutorial/ Projects for 1 Credit	Expected Outcome
Unit 1- 12 hours	Students' Presentations or Role play on brand concepts, Video Sessions on International Brands	<ul style="list-style-type: none"> Assignment on the characteristics of International Brand concerning its strengths and challenges Assignment on developing a new brand for International Markets Group discussions on International Brand performances 	Understanding of basic Brand Concepts
Unit 2- 12 hours	Case Studies on International Brands, Group Discussions on Brand Development in the International circuit		Understanding the process of Brand Development
Unit 3- 12 hours	Presentations or Role play on International Brand comparisons measuring performance data,		Understanding the concept and process of Brand Evaluation
Unit 4 - 12 hours	Case Studies, Group Discussions on the Success and Failures of International Brands		Understanding Brand Management
Tutorial 15 hours			

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test Open Book Test	25% MCQs 45% Short Answers 30% Long Answers
Unit – II	MCQ Test Group Presentations	
Unit – III	MCQ Test Group Discussions	
Unit – IV	MCQ Test Group Presentations	
Total	30 +20 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Strategic Brand Management	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran	Pearson Education; Fifth edition	India
2	The New Strategic Brand Management: Advanced Insights and Strategic Thinking	Jean-Noël Kapferer	Kogan Page; 5th edition	London, UK

3	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Keller, Vanitha Swaminathan	Pearson; 5th edition	India
4	Brand Management: Co-creating Meaningful Brands	Michael Beverland	SAGE Publications Ltd; 1st edition	USA
5	The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands	Al Ries, Laura Ries	Harper Business; New edition	USA

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Question paper Pattern 2019 for TY BBA
University Examination Sub: International Brand Management
Course Code – DSE A 605

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

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TY BBA –Semester VI (CBCS) Pattern 2019
Course: Cases in Marketing Management + Project
Course Code- DSE A 606 MM
Credit - 2+4 = 6

Depth of the Course-Functional Working Knowledge

Course Objectives: To understand the application of theory into practice.

Note: 1. The case study examination paper will be for 2 credits and the Internship and project report along with viva voce will be for 4 credits.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies 1.2 Characteristics & Importance of Case Studies 1.3 Guidelines for Case Studies & Cases Discussion.	<ul style="list-style-type: none"> To make student know the gist of the case study and way of attempt or solution
2	Areas of Case Study	2.1 Product Mix with PLC 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods. 2.3 Place Mix – Physical Distribution Management System, Types, Intermediaries, strategies, trends in SCM. 2.4 Promotion Mix – Elements, Advertising, Media Mix, AIDA, DAGMAR, IMC. 2.5 Extended Ps of Marketing Mix 2.6 New Product Development 2.7 Product Extension and Product Diversification. 2.8 Traditional Marketing and Modern Marketing 2.9 Rural Marketing	<ul style="list-style-type: none"> To develop the ability about getting acquainted with the theory and its application in a real-life scenario. To make students know about recent happening in marketing. To understand the challenges faced/confronted in recent times

	2.10 Services Marketing 2.11 Organised & Unorganised Retail Marketing 2.12 E-Marketing and Digital Marketing 2.13 Green Marketing 2.14 Market Segmentation 2.15 Targeting 2.16 Positioning and Niche Market	
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Innovative methods to be used		Expected Outcome
Lectures/Case studies/Discussion/videos/ Role Plays		Students shall understand the challenges faced by the people and organisations in the day to day work life. They shall understand the techniques and solutions to overcome those challenges.

Evaluation:

Project Report Evaluation	External Evaluation
Students must undergo for internship - Refer Internship manual For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the University along with an internal referee.	Case study based The external evaluation will be done based on an examination paper comprising of Case studies to solve for a maximum of 50 marks 15*3 cases 5*1 short note
Having gone through all the topics, students have to be given cases to solve and are asked to submit a soft copy in PDF and PPT to college.	

Project Report- 30 marks & Viva Voce - 20 marks =	50 Marks
Total Marks 50	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
2	Case Study Solutions Marketing	H. Kaushal	Lakshmi	New Delhi
3	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
4	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi
5	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
6	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi

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T.Y. BBA Semester VI (CBCS) Pattern 2019
Discipline-Specific Electives (DES- B- FM)
Course Title – Financial Management
Course Code-DSE B 605 FM
Credits –3+1=4

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

Course Objectives

1. To know various sources of finance of business
2. To study and understand the capital structure of the company and its cost of capital
3. To study optimum capital mix & concept of over capitalisation& undercapitalization.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Sources of Finance	1.1 Long term Sources of Finance- Owned Funds & Borrowed Funds, Equity shares, Preference Shares, Debentures, Term Loan, Lease Financing, Hire Financing 1.2 Short term Sources of Finance- Bank overdraft, Cash Credit, Bills Discounting, Ploughing back of Profit,	<ul style="list-style-type: none"> To understand various sources of finance for raising capital /funds required for the business. By studying various sources of finance analytical & reasoning skills will be developed.
2	Capital Structure	2.1 Meaning, Concept, Importance, 2.2 Factors affecting Capital Structure-Internal Factors, External Factors & General Factors 2.3 Cost of Capital- Meaning, weighted Average Cost, Operating leverages, 2.4 Financial leverages, Combined Leverages (Problem on Leverages)	<ul style="list-style-type: none"> To understand the proportion of borrowed capital & owned capital, considering their cost of capital. It helps to develop calculative & mathematical skills.
3	Capitalisation	3.1 Meaning, Modern Concept of Capitalisation, Need, 3.2 Under capitalisation-Meaning, Causes & Remedies	<ul style="list-style-type: none"> To understand the process of undercapitalization & overcapitalization. It helps to develop professional & problem-solving skills.

		3.3 Over Capitalisation- Meaning, Causes, & Remedies	
4	Capital Budgeting	4.1 Meaning, 4.2 Techniques of Capital Budgeting, 4.3 Mutually Exclusive Proposals	<ul style="list-style-type: none"> To understand the process of evaluation of mutually exclusive proposals. It helps to evaluate different investment proposals through experiential learning.

Teaching Methodology

Teaching + Tutorials Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1- 12 hours	Lecture method, Classroom discussion based on PPT, Case study, Participative learning	Study of different sources of finance available in Public Limited Companies. Students can collect the information of sources of finance of Automobile/Pharma/ Textile/IT/Power/Steel/FMG/Petrochemicals etc.	To understand various sources of finance for raising capital /funds required for the business
Unit 2- 12 hours	Problem Solving, Participative Learning, Peer Learning & Classroom Discussion.		To understand the proportion of borrowed capital & owned capital, considering their cost of capital
Unit 3- 12 hours	Participative Learning, Peer Learning & Classroom Discussion.		To understand the process of undercapitalization & overcapitalization
Unit 4 - 12 hours	Problem Solving, Participative Learning, Discussion on Expert lecture, Peer Learning & classroom Discussion.		To understand the process of undercapitalization & overcapitalization
Tutorial 15 hours			

Note- Faculty can assign separate industry to each student for practical. Students can study 5 to 6 different companies of the same industry of sources of finance.

Evaluation

Internal Evaluation		External Paper Pattern (50 Marks)	
MCQ/ long question/ short notes		Q.1 A Fill in the blanks	(5M)
MCQ/Long questions/ problem/ short notes		Q.2 A Write Short Notes (Any 3)	(15M)
MCQ/Long questions/ problem/ short notes		Q.3 Long Answer (option can be given)	(15M)
MCQ/Long questions/ problem/ short notes		Q.4 Problems on leverages	(15M)
30+ 20 marks for project= 50 Marks		50 Marks	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Management	I.M.Pandey	Vikas	New Delhi
2	Financial Management	Ravi.M.Kishore	Taxman	New Delhi
3	Financial accounting & Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House	New Delhi
4	Financial Management	Prasanna Chandra	Tata McGraw Hill	New Delhi
5	Financial Management	Khan & Jain	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University
T.Y. BBA Semester VI (CBCS) Pattern 2019
Course Title – Cases in Finance +Project
Course Code- DSE B 606 FM
Credit- 2+4=6

Depth of the Course: Application-based Knowledge of core areas of finance.

Course Objectives:

1. To Study & understand the core areas of finance.
2. To study the practical applications of finance.
3. To prepare project reports based on the internship & understanding of core areas of finance.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Fund Raising & Capital Budgeting	1.1 Fund Raising: Meaning, Importance, Process. (Theory) 1.2 Investment Decisions: Long term, Medium-term, Short Term, its importance (Theory) 1.3 Capital Budgeting: Meaning, Importance, Types (Practical cases)	<ul style="list-style-type: none"> To understand the importance of fundraising. To study & understand the practical applications of Capital Budgeting.
2	Working Capital Management	2.1 Working Capital:- Meaning, Importance, Cases on Working capital.	<ul style="list-style-type: none"> To understand the concept & importance of Working Capital Management. To study & understand the practical applications of Working Capital.
3	Cost of Capital	3.1 Return of Capital Employed (ROCE): Meaning, Importance (Theory) 3.2 Return on Investment: Meaning, Importance. (Theory)	<ul style="list-style-type: none"> To study & understand the basics of ROCE, ROI & Cost of Capital. To study & understand the practical applications of Cost of Capital.

		3.3 Cost of Capital: Meaning, Importance, Cases on Cost of Capital	
4	Project Report	Project-based on core areas of finance/ based on internship. (Refer to the suggested topics given below) Internship guidelines are attached separately	<ul style="list-style-type: none"> To study & understand implications of selected core areas of finance under study. To give insights based on data collection & data analysis to the students. To inculcate research culture among students through conducting research in finance.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Group Discussion, Assignments, Case Study.	To understand the fundamentals of fundraising.
Unit 2- 12 hours	Case Study, Group Discussion.	To understand the practical applications of capital budgeting.
Unit 3- 12 hours	Case Study, Group Discussion.	To understand the practical applications of Cost of Capital.
Unit 4 - 24hours	Project Report under the guidance of the Subject teacher.	To understand the research-based outcomes of core areas of finance based on internship.

Evaluation

Internship	External Evaluation
30 Marks for Projects + 20 Marks for viva = 50 Marks	Problems and Case studies = 50 Marks

Suggested Topics for Project: -

1. Projected financial statements to be submitted to the bank for a loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like
3. Ratio analysis, Fund flow Analysis, Cash flow Analysis.
4. Project-related Insurance sector.
5. Working Capital Management.
6. Any other topic related to core areas of finance based on internship by students.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House	Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas	Delhi
5	Guide to Financial Management	John Tennent	The Economist	Delhi
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.	Delhi
7	Corporate Finance Management	Glen Arnold	Pearson	Delhi
8	Fundamentals of Financial Management	Vyuptakesh Sharan	Pearson	Delhi

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Global Human Resource Management
Course code DSE C 605 HRM
Credit 3+1=4

Depth of the Course- Fundamental knowledge

Course Objectives:

1. To understand the concepts, theoretical framework, and issues of HRM in Global Perspective
2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.
3. To learn how to conduct strategic human resource management in an international setting.
4. To learn how companies manage their expatriates.
5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.
6. To study understanding of international approaches to dealing with people in organizations.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Global HRM	1.1 Meaning and definition of Global HRM, 1.2 Features of Global HRM, 1.3 Objectives of Global HRM, 1.4 Development of Global HRM, 1.5 Significance of Global HRM in International Business 1.6 Categorization of countries and employees in the concept of Global HRM 1.7 Difference between Global HRM and Domestic HRM	<ul style="list-style-type: none"> To introduce the students to the study and the practice of Global HRM. To learn the development of Global HRM. To review the significance of Global HRM in International Business. <p>To make students understand the difference between Global HRM and Domestic HRM.</p>
2	Global HR Functions-1	2.1 Global Staffing, 2.2 The role of expatriates and non-expatriates, 2.3 Staffing Policy Approaches in International HRM 2.4 Recruiting staff for Global Assignment	<ul style="list-style-type: none"> To provide information about Global Workforce Management functions.

		<p>2.5 Global labour market</p> <p>2.6 Global Recruitment function; head-hunters, cross-national advertising, e-recruitment;</p> <p>2.7 Selecting staff for Global Assignment</p> <p>2.8 Criteria and techniques,</p>	<ul style="list-style-type: none"> • To get insights into the concepts of Expatriates and Non- Expatriates • To inculcate knowledge of the concept of Global Recruitment and Selection. • To understand the Global Staffing issues.
3	Global HR Functions-II	<p>Global Training & Development</p> <p>3.1 Meaning definition,</p> <p>3.2 Objectives,</p> <p>3.3 Importance,</p> <p>3.4 The role of expatriate training,</p> <p>3.5 Key components of effective pre-departure training,</p> <p>3.6 Developing staff through international assignments,</p> <p>3.7 Barriers in Global Training & Development</p> <p>3.8 Global Compensation Meaning & definition, Objectives,</p> <p>3.9 Key components of Global Compensation program,</p> <p>3.10 Approaches to Global Compensation</p> <p>3.11 Barriers in Global Compensation</p>	<ul style="list-style-type: none"> • To provide information about Global Workforce Management functions. • To make students understand the concepts of Global Training & Development, Global Compensation and Global Performance Management. • To make students aware of barriers in Global Training & Development, Global Compensation and Global Performance Management.
4	Global HRM Trends and Future Challenges	<p>4.1 Strategic HRM in multinational enterprises,</p> <p>4.2 Ethics-related challenges for the HR function of the multinational enterprise</p> <p>4.3 Challenges in an uncertain world: Safety, security and counterterrorism</p> <p>4.4 The evolving role of the HRM function in MNCs</p> <p>Role of Technology in Global HRM</p> <p>Knowledge Management and Global HRM</p>	<p>To provide sound knowledge about strategic HRM and Ethics related challenges for the HR functions in multinational enterprises.</p> <p>To make students aware of technology in Global HRM.</p> <p>To make students understand the relationship between Knowledge Management and Global HRM.</p>

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorial/Project	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Preliminary presentation from students on study and practice of Global HRM. Assignment. 	<ul style="list-style-type: none"> Caselets from MNC's on successful expatriation Designing an e-recruitment campaign using various methods and mediums for E-recruitment Comparison between techniques of international selection and domestic selection. Comparative study of various cultures of different nations with respect to work ethics, time and job performance 	<ul style="list-style-type: none"> Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in understanding the concept of Global HRM. Students' active participation in understanding Global HRM.
Unit 2- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Role-plays on expatriates and non-expatriates. Group Discussion Caselets solution Guest Lecture from any MNC's Recruitment and Selection HR Manager 	<ul style="list-style-type: none"> Comparative study of various cultures of different nations with respect to work ethics, time and job performance 	<ul style="list-style-type: none"> The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Practical Knowledge Acquisition about Global Recruitment and Selection.
Unit 3- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Group Discussion Caselets solution Guest Lecture from any MNC's HR Manager 	<p>Tutorial 15 hours</p>	<ul style="list-style-type: none"> Practical Knowledge Acquisition about Global Training & Development, Global Compensation and Global Performance Management.
Unit 4 - 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Debate activity on Global Safety, security and counterterrorism Role-play on the evolving role of the HRM function in MNCs. 		<ul style="list-style-type: none"> A better understanding of Global HRM Trends and Future Challenges through students activities.

	• Caselets solution		

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students based on	Marks	
I	3 Student's active participation in presentation and assignment submission.	30	25% MCQ 35% short notes 40% long answers
II	4. Student's active participation in Role-Plays and Group Discussion 5. Caselets solution		
III	4 Caselets solution 5 Active participation in Group-Discussion		
IV	4. Active participation in Role-Plays and Debate activities 6 Caselets solution		
Total		30+20=50	50

Suggested References

Sr. No.	Title of the Book	Author/s	Publication
1	International Human Resource Management	Peter Dowling and Denice Welch	Cengage Learning
2	International Human Resource Management: Globalization, National Systems and Multinational Companies	Tony Edwards	Pearson Education

3	International Human Resource Management	Monir Tayeb	Oxford University Press

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Question paper Pattern 2019 for TY BBA
University Examination Sub: International Human Resource Management
Course Code DSE C 605

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	
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

Depth of the Course- Comprehensive Knowledge

Course Objectives

- 1.To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.
- 2.To describe various Employee Engagement Strategies to enhance Employee Engagement.
- 3.To discuss the uses of Human Resource Information Systems in organizations.
4. To explain the different methods used to calculate the value of human Resources.
5. To define Human Resource Audit and outline its scope.
6. To study the methods of Human Resource Valuation.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Employee Engagement	1.1 Meaning and definition of employee Engagement, 1.2 Factors Influencing Employee Engagement, 1.3 Strategies for Enhancing Employee Engagement, 1.4 Company values and building employee loyalty, 1.5 Challenges in engaging employees, 1.6 Employee engagement and company branding strategies	<ul style="list-style-type: none"> • To understand the basic concept of Employee Engagement. • To study factors influencing Employee Engagement. • To describe various Employee Engagement Strategies to enhance Employee Engagement. • To make students understand the relationship between Employee Engagement and company branding strategies.

2	Human Resource Information System and Personnel Research	<p>2.1 Human Resource Information System</p> <p>2.2 Meaning and definition of Human Resource Information System,</p> <p>2.3 Components of Human Resource Information System,</p> <p>2.4 Advantages and Limitations of Human Resource Information System,</p> <p>2.5 Process of designing of Human Resource Information System</p> <p>2.6 Personnel Research</p> <p>2.7 Meaning and definition of Personnel Research,</p> <p>2.8 Approaches to Personnel Research,</p> <p>2.9 Process of Personnel Research</p>	<ul style="list-style-type: none"> • To make students understand the basic concept of Human Resource Information System. • To discuss the uses of Human Resource Information Systems in organizations. • To list the advantages and identify the limitations of the Human Resource Information System. • To map out the process involved in designing of Human Resource Information System. • To make students understand the meaning and definition of Personnel Research and Human Resource Audit. • To appreciate the purpose of Personnel Research in an organization. • To discuss the major approaches employed for Personnel Research. • To delineate the process followed in conducting Personnel Research.
3	Human Resource Accounting and Human Resource Audit	<p>3.1 Human Resource Accounting</p> <p>3.2 Meaning and definition of HR Accounting,</p> <p>3.3 Need and Objectives of HR Accounting,</p> <p>3.4 Advantages and Limitations of HR Accounting,</p> <p>3.5 Human Resource Valuation: Monetary and Non-Monetary methods of Human Resource Valuation</p> <p>3.6 Human Resource Audit</p> <p>3.7 Meaning, definition and objectives of Human Resource</p>	<ul style="list-style-type: none"> • To make students aware of the meaning, need and objectives of HR Accounting. • To list the advantages and identify the disadvantages of HR Accounting. • To study the methods of Human Resource Valuation. • To define Human Resource Audit and outline its scope.

		Audit,	
		3.8 Areas and levels of Human Resource Audit	

Teaching Methodology

Teaching Hours Theory + Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Preliminary presentation from students. Role-plays Assignment. Caselets solution 	<ul style="list-style-type: none"> Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of Employee Engagement. Students active participation in an understanding strategy of Employee Engagement.
Unit 2- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Role-plays Group Discussion Computer lab practice Personnel Research Questionnaire preparation, data collection and analysis activity 	<ul style="list-style-type: none"> The shift towards student-centeredness significantly enhanced students' learning through computer lab to understand the use of computer in HRIS. Interactive small group activities and a high level of discussion and interaction. Exposure of hidden skills and talent of students.
Unit 3- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Guest Lecture from HR manager on HR Accounting and HR Audit. Computer lab practice Caselets solution 	<ul style="list-style-type: none"> Practical Knowledge Acquisition about HR Accounting and HR Audit. A better understanding of different methods of HR valuation through computer lab practice and Expert's Guest Lecture.

Project	<ul style="list-style-type: none"> Project-based on internship – referee separate guidelines 	1 Learning By doing
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Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students based on	Marks	
Project Report	Project Report preparation, submission and VIVA.	50	25% MCQ 35% short notes 40% long answers
Total –		50	50

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Employee Engagement for Dummies	Bob Kelleher	Wiley Publications
2	Engage! Co-creating Organizational Vitality and Individual Fulfillment	Sunil Maheshwari	Sage Publications India
3	Employee Engagement: A Recipe to Boost Organisational Performance	Vipul Saxena	Notion Press
4	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.
5	Human Resource Management	K. Ashwathappa	Tata McGraw Hill
6	Personnel and Human Resource Management	A. M. Sharma	Himalaya Publication House
7	Human Resource Management (text and Cases)	S. S. Khanna	S. Chand

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Question paper Pattern 2019 for TY BBA
University Examination Sub: Recent Trends & HR Accounting + Project
Course code C 606
Credit 6

Q. No.	Nature of Question	Total Marks - 50 marks Objectives - Compulsory Question Solve any 3 out of 5 Solve any 4 out of 6
	Project – SPPU external 50 marks	
	50 marks – Project Viva	50 SPPU

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TYBBA Semester VI (CBCS)

Pattern2019

Course: Global Tourism and Hospitality Management

CourseCode—DSE D605SM

Credit3+1=4

Depth of the Course—Reasonable working knowledge

Course Objectives:

- 1.** To create awareness related to health care management and services.
- 2.** To enables students to understand the various healthcare services & other developments in the Indian health care service sector.
- 3.** To provide students insight into the Functions & Role of modern healthcare services offered to cater for the current needs.

Unit No.	Unit Title	Contents	Purpose and skills to be developed
1	Introduction to Tourism Industry	1.1 Basic components of tourism, Travel agency- 1.2 History, Operation/Functions and Types. Tour Operators- Functions and Types. 1.3 Accommodation Industry- Types and Classification, Air Transportation Industry, objectives of ITDC, Posttel tourism.	<ul style="list-style-type: none"> To understand tourism and its components Ability to understand operations, functions, tour operator and industry.
2	Growth and Development Modern Tourism	2.1 Global Tourism, 2.2 Factor influencing the growth of tourism, 2.3 New product development, travel Organisation in India and European countries, 2.4 Effect of tourism on employment, economic development,	<ul style="list-style-type: none"> To understand global tourism, the effect of tourism on economic and regional development.

		regional development, 2.5 World tourism and travel council. Events and tourism.	
3.	Hospitality Management	3.1 Hospitality: Classification & Categorization of Hotels- 3.2 Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels. 3.3 Emerging trends in Accommodation- Time, share. Condominium- Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. Incredible India.	<ul style="list-style-type: none"> • To understand hospitality management, Emerging trends in hospitality management. • Ability to understand changing scenario of hospitality management.
4.	Value Chain:	4.1 Definitions: Hospitality and Hotel. The link between Hospitality and Travel and Tourism industry, safety and Hygiene, 4.2 virtual reality tours, 4.3 Travelers at rest, Home away from Home, 4.4 Hospitality culture Atithi Devo Bhavah, 4.5 Expectations of the guest.	<ul style="list-style-type: none"> • To understand the link between hospitality and travel industry, needs and wants of prospects, and hospitality culture.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project	Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome

Practical				
Unit 1- 12 hours	I-(14)	Presentation on tour operators, tourism industry. Presentation on identifying different needs of soft travel and tourist operators, their management.	Short films on role of tour operator, air industry, transport industry	To understand the management of tours, travels and tourism.
Unit 2- 12 hours	II-(13)	Comparative analysis of tour operators and their management,	Films on different agencies meeting different needs of customers. Scale of operations	To understand the importance of the tourism industry for the development of the nation.
Unit 3- 12 hours	III-(11)	Presentation on the different type of Hoteliering	Films on Incredible India	To understand hospitality management, Emerging trends in hospitality management.
Unit 4 - 12 hours	IV – (10)	Presentation of emerging trends in hospitality management	Films on virtual reality tours. Postel tourism	To understand the link between hospitality and travel industry, needs and wants of prospects, and hospitality culture.

Evaluation Method

Unit No	Internal evaluation	Internal Evaluation	External Evaluation
	Evaluation of students based on		
Unit-I	1. Role Play	30	25% MCQ
Unit-II	2. Chart Preparation and Presentation		35% Short notes
Unit-III	3. Debate		40% Long answer
Unit-Iv	4. Group Discussion		
Project/ Practical	1 Project Submission. 2. Presentation.	20	
	Total	30 +20	50

Suggested References

Sr. No	Title of the Book	Author
1	Travel & Tourism	Cottman
2	Tourism development- Principles and practices	A.R. Bhatia.
3	Introduction to Hospitality - I & II	Dennis Foster
4	Encyclopedia of Hotel & Hospitality Management	R.K Arora,
5	Hotel Operation	Chakravarty, Dr. Barun Kumar
6	Tourism and Hoteliering.	Negi J.M.S,
7	Accommodation Operation Management.	S. Kauschal, S.N Gowthan
8	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parsuraman, Berry

SavitribaiPhule Pune University
Question Paper Pattern

Course: Global Tourism and Hospitality Management

Code SM 605
Credits-4

Q. No.	Compulsory / Choice	Nature of Question	Marks Internal	Total Marks- External
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	10	Objective Type Questions Short & Long Answer Questions
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks		
2	Solve any 3 out of 5	Short & Long Answer Question	20	
3	Mini project	Mini project	20	
	Total		50	50

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TYBBA Semester VI (CBCS) Pattern 2019

Course : Recent Trends In Services + Project

Course Code DSE D 606 SM

Credit : 2+4=6

Depth of the Course–Reasonable working knowledge

Course Objectives:

1. To create awareness related to recent trends in services.
2. To enable students to understand the changes taking place in the service sector.
3. To provide students insight into recent developments in the service sector

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Overview of current trends in service industries	Understanding of Current Trends and development in Service Industries: Financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, Agriculture services, Insurance, ITES (IT-enabled Services), development of innovative tourism, e-Services and retail Services, business development services, impact on Indian economy	<ul style="list-style-type: none"> To understand current trends of different types of service industries
2	Technology in Services	Technology in services, the emergence of self-service, infotainment Automation in services, Technological innovations in services: Challenges of adopting new technology in service, Managing the new technology adoption process, multimedia development as service enterprises	<ul style="list-style-type: none"> To understand the use of technology in services challenges of adopting new technology in services

3.	Globalization of Services	Meaning and importance of globalization of services, Globalization and Indian services, Domestic growth and expansion strategies – focused service, focused network, clustered service and diversified network, Franchising – meaning, nature, benefits and issues, Global service strategies – Multi-country expansion, importing customers, following your customers,	<ul style="list-style-type: none"> To understand differences between global services and Indian services, growth of services, global service strategies
4.	Case Study -	Case study analysis based on - Financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities, ITES (IT-enabled Services), Travel & Tourism, e-Services and Professional Services., rural service enterprises	<ul style="list-style-type: none"> Designing and delivering services

Teaching Methodology

Unit & Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
I-(14)	Presentation on current trends in various service segments	Short films on service industries	Current trends in service industries	To understand the service needs of society and how industry fulfilling the needs of societies
II-(13)	Poster presentation on technological inventions in the field of service management	Films on different technological advances in the service sector	Comparative analysis of old and new service requirement	To understand advances in different service segment.

III- (11)	Presentation on the globalization of services, global service strategies	Filmsonglobal strategy	service	A report on Current trends in service industries, Comparative analysis of old and new service requirement	To understand the difference between global service and Indian service strategies.
IV – (10)	Presentation and discussion on emerging trends in financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities, ITES (IT-enabled Services), Travel & Tourism, e-Services and Professional Services.	FilmsongIT- enabled Services), Travel & Tourism, e-Services and Professional Services.	(IT- enabled Services), Travel & Tourism, e-Services and Professional Services.	AreportonIT applications in Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities.	To have the right understanding of how the modern service business is changing and what are the new trends in the industry.

Evaluation Method

Unit No	Internal evaluation	External Evaluation	External Evaluation
	Evaluation of students based on		
Unit-I	1 Project Submission. 2. Presentation. Refer internship guidelines	50	25% MCQ 35% Short notes 40% Long answer
Unit-II			
Unit-III			
Unit-Iv			
Project/ Practical			
	Total	50	50

Suggested References

Sr.No	Title of the Book/Reference	Author	Publication	Place
1	Emerging Trends in Service Sector	Editor-G.U.K.Rao	NI for MSME Enterprises	Hyderabad
2	Service Marketing	P.K.Sinha and S.C. Sahoo	Himalaya Publishing House	New-Delhi
3	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parsuraman, Berry	Simon and Schuster Inc.	New-York

3	Media reports, Press releases, Department of industrial policy and promotions (DIPP) Statistics, Department of Information and Technology				
4	Quality Management in Hospitals	S.K. Joshi	Jaypee Brothers Medical Publishers	New-Delhi	
5	Hospital Information Systems	Kelkar S.A.	Cloutail India		
7	Financial Services and Markets	Dr. S. Gurusamy	Thomson	Delhi	

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course Title: Agricultural Export
Course Code DSE E605 ABM
Credit – 3+1 = 4

Depth of the Course: Basics and Overall Perspective of Agriculture Export

Course Objectives:

1. To introduce the concept of Agriculture Export
2. To develop practical insight in enhancing business Processes of Agriculture Export and international markets.
3. To expose students to a systematic framework of international markets and institutional infrastructure.
4. To enhance agriculture export skills in students

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction	1.1 -Introduction to agriculture 1.2 -forms of agriculture production 1.3 -need for import and export 1.4 -analysis of marketable surplus and marketed surplus 1.5 -analysis of import and export 1.6 -statistics of agricultural products in India	Purpose:- - To learn various forms of agricultural exports. - Better understanding of agricultural products of India. Skills to be developed:- - Developing Conceptual and Analytical ability related to agricultural exports - Innovation & creativity.

2	Introduction to world agricultural trade	<p>2.1 Overview of world agricultural trade</p> <p>2.2 Issues impacting international agricultural trade</p> <p>2.3 Agricultural policy</p> <p>2.4 Technology advancement on agricultural products</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> -To understand global agricultural trade -To understand agricultural policy related to exports -To understand recent trends and technologies in agricultural products <p>Skills to be developed:-Positive approach towards agricultural exports, Identifying opportunities foreign markets by agricultural exports</p>
3	Market Identification	<p>3.1 Identifying foreign markets for agriculture export</p> <p>3.2 marketing plan for exports</p> <p>3.3 export documents and procedure</p> <p>3.4 terms of payment and export finance legal dimensions</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> - To better understand foreign markets. - To gain practical knowledge of marketing in foreign markets. <p>Skills to be developed:-</p> <p>Professional Marketing capabilities about foreign markets.</p>
4	Institutional infrastructure	<p>4.1 Institutional infrastructure for export promotion in India</p> <p>4.2 export assistance</p> <p>4.3 State trading in imports and exports</p> <p>4.4 working of the State trading organisations in India</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> -To get an understanding of Institutional infrastructure for export promotion in India. - To gain knowledge of trading in imports and exports in the agriculture sector. <p>Skills to be developed:-</p> <p>Enhancement of working knowledge Institutions for export promotion in India</p>

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project for 1 credit	Expected outcome
Unit 1- 12 hours	YouTube Videos about agricultural production practices in India for better understanding. Interactive Sessions followed by feedback.	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.
Unit 2- 12 hours	Field Visits to various agriculture export-oriented organisations to gain practical knowledge.	Asking students to make a report on any of the agricultural export-oriented organisations guided by the instructor.	Development of interest in agricultural export-oriented organisations and implementation of various concepts in practice.
Unit 3- 12 hours	Use of PPT and preparation of PPT based on fieldwork for agricultural export-oriented Industry.	Assigning students with tasks to identify the right international markets for given agricultural products.	Ability to find a relevant market for given agricultural products.

Unit 4 - 12 hours	Arranging Sessions of experts from government organisations/institutions supporting the export of agricultural products.	Maintaining a record of every session by the students for evaluation by the teachers	Awareness of various government institutions supporting the export of agricultural products.
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Subject: Agriculture Export (605)	Internal Evaluation	External Evaluation	Suggested Add on course
Unit – I	Methodologies like assignment, presentation, GD etc. as decided by college authorities(30 marks)	50 marks Paper	EXIM A-Z: A wholesome Approach to Exports, Imports Business
Unit – II	Class tests, PPT		Flower Exports Management
Unit – III	Case studies and Notes preparation		Cold chain logistics in Export business
Unit – IV	Field visit report for 20 marks		Program in Export-Import Management by Exim
Total	30+20=50 marks	50 marks	

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

Suggested References:-

Sr.No	Title Of the Book	Author/s	Publication	Place
1.	Agricultural Geography	S. S. Dhillon	Tata McGraw-Hill	Delhi
2.	Export Potential of Indian Agriculture	Jagdish Prasad	Mittal Publications	Delhi
3.	Agriculture Marketing	Sawalia Bihari Verma	Scientific Publisher	Delhi

4.	Export Promotion in India: The Institutional Infrastructure	S. Bhashyam	Commonwealth Publishers	Delhi
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Question paper Pattern 2019 for TY BBA
University Examination Sub: Agricultural Export
Course Code DSE E 605

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

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course Title: Tourism Development in Rural India + Project
Course CodeDSE E606
Credit – 2+4=6

Depth of the Course: Understanding Core Aspects of Tourism Development in Rural India.

Course Objectives:

- 1.To Understand the concept of Rural Tourism
- 2 To understand the significance and need of Rural Tourism in India
- 3 To know Tourism Resource in rural areas
- 4 To Understand the role of rural tourism in the Indian Economy & Rural Development
- 5 To highlight Sustainable Tourism- Its role in rural areas.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to the concept of Rural Tourism	1.1 Definitions, Need, Scope and characteristics of Rural Tourism 1.2 Types and forms of Rural Tourism Rural Territory- It's Potential as a Tourism Product 1.3 The village as a primary tourism product- Showcasing rural life, art, culture and heritage 1.4 Rural Tourism- Indian context	Purpose :- -Learning & understanding the concept of Rural Tourism -Understanding and acquiring knowledge of village as a primary tourism product Skills to be developed:- -Widening scope concerning Rural Tourism in India - Management Skills such as facing challenges, Risk etc.
2	Role of Tourism in	2.1 Importance and Benefits of Rural	Purpose:-

	Economic and Rural Development	<p>Tourism</p> <p>2.2 Costs associated with Rural Tourism</p> <p>Impact of Rural Tourism on the rural community</p> <p>2.3 Rural tourism – Rural and Economic Development of India</p> <p>2.4 Challenges and issues of Rural Tourism in India.</p>	<p>- Understanding the significance of Rural Tourism.</p> <p>- Understanding the challenges faced by Rural Tourism in India.</p> <p>- Availing opportunities available in Rural Tourism in India.</p> <p>Skills to be developed:-</p> <p>- Adaptability to New /Recent trends and Flexibility.</p>
3	Rural Tourism Business Plan	<p>3.1 Feasibility and Execution, Infrastructure,</p> <p>3.2 Marketing and Financial Assistance requisites</p> <p>3.3 The intervention of Professional Agencies - Linkages for development of Rural Tourism in India.</p>	<p>Purpose:-</p> <p>-To gain practical knowledge about framing business plan w.r.t. Rural Tourism.</p> <p>- To gain practical know-how.</p> <p>Skills to be developed:-</p> <p>- Development of Practicality.</p>
4	Recent Trends in Rural Tourism in India	<p>4.1 Sustainable Tourism, Agro Tourism,</p> <p>4.2 Inspirational Tourism</p> <p>4.3 Technology and Innovation-Changing concept of rural tourism</p> <p>4.4 Recent tourism initiatives are taken by Government in India</p> <p>4.5 Tourism projects in India</p> <p>Case Study on rural tourism in India</p>	<p>Purpose:-</p> <p>- Highlighting recent trends in Rural Tourism.</p> <p>- Learning various challenges and problems of rural tourism through the case study.</p> <p>Skills to be developed:-</p> <p>-Analytical ability through Case study analysis.</p>

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Internship Project Report for 4credit(50 Marks)	Expected outcome
Unit 1- 12 hours	Interactive Sessions followed by feedback, E-content reference, Group Discussion for idea generation and sharing	Gathering information on Rural Tourism in Indian, Initiatives taken by Indian Government and Projects of Rural Tourism in India.	Learning will be more practical based, thereby helping students in better understanding of core aspects.
Unit 2- 12 hours	Visits to Tours and Travel agency to gain practical knowledge of Rural tours organised by them and several aspects concerning it and getting consumer feedback.	Preparing report based on a visit in consultation with a subject expert and covering core aspects of Rural tours.	Development of interest in Rural Tourism and highlighting its essential aspects concerning practical implementation.
Unit 3- 12 hours	Use of PPT Use of Microsoft Word and Excel for project preparation	Students are required to prepare a consolidated report including govt. Initiatives and Rural Tourism Projects and appear for viva-voce.	Ability to collect relevant data and its analysis and interpretation.
Unit 4 - 12 hours	Arranging Sessions of experts from the Tourism Industry (Guest lecture series) for availing experience-based knowledge. Case Study on Rural Tourism	Maintaining a record of all the students for evaluation.	Awareness of actual scenario w.r.t. Rural Tourism and its management.

Evaluation :- Internal 50/ External 50

Subject: Service Management (606)	Internal Evaluation Credit 4	External Evaluation Credit 2
Unit – I	Project Report and Viva-Voce (50 marks) - Internship based project report.	50 marks Paper (Based on Theory)
Unit – II		
Unit – III		
Unit – IV		
Total =6	50 Marks	50 Marks

Suggested References:-

Sr.No.	Title Of the Book	Author/s	Publication	Place
1.	Marketing Rural Tourism: Experience and Enterprise	Gunjan Saxena	Edward Elgar Publishing Ltd	India
2.	Tourism in India	Bhatia.T. K.	CABI	Amazon
3.	Rural Tourism And Enterprise 2017	P Robinson, A Oriade	CABI	Amazon
4.	Rural Tourism and Sustainable Business	Derek R Hall , Irene Kirkpatrick, and Morag Mitchell	Channel View Publications	Amazon

Note.

Faculty members are requested to refer to project and internship manual for better execution of the course .Teaching methodology may be modified as per the requirements of students and available resources.

