

SAVITRIBAI PHULE PUNE UNIVERSITY

REVISED BBA IB PROGRAMME STRUCTURE CBCS 2019 PATTERN

BACHELOR OF BUSINESS ADMINISTRATION- INTERNATIONAL BUSINESS (BBA- IB)

THREE YEAR FULL TIME COURSE

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

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

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

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Structure for Three Years Bachelor of Business Administration-International Business

BBA - IB Degree Programme

(Choice Based Credit System - CBCS) with effect from June 2019.

1. Preamble :-

The process of globalization has changed perception and understanding regarding business and global economy. Globalization has encompassed every facet of life and has now reached every person. Naturally the influence and impact of globalization is realized in various ways.

Incorporation of right understanding about global business and international trade has become an essential aspect of modern business education. A clear and complete understanding as to how global business functions, and what are the implications of different business and economic decisions has become an essential aspects of study. Business education plays a great role in improving understanding and knowledge about concepts, functions and implications of international trade. Considering this, a specialized program in international business has a great utility and relevance. This program shall provide right understanding about scope, mode of functioning and process of decision making in international scenario. It shall also help to acquire necessary skills and insights to analyze various international events and business decisions.

This program aims at giving right understanding about the scope and coverage of various business activities and how the process of international business influences domestic economy. This program shall be a first step to develop and prepare competent commerce graduates who can work as business managers, entrepreneurs and even consultants to various domestic and international firms.

2. Programme Objectives:

The principal objectives of the program can be stated as follows:-

1. To provide aright understanding about the present scenario of and international trade and relationship of domestic trade with international trade.
2. To explain modalities, functions and activities related with various aspects of international trade.
3. To provide knowledge and understanding as to how business decisions are taken while conducting international trade transactions.
4. To give knowledge about institutional and regulatory framework governing international trade
5. To inculcate skills useful to analyze various international business situations.

3. Introduction of the Course:

The degree shall be titled as Bachelor of Business Administration (International Business) (B.B.A . I.B) under the Faculty of Commerce and Management. First Year B.B.A.(IB)

w.e.f. the academic year 2019-2020, Second Year B.B.A.(IB) w.e.f. 2020-2021 and Third Year B.B.A (IB)w.e.f. 2021-2022.

4. Eligibility:

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

OR

- Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10th Standard.

OR

- Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12th Standard.

OR

- Completed MCVC program

5. Duration of the Programme:

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

6. Highlights of the New Curriculum:

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

- Enhancing the brand value of the Commerce and Management Programme of Savitribai Phule Pune University.
- Providing much needed flexibility to individual Institutes to carve a niche for themselves. A thorough revamp of course through essential computer skills which are necessary for developing proficiency in the selected special subject.
- Emphasizing student-centric teaching and learning process.
- Focusing on 'Concurrent Evaluation' i.e. continuous evaluation throughout the programme.
- Stressing on 'Experiential Learning' aspect through Concurrent Evaluation pattern with focus on group activity, field work, self-study, projects, Industry Exposure Programmes, etc.
- Incorporating specializations in the syllabus from Second Year in order to provide in-

depth knowledge of the electives chosen by the students.

- Providing opportunity to students to choose courses from other electives to explore cross functionality.
- Emphasizing on Research, Inter-personal skills, Analytical skills, Entrepreneurial skills, and Global aspects of Managerial careers throughout the curriculum.

7. Choice Based Credit System (CBCS):

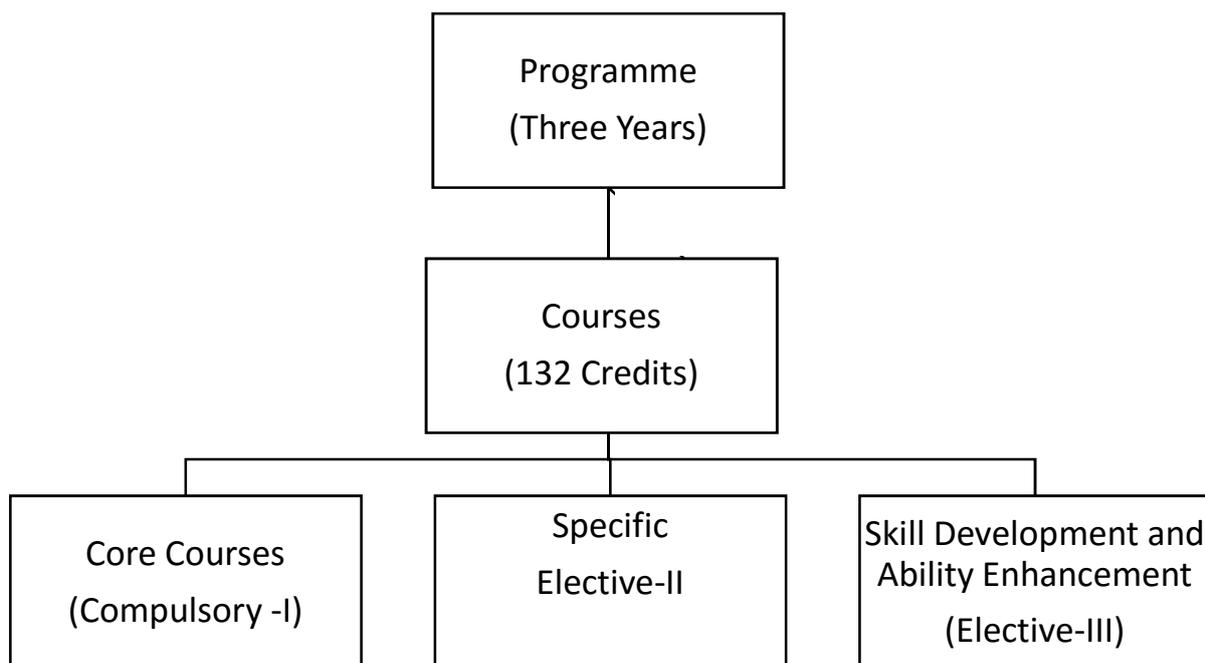
The CBCS provides an opportunity for the students to choose courses from prescribed curriculum comprising of core, elective/minor or skill based courses. The courses can be evaluated by a Grading System, which is considered to be better than the conventional marking system. Thus a uniform Grading System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

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

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

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

Outline of the Choice Based Credit System (2019 Pattern)



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

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

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

7.4 II. Elective Courses:

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

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

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

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

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

A. List of Skill Enhancement Courses:

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

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

Duration: 30 Hours and Credits: 2

Types of courses:

M]. Basic Course in Environmental Awareness

OR

N]. Advanced Course in Environmental Awareness

8. Note: Additional Credits.

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

9. Guidelines For Successful Implementation Of CBCS:

9.1. Credit Point May be Considered Under Two Parts –

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

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

a) Lecture – L : Classroom sessions delivered by faculty in an interactive mode.

b) Tutorial and Practical (T & P) - : Sessions consisting of participatory discussions/ self-study/ desk work/ brief seminar-presentations by students and such other novel methods that help the students absorb and assimilate the contents delivered in the Lecture sessions in an effective manner.

c) Practical sessions /Project Work consisting of Hands-on experience / Field Studies / Case-studies that equip students to acquire the much required skill component.

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

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

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

9.2.3. The teachers are expected to adhere to an unbiased and objective evaluation and marking of concurrent evaluation scores (internal examinations). This practice will not only boost the

confidence of the students, but it will also ensure that merit is given due credit. Transparency, objectivity and quality are the key factors required for a good CBCS to sustain.

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

10. Teaching instructions:

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

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

10.3 Method of Evaluation:

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

10.3.1. Instructions for teachers for Internal Assessment:

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

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

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

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

Tutorials / Practicals for Core Credit : Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on experience / Field Studies / Mini-Research Project (by an individual student or a group of

students)/ Assignments/Case-studies etc. that equip the students to acquire the much required skills can be assigned.

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

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

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

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

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

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

Guidelines for Setting External Examination Question Papers:

- 1) English will be the only Medium of Answer for students to appear the examinations of SPPU.
- 2) The question papers shall be set by the respective members of the Paper-Setting Committee duly appointed by the University in a manner where due weightage is given to the course syllabus-wise.

- 3) The question paper shall be balanced in respect of various topics outlined in the syllabus.
- 4) The question papers shall have a combination of long, short answers and MCQ type questions.
- 5) The University papers will mostly be divided in three parts. 25% weightage will be given to Objective type questions, 30% weightage will be given to short answers and remaining 45% weightage will be given to long answers type questions. For better understanding of the Course-wise Paper Pattern please refer to the Annexure-II.

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

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

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

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

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

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

1. Core Courses 2. Specific Elective (SE) 3. Skill Courses. (SEC & AECC)

1. Core Courses (GC and SC)– It is mandatory for the students to complete the courses mentioned in the list.

2. Specific Elective (SE) In Semester III and IV options are offered to the students. They will have to select Part (I) and corresponding Part (II) in the next semester. In Semester V and VI, Specific elective courses are from Financial Management, Marketing Management,

Services Management and Human Resource Management. The students will select Part (I) and Advanced Part (II) of the same course. They will have to complete the exposure and project work as applicable to the course.

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

12. List of Courses Offered

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

FYBBA IB

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

106	Business Demography	4	SC	30	20	50
	Total Credits for the Semester I	20				
	GC (12)+SC(8)=20					
	First Year Semester II					
201	Basics of cost accounting	3	GC	30		70
202	Origin and Development of Global Business	4	SC	30	20	50
203	Commercial Geography	3	GC	30	-	70
204	Principles of Marketing	3	GC	30	-	70
205	Business Statistics	3	GC	30	-	70
206	Fundamentals of computers	4	SC	30	20	50
	Credits for the semester II	20				
	GC (12)+SC(8) =20					
SYBB A -IB	Second Year Semester III					
Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical	SPP U Evaluation
301	Elements of Human Resource Management	3	GC	30	-	70
302	Global Competencies and Personality Development	3	GC	30	-	70
303	International Economics	3	GC	30	-	70
304	Production and Operations Management	3	GC	30	-	70
	Credits For Semester III- CC 12	12				
	Second Year Semester IV					
401	Import Export Procedure	3	GC	30	-	70
402	Research Methodology	3	GC	30	-	70

403	Business Ethics	3	GC	30	-	70
404	Management Information System	3	GC	30	-	70
	Total credits CC12	12				
TYBB A-IB	Third Year Semester V					
501	International Relations	3	GC	30	-	70
502	International Business Law	3	GC	30	-	70
503	Business Reporting and Analysis	3	GC	30	-	70
504	Foreign Exchange Management	3	GC	30	-	70
	Total credits CC – 12	12				
	Third Year Semester VI					
601	New Venture creation and start ups/	3	GC	30	-	70
602	International Project management	3	GC	30	-	70
603	Decision Making and Risk management.	3	GC	30	-	70
604	Management of Agribusiness and Agri Exports	3	GC	30	-	70
	Total credits CC – 12	12				
	Total Credits From GC and SC					
	(Sem) I 20 + (Sem) II 20 (Sem) III12 +(Sem) IV12 (Sem) V12 and (Sem) IV12 = 88					
Group II (SE)	<u>List of Specific Elective (SE)Courses</u>					
SYBB A-IB	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Project	SPP U Eva luat ion

A305	Foreign language -I French (I)	4	III	30	20	50
B 305	Foreign language -I German (I)	4	III	30	20	50
A 306	Supply Chain Management (I)+ Business Exposure (Viva - SPPU)	4	III		50	50
B 306	Logistics Management (I) + Business Exposure (Viva - SPPU)	4	III		50	50
Second Year Semester IV						
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Project	SPP U Evaluation
A405	Foreign Language II French(II)	4	IV	30	20	50
B 405	Foreign Language II German (II)	4	IV	30	20	50
A 406	International Warehouse & Supply Chain Management. (II) + Computer Course and Projects (Viva - SPPU)	4	IV	-	50	50
B406	International Logistics & Port Management (II) + Computer Course and Projects (Viva - SPPU)	4	IV	-	50	50
TYBB A-IB	Third Year Semester V (Select any one course from the group)					
A505	International Marketing Management (I)	4	V	30	20	50

B 505	International Financial Management (I)	4	V	30	20	50
A 506	Legal Dimensions in International Marketing (II) 50 marks theory + Project& Viva 50 marks (Internship) (Viva - SPPU)	6	V		50	50
B 506	Legal Dimensions in Financial Management (II) 50 marks theory + Project& Viva 50 marks (Internship) (Viva - SPPU)	6	V		50	50
Third Year Semester VI (Select any one course from the group)						
A 605	International service management (I)	4	VI	30	20	50
B605	International Human Resource Management (I)	4	VI	30	20	50
A 606	Brand Management (II)+50 marks theory + Project& Viva 50 marks (Internship) (Viva - SPPU)	6	VI	-	50	50
B 606	Cross Cultural Relationship (II) + 50 marks theory + Project& Viva 50 marks (Internship) (Viva - SPPU)	6	VI	-	50	50
	Total Credits – (SE) 36 (SEM III to SEM VI)	36				
Group III	Skill Enhancement Course (SEC) (30 hours)- and for 2 credits Ability Enhancement Compulsory Courses (AECC)					
	Courses	Credits	Semester	Concurrent Evaluation +Tutorial /Practical	SPPU Evaluation	

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

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

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

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

14. Annexure (I) Course Content

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

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

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

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

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

Principles of Management

Course Code 101 - GC

Credit -3

Depth of the course- Reasonable working knowledge

Program Objectives

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

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

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

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 Wehrich , A. RamachandraArysri	McGraw hill companies	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Wehrich , 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 IB 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 effective 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 features and definition Presentation \- on application of communication in day to day business	25%MCQ Short notes 35% Long answers 40%	Business communication skills (102) - Credit 1 - Marks 20 Tentative areas for tutorials – (Select any 2 topics) 1. Collections of various formal letters and its critical study 2. Assignment on précis writing 3. Presentation on oral communication skills

		<p>4. Public speaking</p> <p>5. Common mistakes in business communication</p>
<p>I Group Discussions on appropriate methods of communication at different situations</p> <p>II – Case study on written communication- Errors in message building and interpretation of message</p>		<p>20 marks (Internal) Guidelines for Tutorials</p> <p>The faculty must design the tutorials in tune with theory subject and shall conduct presentation in the class on the given topics.</p> <p>The evaluation of students must be on the following grounds. (20 marks)</p> <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 <p>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.</p>
<p>I Developing appropriate formats</p> <p>Drafting of appropriate Business letters</p> <p>II- cautions in uses of metaphors and idioms and phrases</p>		
<p>I GD on selecting right media</p> <p>II preparation of charts on different media of communication</p> <p>III – case study on usages of social media</p> <p>Communication etiquettes’</p>		
<p>Marks 30</p>	<p>Marks-50</p>	

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 IB 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

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	Applying software basic financial statement and converting row financial data into well written financial data

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 transactions 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 IB 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 IB 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 	<p>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</p>
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 Permutation and Combination
11	Analyzing for different situations with multiple number of parameters

Evaluation methods

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

Suggested References

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

Savitribai Phule Pune University
FY BBA IB 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. Behavioral 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 censes reports Examining the tends 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 literary 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
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 censuses 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		<p>2. Content</p> <p>3. Selections of the topic and application of the theory</p> <p>4. Overall confidence & Presentation skills</p> <p>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.</p>
Total –	30	50	20 marks

Suggested references

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

Savitribai Phule Pune University
FY BBA- IB Semester II (CBCS) Pattern 2019
Basics of Cost Accounting
Course code 201
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 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, 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	To understand role of contract costing in ascertaining cost of a particular project or activity. To know how cost is ascertained for different types of processes.

		costing including Normal and Abnormal Loss/Gains,	<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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Teaching Methodology

Innovative methods to be used	AV Applications	Project	Expected Outcome
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
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
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
To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	<p>Project on development contact cost system for a particular project.</p> <p>Analysis of various elements of cost associated with multi process products in manufacturing units.</p>	Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.

Evaluation methods

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 charts on classification of overheads
Unit – IV	MCQ on contract and process cost , II interpretations based questions on different types of cost III Practical based questions on contract based costing

Suggested References

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

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA- IB
University Examination
Subject - Basics of Cost Accounting
Course Code - 201

Q.1. (A) Write true or false	5M
Q.1. (B) Fill in the blanks	5M
Q.2. Long question	15M
Or	
Q.2. Long question	
Q.3 Write Short Notes (Any two)	10M
Q.4 Problem on Cost Sheet	15M
Q.5 Problem on contract costing on process costing	10M
Q.6 Problem on process costing	10M

Savitribai Phule Pune University
FY BBA – IB Semester II (CBCS) Pattern 2019
Origin and Development of Global Business
Course Code - 202
Credit – 4

Depth of the course- Fundamental Knowledge of Global Business and Trade

Program Objectives:

- 1) To provide an understanding of the concepts of Global business and Trade
- 2) To understand the practical applications of trade theories and its contribution.
- 3) To study the role of International Institutions in the development of modern trade.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Industrial Development (Indian Context)	<ol style="list-style-type: none"> 1. Introduction to Globalization , Concepts and importance in modern world of economy 2. International business and domestic business and companies 3. Stages of industrialization means of entry into the international business 	<p>To study the concept of Globalization and its importance in the modern business.</p> <p>To study the contribution of International and domestic business for effective trading.</p> <p>To study different facets of Industrialization and its stages for the promotion of trade among various countries.</p>
2	National and International Trade	<ol style="list-style-type: none"> 1. Concept of National and International trade in modern world and its Contribution. 2. Components of national and international business 3. PESTEL model (social political technological, economic environment and Legal) of international business. 4. Geographical Indications – Nature, Concept and Importance. 	<p>To get an understanding of national and international trade and its vitality in the modern world.</p> <p>To study various characteristics/features of National and International business and its contribution in the growth of an economy.</p>

			<p>To understand various factors affecting the setup of business in dynamic environment.</p> <p>To study the GI concept and its utility.</p>
3.	Theories of international trade	<ol style="list-style-type: none"> 1. Difference between various Theories and its merits and limitations 2. Various Commercial policy tariffs and non tariff measures - National and International. 	<p>To develop an understanding about trade theories and its role in determining trade among countries.</p> <p>To understand various commercial policies adopted by the nations to facilitate trade between them.</p> <p>To study various measures and types of barriers faced by nations and its challenges.</p>
4.	International Institutions	<p>Formation , Purpose Importance and issues -</p> <p>International institutions of trade - WTO ,UNCTAD , IMF World Bank ADB trade book the blockages And regional economic Corporation - SAARC , European Union, BRICKS,ASEAN</p>	<p>To study the role played by different International organizations for the inducement of global trade.</p> <p>To study the contribution made by International organizations and International unions for facilitating effective trade among countries.</p> <p>To understand the concept and need of International organizations/unions and its significance.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	Audio/Video	Project for 1 credit	Expected Outcome
12	Discussion forums on the contribution of Indian Industries and its role in the era of globalization.	Films/Videos on the Industrial policies adopted by India and its contribution to the world trade.	Performance measurement of the manufacturing Industry in India. (Post LPG Policy- 1991)	Understanding of the concept of globalization and the growth of Industries in the modern era.
12	Developing a business or a United Nations model to facilitate demo trade among students. Role plays for showcasing the strengths and weaknesses of a country for trading purpose	Films/Videos on Domestic and International trade policies adopted by different countries for the promotion of trade.	India's role in the export market with respect to agricultural products.	Understanding of the various facets of National and International trade and its significance. Role played by trade in bringing the world closer.
12	Case studies on International trade theories and its practical application in the modern era of business.	Films/Videos on International trade theories and its relevancy for the implementation in global trade.	International trade theories application in the current global market scenario.	Practical applicability of International trade theories and its role in globalization.
12	Assignments/Presentations on the significance and importance of International unions and organizations.	Films/Videos on the role played by various International organizations/Unions for facilitating smooth trade among them.	Role played by World bank and IMF to promote global trade.	Origin, functioning, concept and practices of International Institutes in the promotion of smooth trade among various countries.

Evaluation Methods

Subject	Internal Evaluation
Unit – I	<ul style="list-style-type: none"> i) Presentations on the role of Indian economy in world trade. ii) Quiz on the concept of globalization and its effects on Indian trade. iii) Presentations on Industrialization and its stages (Indian Context)
Unit – II	<ul style="list-style-type: none"> i) GD on the importance of National and International Trade. ii) Presentation on the characteristics and various factors affecting National and International business. iii) Case study on various economic and social factors affecting the trade. (PESTEL)
Unit – III	<ul style="list-style-type: none"> i) Presentation on the significance of the trade theories and its practical application. ii) GD on the importance and limitations of the trade theories. iii) MCQ on the concept of various commercial policies adopted by the countries. iv) Case study on various barriers faced by countries in world trade.
Unit – IV	<ul style="list-style-type: none"> i) MCQ on the concept of International Organizations and Unions. ii) GD on the role played and the contribution made by International Organizations in the world trade. iii) Presentation on the formation, Significance, Utility and Challenges faced by International unions in the world trade.
Total –	(30 + 20 Project Tutorials)

Suggested References

Title	Author	Publication	Place
International Economics	Jhingan,M.L.	VrindaPub.Ltd	Delhi
International Economics	Cherunilam,Francis	Tata McGraw Hill Education Private LTD	New Delhi
Industrial Economics	Seth,Ranjana	Ane Books Pvt.Ltd.	New Delhi
The International Business Environment: Text& Cases	Sundaram,Anant J.Stewart Black	Pearson	Tamil Nadu,Chennai
The International Business Environment	Cherunilam,Francis	Himalaya Pub.House	Mumbai
Business Environment	Saleem,Shaikh	Pearson Education	New Delhi
International Trade & Export Management	Cherunilam,Francis	Himalaya Pub.House	Mumbai
International Business : Text & Cases	P.Subba Rao	Himalaya Pub.House	Mumbai

Savitribai Phule Pune University
FY BBA- IB Semester II (CBCS) Pattern 2019
Course Title: Origin and Development of Global Business
Course Code 202
Credit 1

Supplementary Guidelines for conducting FY BBA IB - CCT

(Students can select any 2 topics for presentation and tutorial)

- 1) Make a comparative evaluation between National and International Trade and explain the concept of Geographical Indication and its utility in domestic and International trade.
- 2) Prepare charts showcasing the growth of Indian Industries in the past 100 years along with its evolution and historical background.
- 3) Case studies and practical application of the trade theories in International trade and its limitations.
- 4) Prepare a chart on the history of Indian exports and also prepare a list of traded products with respect to manufacturing and agricultural sectors (Indian Context)
- 5) Poster preparation on the concept of International Unions and Organizations, need, formation and its contribution in world trade.
- 6) List out various types of tariff barriers and its impact on world trade, also list out the commercial policies adopted by countries to boost their trade with different countries.

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 presentation / tutorials.

Savitribai Phule Pune University
Question paper Pattern 2019 for FY BBA (IB)
University Examination
Sub: Origin and Development of Global Business
Code no 202

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

Savitribai Phule Pune University
FY BBA – IB Semester II (CBCS) Pattern 2019
Commercial Geography
Course Code – 203
Credits - 3

Depth of the course: Fundamental Knowledge and Conceptual Clarity

Program objectives:

- To acquaint the students of commercial geography with its bases regarding commercial activities in different environments, referring to world resources in general and India in particular.
- To acquaint the students with the knowledge of Industrial resources of the world
- To know about the determination and location of various industries in the world and its commercial prospects.
- To acquaint students with the knowledge of home trade, means of transportation and International markets through the study of commercial geography.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Commercial Geography (Indian Context)	1) Definition, Nature and Scope of Commercial Geography 2) Concept, Features, Role and Utility of Commercial Geography in business and economics. 3) Major aspects of study of commercial geography 4) Commercial Sectors in the economy such as primary, secondary, tertiary, quaternary. 5) Geographical Indications – Concept, Nature and Importance	To study the commercial activities carried out reflecting different occupations in various environments. To study the diversity and physical conditions of the environment along with the social conditions. To study the spatial organization of tertiary activities in the physical environment and the social consequences in a range of geographical scales.

			To study the GI concept and its utility.
2	Natural Resources and Commercial usage (Indian Context)	<ol style="list-style-type: none"> 1) Meaning, Nature and Importance 2) Types of forests, Characteristics, Distribution and Significance 3) Non Conventional energy resources – Solar, Wind and Tidal energy 4) Commercial usage and role of natural resources in the development of commerce. 	To study and understand the importance of natural resources and its role in the contribution and development of the economy. To understand the importance of utilization of natural resources and its commercial use towards the growth of the economic sector.
3.	Role of Industries and Geographical significance (Indian Context)	<ol style="list-style-type: none"> 1) Role of Industries in the economic development and factors affecting Industrial location. Business locations and its geographical implications 2) Location – Need and Importance 3) Limitations to local localization process and sourcing of location 4) Rural and Handicraft Industries – Economic and Commercial importance 	<p>To comprehend the importance of geographic locations and its commercial usage. To study manufacturing Industries and handicrafts in the world as commercial activities.</p> <p>To acquaint the students with the importance of localization process and sourcing Industries from commercial point of view.</p>
4	Trade and Transportations (Global Context)	<ol style="list-style-type: none"> 1) Role and Importance of Trade 2) Importance of transportation in commercial development – Salient features, Merits and limitations. 3) Types of modes of transportation – Roadways, Railways, Airways, Seaways and types of trade routes – Silk route, CPCC etc 4) New trends in the means and modes of transportation. 	<p>To study the modes and means of transportation for the progress of agricultural, mineral and Industrial resources.</p> <p>To understand the importance of Trade centers for the trade and commercial activities of a nation.</p> <p>To study in detail about the recent trends and various transportation modes and its role in the commercial activities undertaken.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	<p>Field trips can be useful in exploring the physical environment. Students can be taken out into the larger landscape to observe geographic objects, prepare brief notes and so on.</p> <p>Excursions can help students to interact with the environment.</p>	Films/Videos on different occupations or activities as well as primary and tertiary sectors.	<p>Listing out different types of primary and tertiary sectors with statistics with respect to the contribution made by them to an economy.</p> <p>Challenges or limitations in carrying out commercial activities.</p>	<p>To learn the multiple activities carried out in the commercial sectors. To understand how states produce certain goods in surplus on account of environmental advantage and exchange of goods with each other.</p> <p>To study how commercial geography can obtain information about a particular country and know whether the country has economically grown or not through its commercial activities.</p>
Unit II - 13	<p>Excursions to certain locations will help students understand the general phenomena. Excursions will help students entertain and educate simultaneously.</p> <p>Combining interactive maps with multimedia.</p>	Films/Videos on the importance of natural resources and its usage. Conservation and optimum utilization of natural resources.	How to conserve the natural resources and to utilize it effectively	<p>To understand the role of natural resources in the economic development of the country by enriching agriculture, trade, imports and exports etc.</p> <p>To know the importance of natural resources for more sustainable management and long term benefits from resource related wealth.</p>

<p>Unit III- 13</p>	<p>Use of Globe to develop the concept of such as longitude, latitude and meridian to understand the importance of geographic locations.</p> <p>Use of charts prepared by students to enhance students' observation. Use of models which can be converted by students from the observations.</p> <p>Incorporating location based techniques in evaluating student knowledge through quizzes.</p>	<p>National Geographic Channel/Discovery channel and similar videos from the point of view of learning and entertainment for the acquaintance of locations and its commercial importance.</p> <p>E.g.: utilization of locations for commercial purposes done by cities like Mumbai, Shanghai, Sydney etc.</p>	<p>Study of a particular location-</p> <ul style="list-style-type: none"> a) Why the location is commercially successful /Unsuccessful b) How the location has contributed to the development of the economy. c) Why a particular location is exploited to the maximum. d) How to transform a location into a successful one? 	<p>To learn the different locations where the different branches of trade and commerce are located.</p> <p>To learn the geographical places suited for the production, storing for exporting and importing and marketing.</p> <p>To understand the concept of geographic indication and its uses.</p>
<p>Unit IV - 11</p>	<p>The laboratory method of instruction can be used extensively to study natural sciences for the application of commercial geography. Access to books, magazines, maps, pictures, drawing and other specific material will help in promoting better work.</p>	<p>Films/ Videos/Slide share for the understanding of various modes of transportation and the recent changes adopted to make it more effective. How effective transportation has transformed the economy of the nation.</p>	<p>Study of various modes of transportation and its uses.</p> <p>Case study on modern modes of transportation, e.g. Maglev bullet train of china.</p>	<p>To understand the shifts of markets and producing centers of certain goods on account of the development of new transport and communication facilities.</p> <p>To learn how transportation is an effective way to connect with people.</p> <p>To learn the importance of means of transport such as roadways, railways, Airway and waterways and its role in the development of the commercial activities undertaken.</p>

Evaluation methods

Subject	Internal Evaluation
Unit – I	iv) Presentations on the concept, scope and importance of commercial geography. v) Case study on the utility and role of commercial geography. vi) Presentations on Important aspects of commercial geography and various commercial sectors associated with. (Indian Context)
Unit – II	iv) GD on the importance and nature of natural resources. v) Presentation on the characteristics and various factors affecting Natural resources and forests. vi) GD on Importance and significance of non conventional energy resources vii) Case study on the role and commercial aspects played by natural resources towards the development of the economy.
Unit – III	v) Presentation on the significance of industries and factors affecting the Industrial location. vi) GD on the significance of business locations and geographical implications vii) Presentation on the concept of local localization process and its challenges. viii) Case study/Presentation on the role of rural and handicraft industries in the economic development of India.
Unit – IV	iv) Presentation on the role and importance of domestic and International trade. v) GD on the role played and the contribution made by transportation in commercial development. vi) Presentation on types of transportation and its utility vii) GD on the new and emerging trends in the area of transportation.
Total –	(30 Marks)

Suggested References:

Title	Author	Publication	Place
Commercial Geography	Jacques W. Redway	Forgotten Books	London ,United Kingdom
A Text-Book of Commercial Geography	Adams Cyrus C.	Forgotten Books	London ,United Kingdom
Geography of India	Majid-Hussain	Mc-Graw Hill Education	Mumbai
Commercial Geography	Prof. Mrs. P. N. Padey	Nirali Prakashan	Pune, India
Elementary Textbooks on Commercial Geography	Emory R.Johnson	Sage Publications	New Delhi, India
Commercial Geography	Sir Dudley Stamp	Prentice Hall Press	New jersey, USA
Economic Geography	Alexander I	Prentice-Hall of India Pvt.Ltd	Delhi, India
Economic and Commercial Geography	Anupam Goel and C.B. Mamoria	Shivalal Agarwal and Co	Agra, UP , India
Advanced economic geography	Dr. Alka Gautam	Sharda Pustak Bhavan	Noida, UP, India
Economic and Social Geography made simple	R. Knowles and J. Wareing	Rupa Publishers	New Delhi, India

Savitribai Phule Pune University
Question paper Pattern 2019 for FY BBA (IB)
University Examination
Sub: Commercial Geography
Course Code 203

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
FY BBA – IB Semester II (CBCS) Pattern 2019
Principles of Marketing
Course Code – 204
Credits - 3

Depth of the syllabus-Reasonable knowledge of 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 salient features of Indian and international marketing management To understand various challenges faced by marketing managers in different environments
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 types of segmentation.	To know about various factors that affects the Marketing environment. To study the change in technology, economic policy and demography of Indian market. To study the types of market segmentation

3.	Constituents of Marketing mix	<p>Marketing Mix- Meanings scope and importance of marketing mix. Product mix - concept of a product, product characteristics- Intrinsic and extrinsic, Product Life Cycle. Price mix meaning, element, importance of price mix, factors, influencing pricing, pricing methods Place mix meaning and concepts of channel of distribution or intermediaries, Promotion mix meaning, definitions, importance and limitations of advertisement People mix meaning & concepts, elements, importance. Process mix-stages, meaning & importance. 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 the success of a product/service.</p>
4.	Classifications and types of markets	<p>Conventional classification of markets. Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy ,problems and measures to improve Recent trends in Marketing- 1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing,4.HybridMarketing</p>	<p>To understand different types of markets their role and functions. To examine different marketing activities performed and contribution to the economy. To learn about the recent trends in marketing.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
UnitI-12	Role Play Development of profiles of Indian Market analysis of Indian market ,roles and applications	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	Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects
UnitII-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.
UnitIII-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
UnitIV-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 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%shortnotes 40%longanswers
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%shortnotes 40%longanswers
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%shortnotes 40%longanswers
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%Shortnotes 40%longanswers
Total-	30	70

Suggested References

S.N	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. Neelamurgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing-Cases Insights	Paul Baines, Chris Fill, Kelly 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 (IB)
University Examination
Sub: Principles of Marketing
Course Code - 204

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

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

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	Purpose and Skills to be developed	No of Hours
1	Frequency Distribution	Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. Classification- Concept and definition of classification, objectives of classification, types of classification. Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	To understand basics concepts nature of data, its classification and distribution. To draw frequency distribution and its types. To understand about nature of basic graphs and	8

			diagrams and how to draw them.	
2	Measure of Central Tendency	<p>Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>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.</p> <p>Determination of Mode and Median graphically.</p> <p>Empirical relation between mean, median and mode.</p> <p>Combined Mean</p> <p>Numerical Problems.</p>	<p>To understand basics of central tendency- Mean Median Mode, their features, advantages and limitations.</p> <p>To draw measures of central tendency graphically</p> <p>To understand about Empirical relation between mean, median and mode.</p>	8

3	Measure of Dispersion	<p>Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion.</p> <p>Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, Coefficient of Variation (C.V).</p> <p>Combined Standard Deviation</p> <p>Numerical Problems</p>	<p>To understand measures of dispersion- their features, advantages and limitations.</p> <p>To understand about coefficient of variation (C.V).combined standard deviation</p>	10
4	Correlation & Regression	<p>Concept and meaning of Correlation, Types of correlation.</p> <p>Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) –</p> <p>Numerical Problems on Correlation</p> <p>Regression- Concept and meaning of regression,</p>	<p>To understand measures of dispersion- their features, advantages and limitations.</p> <p>To understand about coefficient of variation (C.V).combined standard deviation</p>	12

		<p>Lines of regression equation of Y on X and X on Y.</p> <p>Regression coefficients, properties of regression coefficients,</p> <p>Numerical problems on Regression</p>		
5	Index Numbers	<p>Concept and meaning of Index Number, Notations</p> <p>Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number</p> <p>Uses of Index Number</p> <p>Numerical Problems.</p>	To understand measures of Index Number, and its types	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. Pillai Bagavathi	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

Savitribai Phule Pune University
Question paper Pattern 2019 for FY BBA (IB)
University Examination
Sub: - Business Statistics
Course Code - 205

MAX MARKS:-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]

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

Savitribai Phule Pune University
FY BBA- IB 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	To understand role and importance of computers in business processes To develop understanding regarding role of computers in business operations.

		<p>and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters</p> <p>Number Systems-Introduction to Binary, Octal, Hexadecimal system</p> <p>Types of computers</p>	
2	Basics of Computer Networks & Internet	<p>Definition-Operating System,</p> <p>Functions of O.S.,</p> <p>Types of O. S. – Single user O.S., Multiuser O.S.,</p> <p>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</p> <p>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	<p>MS-Excel</p> <p>Various Functions such as</p>	To learn the process for usage of different computer

	Software	Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting	application in business processes. To develop skills and ability to handle different applications in business process.
4	Introduction to Internet & cyber security	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	To understand cautions and stapes to be taken and net based services. Ability to handle various software and programmes with due cautions and care.

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I-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
Unit II-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.

Unit III-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.
Unit IV-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 Methods

Internal Evaluation	External Evaluation
30 Marks + Tutorial /practical for 20 Marks	50 Marks
Total 50 Marks	Total 50 Marks

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
Question paper Pattern 2019 for FY BBA- (IB)
University Examination
Sub: Fundamentals of Computers
Course Code 206

Total Marks: 50

Q.1 A) Fill in Blanks (Total 5 Questions for 1 marks each)	(05 Marks)
Q.1 B) True or False (Total 5 Questions for 1 marks each)	(05 Marks)
Q.2 Theory Question	(10 Marks)
Q.3 Theory Question	(10 Marks)
Q.4 Theory Question	(10 Marks)
Q.5 Write short note (any 2 from 3)	(10 Marks)

**FYBBA - IB CBCS-2019 Pattern
(CCT)
Course Title: Fundamentals of Computers (206)
Credit 1**

**Supplementary Guidelines for conducting BBA IB –Tutorial /Practical
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.