

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V(CBCS) Pattern 2019**  
**Course: International Relations**  
**Course Code- GC 501**  
**Credit – 3**

**Depth of the Course-** Reasonable working knowledge of international Relations and their management

**Course Objectives:**

1. To know and understand foreign affairs & global issues with international business system
2. To introduce various regional groupings their contributions to strengthening of international relations.
3. To know about the various dispute settlement machineries involved in international relations.
4. To know at length about the socio-cultural and trade relations

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	<b>Overview of International Relations</b>	1.1 Meaning, scope, objective and principles of international relations 1.2 Economic Relations 1.3 Socio –Cultural Relations 1.4 Legal Relations 1.5 Political Relations	<ul style="list-style-type: none"> <li>• To understand the basic concept of international relations.</li> <li>• To understand role, functions of various categories of international relations.</li> </ul>
2	<b>Regional Economic Integration &amp; their current Practices</b>	2.1 European Union [EU] & their current Practices; Brexit its reasons and implications. 2.2 North Atlantic Free Trade Agreement [NAFTA] & their current Practices 2.3 South Asian Association for Regional Co-operation [SAARC] & their current Practices 2.4 SAARC Preferential Trading Arrangement [SAPTA] & their current Practices 2.5 Brazil, Russia, India, China, and South Africa (BRICS)	<ul style="list-style-type: none"> <li>• To help understand in detail various regional groupings.</li> <li>• To gain in depth knowledge of various practices and achievements of these regional groupings.</li> </ul>

		& their current Practices	
<b>3</b>	<b>Legal Relations</b>	3.1 WTO provisions relating to preferential treatment of developing Countries 3.2 Implications of WTO pertaining to 3.2.1 General Agreement on Trade in Services [GATS] 3.2.2 Trade Related Intellectual Property Rights [TRIPs] 3.2.3 Trade Related Investment measures [TRIMs] 3.2.4 Commodity Agreement	<ul style="list-style-type: none"> <li>• To know about the dispute redressal system of WTO.</li> <li>• To know in detail about GATs, TRIMs TRIPs and Commodity Agreements.</li> </ul>
<b>4</b>	<b>Socio-Cultural Relations and Trade Relations</b>	4.1 Social Structure – Dualism in Indian Society and Problem of uneven income distribution 4.2 Culture and workplace Religious and ethical systems 4.3 Cultural sensitivity and Acclimatisation to global Culture 4.4 Instruments of Trade Policy 4.4.1 Tariffs 4.4.2 Subsidies 4.4.3 Quotas 4.5 Dumping – Meaning and Antidumping policies	<ul style="list-style-type: none"> <li>• To know the socio-cultural background of India and its effect on international relations.</li> <li>• To understand the role and functions of culture, culture sensitivity on the creation of a global culture.</li> <li>• To know at length about instruments of trade policy.</li> </ul>

<b>Teaching Hours Theory + Tutorials /Project  Practical</b>	<b>Innovative methods to be used</b>	<b>Expected Outcome</b>
<b>Unit 1- 12 hours</b>	Power Point presentations, chart making scope, objective and principles and types of international relations,	To understand the basic concept of international relations.  To understand role, functions of various categories of international relations.

<b>Unit 2- 12 hours</b>	Web based learning, case studies, group discussions on contents of the unit	To help understand in detail various regional groupings  To gain in depth knowledge of various practices and achievements of these regional groupings
<b>Unit 3- 12 hours</b>	Power Point presentations, flowchart making, and case studies on various elements of legal relations	To know about the various dispute settlement machineries involved in international relations.  To know in detail about GATs, TRIMs TRIPs and Commodity Agreements.
<b>Unit 4 - 12 hours</b>	Comparative study of various major cultures across the world, short videos and e content on dumping and anti-dumping policies.	To know the socio-cultural background of India and its effect on international relations.  To know at length about instruments of trade policy.

### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
		<b>70 marks</b>
<b>Unit – I</b>	Written assignment on chapter 1 contents	
<b>Unit – II</b>	Chart making for different regional	

	groupings and their achievements	25%MCQ, Short notes-35%, Long answers- 40%
<b>Unit – III</b>	Power point presentations for various elements of international dispute settlement machinery	
<b>Unit – IV</b>	MCQ test on various contents of chapter 4	
	<b>Total – 30</b>	<b>Total-70</b>

### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Business –Competing in the Global Market place	Charles Hill, Arun Kumar Jain	, TATA McGraw Hill	New Delhi
2	International Economics	– W.Charles Sawyer, Richard L. Sprinkle,	Prentice Hall India	New Delhi
3	The Global Business Environment Text & cases.	Tayeb, Monis H	Taxmann	New Delhi
4	Indian Foreign Trade	Raj Agrawa	Sage Publication,	New Delhi
5	World Trade Organization	Institute of Company Secretaries of India	Institute of Company Secretaries of India	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: International Relations**  
**Course Code - 501**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V(CBCS) Pattern 2019**  
**Course: International Business Law**  
**Course Code - GC 502**  
**Credit – 3**

**Depth of the Course-** Reasonable working knowledge of International Business Law

**Course Objectives:**

1. To understand basic concepts related to international business laws
2. To introduce various institutions and their contributions to internal economic laws.
3. To know about the various dispute settlement machineries involved in international trade.
4. To know at length about the role of various Indian government bodies in international trade law

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	<b>Introduction to International Law and Role of International Institutions</b>	1.1 Meaning, scope, objective and principles of international trade laws 1.2 Charter on Economic Rights & Duties of State (ERDS) 1.3 United Nations Conference on Trade & Development (UNCTAD) 1.4 United Nations Conference on International Trade (UNICITRAL) 1.5 International Finance Corporation (IFC) 1.6 International Development Programme (UNDP) 1.7 Organization for Economic Co-operation & Development (OECD)	<ul style="list-style-type: none"> <li>• To understand the basic concept of international economic laws.</li> <li>• To understand role, functions of various international institutions with respect to internal economic laws.</li> </ul>
2	<b>Models and Conventions</b>	2.1 Unification of law of International Sale of Goods 2.2 Uniform Customs & Practice of Documentary Credits & international Chamber of Commerce	<ul style="list-style-type: none"> <li>• To help understand in detail various models governing international trade.</li> </ul>

	<b>Governing International Trade</b>	2.2.1 UNICITARAL Model for Inter Credits & Guaranties 2.2.2 UNICITARAL Model for International Payments 2.2.3 UNICITARAL Model for Electronic- commerce 2.2.4 International Convention Governing Bill of Lading 2.2.5 Brussel Convention 2.2.6 UNICITARAL Convention	<ul style="list-style-type: none"> <li>To gain in depth knowledge of various conventions relating to international trade.</li> </ul>
<b>3</b>	<b>International Dispute Settlement Machinery</b>	3.1 W.T.O. Dispute Redressal system 3.2 International Court of Justice- Constitutional, Jurisdiction, Procedure, 3.3 Evaluation World Bank Inspection Panel- Functions & Procedure 3.4 International Clauses for Settlement of Investment Disputes (ICSID)- Tribunal, Function & Procedure 3.5 International commercial Arbitration & Enforcement of Foreign Awards	<ul style="list-style-type: none"> <li>To know about the dispute redressal system of WTO</li> <li>To know in detail about international court of justice</li> <li>To know in detail about International Clauses for Settlement of Investment Disputes ICSID and ICAEF</li> </ul>
<b>4</b>	<b>Indian Laws and Role of Government Bodies in International Trade</b>	1.1 Foreign Trade (Regulation & Development) Act 1992. 1.2 The Customs Act 1962 (Definitions-Authorities- Penalties) 1.3 Role & functions of Indian Government Bodies for promotion of International Trade 1.3.1 Ministry of Commerce 1.3.2 Board of Trade 1.3.3 Commodity Organization 1.3.4 Export Promotion Council 1.3.5 Commodity Boards 1.3.6 Service Institutions 1.3.7 Indian Government Trade Representative Abroad	<ul style="list-style-type: none"> <li>To study various laws framed in India that support international trade laws.</li> <li>To understand the role and functions of Indian Government Bodies promoting international trade in detail.</li> </ul>

<b>Teaching Hours Theory + Tutorials /Project</b>	<b>Innovative methods to be used</b>	<b>Expected Outcome</b>
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<b>Practical</b>		
<b>Unit 1- 12 hours</b>	Power Point presentations, chart making on various international institutions and their role in international trade	To understand the basic concept of international economic laws.  To understand role, functions of various international institutions with respect to internal economic laws.
<b>Unit 2- 12 hours</b>	Web based learning, flowchart making, informative video making on contents of the unit	To help understand in detail various models and conventions governing international trade.
<b>Unit 3- 12 hours</b>	Power Point presentations, flowchart making, and case studies on institutions established for grievance redressal I international trade.	To know about the various dispute settlement machineries involved in international trade.
<b>Unit 4 - 12 hours</b>	Comparative study of various Indian government bodies supporting international legal systems.	To know at length about the role of various Indian government bodies in international trade law



4	Indian Foreign Trade	Raj Agrawa	Excel Books	Mumbai
5	World Trade Organization	Institute of Company Secretaries of India	Institute of Company Secretaries of India	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: International Business Law**  
**Course Code - 502**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V(CBCS) Pattern 2019**  
**Course: Business Reporting and Analysis**  
**Course Code -GC 503**  
**Credit – 3**

**Depth of the course-** Reasonable working knowledge of business report writing and analysis

**Course Objectives**

1. To develop student’s abilities to analyse & interpret various Economic
2. Factors that affect Business decision making.
3. Similarly, to understand reporting pattern followed in corporate sector as a part of MIS.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	<b>Introduction to Business Reporting.</b>	1.1 Business Reporting, Definition, 1.2 Importance and Scope 1.3 Uses of Business Report 1.4 Factors Affecting Business Reporting.	<ul style="list-style-type: none"> <li>• To introduce the concept of business reporting, its scope and factors affecting Reporting.</li> </ul>
2	<b>Business, Industry, Categories&amp; Segments</b>	2.1 Business, Industry, Category, Segment and its explanation. 2.2 Discuss various Business Industries with reference of the above analysis parameters: Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns, Growth Drivers, Competition CSF, KPI. 2.3 Category Attractiveness: BCG matrix, Porter’s 5 force analysis, PESTEL Analysis	<ul style="list-style-type: none"> <li>• To understand categorization and segmentation.</li> <li>• To understand analysis parameters</li> </ul>

		2.4 Designing of reporting format, Preparing Business Plans. 2.5 Preparing for business meetings 2.6 Selective business strategies	
3	<b>Business Reporting</b>	3.1 Areas of business reporting 3.2 Marketing reports 3.3 Financial reporting 3.4 Intercompany & intra company analysis 3.5 Macro-economic analysis 3.6 Human resources need & forecasting 3.7 Global opportunities & diversification	<ul style="list-style-type: none"> <li>To know and understand areas of business reporting and analysis.</li> </ul>
4	<b>Business Analysis &amp; Interpretation</b>	4.1 Business analysis: Procedure, factors to be consider in business, Value chain 4.2 Analysis: Various tools & techniques used in business analysis & interpretation. 4.3 Company analysis: Economic analysis, sector analysis& its correlation with business analysis, introduction & use of various statistical simple statistical techniques & tools.	5 To know and understand about Business Analysis, its tools and techniques.

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Expected Outcome
Practical –as applicable		
Unit 1 – 12 hours	Different reporting formats can be shown and	Knowledge about Business Reporting, its scope and

	discussed	factors affecting Reporting.
<b>Unit 2 – 12 hours</b>	Demo analysis and parameters can be discussed	Ability to Understand categorization and segmentation. To understand analysis parameters
<b>Unit 3 – 12 hours</b>	International surveys, White papers can be discussed.	Ability to know and understand about areas of business reporting and analysis.
<b>Unit 4 – 12 hours</b>	Documentaries, international surveys, White papers can be discussed. Application of tools and techniques can be shown through videos and demos	Ability to know and understand Business Analysis, its tools and techniques.

### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	MCQs on all topics  Short notes & Short questions on User of Business Report –Factors Affecting Business Reporting.	25% MCQ  Short notes 35%  Long answers 40%
<b>Unit – II</b>	MCQs on all topics  Short note on long question on Analysis Parameters.  Designing of Reporting format	
<b>Unit – III</b>	Presentations on – Marketing Reports --- Financial Reporting	
<b>Unit – IV</b>	Preparation of report on Tools & Techniques used in	

	Business Analysis & Interpretation	
<b>Total –</b>	<b>30 Marks</b>	<b>70 Marks</b>

**Suggested references:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Business Process Analysis	GeofferyDarton	MakshaDarton- Publication	Delhi
<b>2</b>	Business Analysis	Debra Paul and Donald Yeates	BCS Learning & Development Limited	NewYork
<b>3</b>	International Financial Reporting Analysis	David Alexander & Anne Briton	Thomson Learning	NewYork

**SavitribaiPhule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: Business Reporting and Analysis**  
**Course Code – 503**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V(CBCS) Pattern 2019**  
**Course: Foreign Exchange Management**  
**Course Code - GC 504**  
**Credit – 3**

**Depth of the course:** Reasonable knowledge of foreign exchange management.

**Course Objectives**

1. To understand various financial terminologies and transactions involved in FOREX market.
2. To understand operations of foreign market.
3. To understand the principles of currency values.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	<b>Introduction Foreign Exchange</b>	1.1 Administration of Foreign exchange 1.2 Foreign exchange transactions 1.3 Purchase and sales transactions 1.4 Authorized dealers 1.5 Foreign currency accounts 1.6 Multinational banking.	<ul style="list-style-type: none"> <li>• To introduce foreign Exchange, its structure, basic of transactions and limitations.</li> </ul>
2	<b>Foreign Exchange Rate</b>	2.1 Meaning of exchange rates 2.2 Fixed, flexible and managed rates 2.3 Convertibility of rupees on current account and capital account	<ul style="list-style-type: none"> <li>• To get the knowledge about Exchange rates, convertibility of rupees etc.</li> </ul>

3	<b>Foreign Exchange Market</b>	3.1 Foreign Exchange market- Functions 3.2 Exchange rates 3.3.Exchange quotations 3.4 Spot and Forward transactions 3.5 Merchant rates – TT Selling rate, TT buying Rate 3.6 Forward exchange, contract features of forward exchange contract 3.7 SWIFT Payment Systems	<ul style="list-style-type: none"> <li>To understand how foreign exchange market functions, to know about payment systems.</li> </ul>
4	<b>Foreign Exchange Control and risk exposure</b>	4.1 Meaning and objective of exchange Control. 4.2 Methods of exchange control. 4.3 FEMA – Introduction and Features 4.4 FEMA Provisions related to export and import board. 4.5 Foreign exchange risk and Exposure 4.5.1 External technique of exposure management 4.5.2 internal techniques of exposure management.	<ul style="list-style-type: none"> <li>To study and understand methods of exchange control.</li> <li>To know about FEMA, its features and provisions.</li> </ul>

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative methods to be used	Expected Outcome
<b>Unit 1- 12 hours</b>	Demo transactions, informative videos/ documentaries /	Knowledge of foreign Exchange and its management, its structure, basic of transactions and limitations.
<b>Unit 2- 12 hours</b>	Actual conversion of currency, student may find out actual currency rate for last few days	Understanding about Exchange rates and conversion and the factors affecting on it.

	or months and study the trends	
<b>Unit 3- 12hours</b>	Exchange market functioning documentaries, simulations.	Understanding about foreign exchange market functioning, transactions and payment systems
<b>Unit 4 - 12 hours</b>	Interaction with / Guest lectures of the foreign trader.	Know about the foreign market controls and FEMA functioning.

### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	MCQs on all topics  Short notes of – Administration of Foreign exchange – foreign Exchange transactions  Short questions on Foreign Currency Accounts – multinational banking.	<b>25% MCQ</b>  <b>Short notes 35%</b>  <b>Long answers 40%</b>
<b>Unit – II</b>	MCQs on all topics  Short note / long question on exchange rates, Convertibility of Rupees on current account and capital account	
<b>Unit – III</b>	Preparing report on TT Selling rate – TT buying Rate – Swift Payment	
<b>Unit – IV</b>	Presentation on FEMA	
<b>Total –</b>	<b>30 Marks</b>	

### Suggested references

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Foreign Exchange & Forex Trading	Ankit Gala & Jitendra Gala	Himalaya Publication	Pune
<b>2</b>	Currency Trading for Dummies	Brian Dolan and Kathleen Brooks	For Dummies	New Jersey
<b>3</b>	Foreign Trade and Foreign Exchange	Chaudhuri & Agrawal	Himalaya Publication	Mumbai
<b>4</b>	FOREX Trading: The Basics Explained in Simple Terms	Jim Brown	Create space Independent Pub	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: Foreign Exchange Management**  
**Course Code - 504**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V(CBCS) Pattern 2019**  
**Course: International Marketing Management (I)**  
**Course Code -DSE A 505**  
**Credit – (3+1) = 4**

**Depth of the Course-** Functional Knowledge of International Marketing

**Course Objectives**

1. To develop Disciplinary Knowledge in International Marketing.
2. To encourage entrepreneurial spirit in students; to make them effective in International Business.
3. To acquire Analytical reasoning necessary to understand International Marketing.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
<b>1</b>	<b>Introduction to International Marketing</b>	Opportunities and challenges in International Marketing, 1.2 International Marketing vs. Domestic Marketing, 1.3 Principles of International Marketing, 1.4 MNCs and TNCs.	<ul style="list-style-type: none"> <li>• To understand the scope in International Marketing</li> <li>• To understand the concept of MNCs and TNCs</li> </ul>
<b>2</b>	<b>International Market Entry and distribution strategy</b>	2.1 International market selection process, 2.2 Foreign manufacturing strategies with and without Direct Investment,	<ul style="list-style-type: none"> <li>• To know how to select International Market.</li> <li>• To get acquainted with Entry Modes and Market Entry</li> </ul>

		<p>2.3 International Entry Modes and Market Entry Strategies of Indian firms.</p> <p>2.4 International distribution strategy,</p> <p>2.5 Factors influencing the Channel decision</p> <p>2.6 Channel Selection decision.</p>	Strategies
3	<b>International Product Policy and Planning:</b>	<p>3.1 Need for product planning, Product adaptation,</p> <p>3.2 Product Standardization, International product positioning,</p> <p>3.3 Product life cycle in International Marketing, Product and culture,</p> <p>3.4 Branding in International Market, International Branding Strategy,</p> <p>3.5 International Packaging,</p> <p>3.6 International marketing Planning and control.</p>	<p>To know what is Product Standardization and how products are positioned Internationally.</p> <p>To understand the role of Branding in International Market.</p>

4	<b>International Pricing and Promotion decisions-</b>	<p>4.1 Environmental influences on Pricing Decisions, Grey Market goods,</p> <p>4.2 Transfer pricing, Global Pricing - Policy Alternatives.</p> <p>4.3 International promotional decisions Global Advertising selecting an advertising agency.</p> <p>4.4 Personal selling, Sales Promotion, Public Relations and Publicity&amp; Sponsorship Promotion.</p>	<p>To learn what are the Global Pricing Policies.</p> <p>To study International Promotional decisions</p>

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative Methods to be used	Project /Tutorial 15 hours	Expected Outcome
<b>Unit 1- 12 hours</b>	<p>Visit any industry dealing with International Marketing and list out the activities conducted by them.</p> <p>Debate on International Marketing vs. Domestic Marketing</p>	<p><b>The students shall prepare a project on:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a key skill involved in running an International Business</li> <li>2. Prepare a Business plan for selling in International Market</li> <li>3. A report on role of Packaging in International Marketing</li> <li>4. Prepare a research-based report on identifying new International Markets for Indian products.</li> </ol>	<p>The students must understand the functions of International Marketing</p> <p>The students must gain practical knowledge of understand MNCs and TNCs</p>
<b>Unit 2- 12 hours</b>	<p>Discuss Factors influencing the Channel decision.</p>		<p>The students must get acquainted with the different entry modes in International Markets.</p>
<b>Unit 3- 12hours</b>	<p>Case study on Product life cycle in International Marketing.</p> <p>Presentation on International Branding and Product Standardization</p>		<p>Students must understand different stages in PLC in International Market</p>
<b>Unit 4 - 12 hours</b>	<p>Group discussion Grey Market Goods</p> <p>Presentation on Environmental influences on Pricing decision</p>		<p>Students must understand what are the Environmental influences on Pricing decision</p>

## Evaluation Methods

Unit No	Internal Evaluation	Tutorial / Projects	External Evaluation
<b>Unit – I</b>	1.MCQ on meaning, Definition and challenges of International Marketing. 2. Open Book Test. 3. Presentation on Principles of International Marketing.	1. Project /presentation / Submission.	<p style="text-align: center;"><b>25% MCQ</b> <b>35% Short notes</b> <b>40% Long answers</b></p>
<b>Unit – II</b>	1.Presentation on different innovative product marketed by Indian companies in International Market. 2. Case Study on Foreign manufacturing strategies. 3. Chart making on International market selection process.		
<b>Unit – III</b>	1.MCQ on <b>International Product Policy and Planning</b> 2. Situation analysis of Problems and Prospects of International Marketing. 3. Presentations on International product positioning.		
<b>Unit – IV</b>	1.Case study Global Pricing. 2. Analysis of Global Advertising selecting an advertising agency		
<b>Total</b>	<b>30 Marks</b>	<b>20 Marks</b>	

### Suggested References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	International Marketing	Michael R. Czinkota & Ilkka A. Ronkainen	Cengage Learning	Delhi
2	International Marketing Management	Varshney	Sultan Chand & Sons	New Delhi
3	International Marketing	Rakesh Mohan Joshi	Oxford University Press	New Delhi
4	International Marketing (Including Export Management)	Francis Cherunilam	Himalaya Publishing House	Mumbai
5	Global Marketing Strategy	Douglas & Craig	McGraw-Hill Education; International Ed edition	United States
6	International Marketing (Text and Cases)	Francis Cherunilam	Himalaya Publishing House	Mumbai

**SavitribaiPhule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB) Sem V**  
**University Examination Sub: International Marketing Management**  
**Course Code – DSE A 505**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V (CBCS) Pattern 2019**  
**Course: International Financial Management**  
**Course Code -DSE B 505**  
**Credit – (3+1) = 4**

**Depth of the course-**Functional Knowledge of international financial management.

**Course Objectives:**

1. To understand the basic factors of international financial system.
2. Understand the working and the sources of finance in the International Capital markets.
3. Be aware about international financial reporting standards.

Unit No.	Unit Title	Contents	Purpose and skills to develop
1	<b>Introduction to International Finance</b>	1.1 Meaning/importance, scope, structure and participants of the global financial system, 1.2 Evolution of international monetary system, gold standard system, 1.3 Bretton woods system, current exchange rate arrangements, 1.4 Issues involved in overseas funding choices, 1.5 Balance of payment: Component, collection	<ul style="list-style-type: none"> <li>• To gain basic understanding of international financial management, understanding of global financial institutions.</li> <li>• To understand the evolution of the international monetary system.</li> </ul>

		reporting, surplus & deficits.	
<b>2</b>	<b>International Financial Institutions and Balance of Payments</b>	2.1 International Financial Institutions: 2.1.1 International Monetary Fund 2.1.2 World Bank 2.1.3 International Finance Corporation (IFC) 2.1.4 Asian Development Bank (ADB) 2.2 International credit rating agencies 2.2.1 S&P Global Ratings (S&P) 2.2.2 Moody's, and Fitch	<ul style="list-style-type: none"> <li>• To have a fundamental understanding exchange rate system and its cohesion with international monetary organizations.</li> <li>• To know in detail about the evolution and functioning of various financial institutions.</li> <li>• To understand the role and functioning of different international credit rating agencies.</li> </ul>
<b>3</b>	<b>Global Capital Markets</b>	3.1 International market of foreign equities and euro equities & depositary receipts (ADR & GDR) 3.2 International bond market, 3.2.1 Foreign bonds market, 3.2.2 Eurobonds market, 3.3 Types of Bonds 3.3.1 Floating Rate Notes (FRNs)	<ul style="list-style-type: none"> <li>• To know about equities market and bond market in detail.</li> <li>• To understand the different types of bonds in detail.</li> <li>• To have an in depth understanding of the international capital markets.</li> </ul>

		<p>3.3.2 Deep Discount Bonds</p> <p>3.3.3 Zero Coupon Bonds,</p> <p>3.3.4 Dual Currency Bonds</p> <p>3.3.5 Equity related Bonds.</p> <p>3.3.6 Procedure for Bonds Issues</p> <p>3.4 International Capital Markets such as Nasdaq, FTSE, CAC, DAX, Nikkei, Shanghai Stock Exchange etc.</p>	
<b>4</b>	<b>International Financial Reporting</b>	<p>4.1 International Financial Reporting Standards (I.F.R.S)</p> <p>4.2 Indian Accounting Standards (I.A.S) on foreign transactions.</p> <p>4.3 Convergence of Indian Accounting Standards with IFRS</p> <p>4.4 International Receivables and cash management.</p>	<ul style="list-style-type: none"> <li>• To know about International Financial Reporting Standards.</li> <li>• To identify the Convergence of Indian Accounting Standards with IFRS</li> <li>• To study international receivables and cash management.</li> </ul>

### Teaching Methodology

<b>Teaching Hours Theory + Tutorials /Project</b>	<b>Innovative methods to be used</b>	<b>Tutorials /Project for 1 credit – (If Applicable)15 Hours</b>	<b>Expected Outcome</b>

<b>Practical –as applicable</b>			
<b>Unit 1 – 12 hours</b>	Discussion on balance of payments through videos	<p><b>The students shall prepare a project on:</b></p> <ol style="list-style-type: none"> <li>1. Report on guest lecture on IFRS and Indian Accounting Standards and students</li> <li>2. Collecting information about developments/progression in various international capital markets in last three years.</li> <li>3. Writing major highlighting points from the Annual Reports of IMF, of World Bank like Financing by World Bank to the members countries, Regional perspectives etc.</li> <li>4. IMF and World Bank relations with India over last 5 years</li> <li>5. Balance sheet guidelines under IFRS and Indian AS</li> </ol>	<p>To gain basic understanding of international financial management, understanding of global financial institutions.</p> <p>To understand the evolution of the international monetary system.</p>
<b>Unit 2 – 12 hours</b>	Online resources about financial institutions.		<p>To have a fundamental understanding exchange rate system and its cohesion with international monetary organizations.</p> <p>To know in detail about the evolution and functioning of various financial institutions.</p> <p>To understand the role and functioning of different international credit rating agencies.</p>
<b>Unit 3 – 12 hours</b>	Quiz on different financing methods existing in the foreign markets		<p>To know about equities market and bond market in detail.</p> <p>To understand the different types of bonds in detail.</p> <p>To have an in depth understanding of the international capital markets.</p>
<b>Unit 4 – 12</b>	IFRS Manual Sheets for		To know about International Financial

<b>hours</b>	explanations		<p>Reporting Standards.</p> <p>To identify the Convergence of Indian Accounting Standards with IFRS</p> <p>To study international receivables and cash management.</p>
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### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>Tutorial / Projects</b>	<b>External Evaluation</b>
<b>Unit – I</b>	MCQs on all topics  Short notes and long questions on monetary system and balance of payments	1. Project Submission 2. Viva Voce	<b>25% MCQ</b>  <b>Short notes 35%</b>  <b>Long answers 40%</b>
<b>Unit – II</b>	MCQs on all topics		
<b>Unit – III</b>	Presentations on Presentation on any one source of funding in detail		
<b>Unit – IV</b>	Comparative analysis of IFRS and Ind AS		
<b>Total –</b>	<b>30 Marks</b>		

### Suggested references

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	International Financial Management	P G Apte	Tata McGraw Hill Education	Mumbai
2	IFRS- Practical implementation guide and workbook	Abbas A. Mirza, Magnus Orrell, Graham Holt	Wiley	Delhi
3	International Business	Francis Cherunilam	PHI Learning Pvt Ltd	Mumbai
4	Accounting Standards for Students	Arjun Saini	Himalaya Publishing House	Pune

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: International Financial Management (I)**  
**Course Code – DSE B 505**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester V (CBCS) Pattern 2019**  
**Course: Legal Dimensions in International Marketing (II)**  
**Course Code -DSE A 506**  
**Credit (2+4) = 6**

**Depth of the Course-** Functional Knowledge of Legal Dimensions in International Marketing

**Course Objectives**

1. To acquaint students with the legal dimensions of international business.
2. To acquaint with the importance of legal/political aspects in global marketing.
3. To enable students to formulate strategies as compatible with laws and treaties governing international business operations

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
<b>1</b>	<b>Legal Framework of International Marketing</b>	1.1 Nature and complexities of International trade law 1.2 Principles of International Business Contract International sales agreements; 1.3 Contract of Enforcement and Dispute Settlement 1.4 International Commercial Arbitration and Enforcement of Foreign Awards.	<ul style="list-style-type: none"> <li>• To make the students aware of complexities of International trade law</li> <li>• To understand Principles of International Business Contract</li> </ul>
<b>2</b>	<b>Institutional Environment &amp; Anti-Dumping Duties</b>	2.1 Trade Related Institutions: WTO, UNCTAD and IMF.	<ul style="list-style-type: none"> <li>• To know the Dispute settlement mechanism</li> </ul>

		<p>2.2 Dispute Settlement (rules and procedures) – IMF, IBRD, ADB</p> <p>2.3 WTO Provisions on Anti-Dumping</p> <p>2.4 Anti-Dumping Duties, Procedure and Developments</p> <p>2.5 Regulatory Framework for Anti-Dumping in India</p> <p>2.6 WTO to important sector – GATS, TRIP and TRIMs.</p>	<ul style="list-style-type: none"> <li>• To get acquainted with Anti-Dumping</li> </ul>
<b>3</b>	<b>Regulations and Treaties</b>	<p>3.1 Regulations and Treaties relating to Licensing, Franchising, Joint Ventures, Patents and Trade Marks, Technology Transfer and Telecommunications;</p> <p>3.2 Restrictions on trade in endangered species and other commodities as based on international conventions;</p> <p>3.3 Taxations Treaties.</p>	<ul style="list-style-type: none"> <li>• To know different guidelines and agreements relating to International Marketing.</li> <li>• To make the students understand how to resolve issues involving double taxation of passive and active income.</li> </ul>
<b>4</b>	<b>Legal and Ethical Issues in International Marketing</b>	<p>4.1 Introduction, Nature of International Business Disputes and Proposed Action.</p> <p>4.2 Legal Concepts Relating to International Business,</p> <p>4.3 Ethical Consideration in International Marketing and Marketing Communications.</p> <p>4.4 FERA/FEMA,</p> <p>4.5 Taxation of foreign income</p> <p>4.6 Foreign investment</p>	<ul style="list-style-type: none"> <li>• To learn Concepts Relating to International Business.</li> <li>• To study International Ethical Consideration.</li> </ul>

## Teaching Methodology

<b>Teaching Hours Theory + Tutorials /Project /Practical – as applicable</b>	<b>Innovative Methods to be used</b>	<b>/Tutorials /Project for 1 credit – (If Applicable)</b>	<b>Expected Outcome</b>
<b>Unit 1- 12 hours</b>	Discussion on different types of International dispute settlement.  Case study on Commercial arbitration	Prepare a report on Principles of International Contract	The students must understand how to settle International disputes. The students must gain practical knowledge of Commercial Arbitration
<b>Unit 2- 12 hours</b>	Discuss on Regulatory Framework for Anti-Dumping in India	Case study on: Recent Anti-Dumping Cases in India	The students must get acquainted Anti-Dumping rules and regulations.
<b>Unit 3- 12hours</b>	Case study on Product life cycle in International Marketing.  Presentation on International Branding and Product Standardization	A report on role of Packaging in International Marketing	Students must understand different stages in PLC in International Market
<b>Unit 4 - 12 hours</b>	Group discussion Grey Market Goods Presentation on Environmental influences on Pricing decision	Prepare a research-based report on identifying new International Markets for Indian products.	Students must understand what are the Environmental influences on Pricing decision

## Evaluation Methods

Unit No	Practice purpose -	Project – SPPU evaluation	External Evaluation
<b>Unit – I</b>	1.MCQ on meaning, Definition and challenges of International Legal Dimensions. 2. Open Book Test. 3. Presentation on Dispute Settlement.	1.The project should be in accordance with the subject. . 2. Project report should be evaluated by both internal and external examiner. 3 Each examiner will allot marks out of 50	<b>25% MCQ</b> <b>35% Short notes</b> <b>40% Long answers</b>
<b>Unit – II</b>	1.Presentation on different Dispute Settlement (rules and procedures). 2. Case Study on Anti-Dumping 3. Chart making on Regulatory Framework for Anti-Dumping in India.	i.e. project work 30 marks and viva voce 20 marks. 4 The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out of 50.	
<b>Unit – III</b>	1.MCQ on Regulations and Treaties 2. Situation analysis Restrictions on trade in endangered species and other commodities 3. Presentations on Patents and Trade Marks	<b>Refer project and internship guidelines</b>	
<b>Unit – IV</b>	1.Case study Ethical Consideration in International Marketing and Marketing Communications. 2. Analysis of Foreign investment		
<b>Total</b>			

- Note: The internal evaluation shall be based on projects & Viva Voce for 50 marks. Chapter wise internal evaluation methods are indicative only.

## Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Trade Law: Questions and Answer Series	Chuah; J	Cavendish.	London.
2	Law of International Trade.	Chush, J. C. T.	Sweet and Maxwel	London.
3	International Marketing:	Stanley Paliwoda & John K. Ryans	Cengage Learning EMEA	UK
5	International Marketing Management	RL. Varsshney & Bhattacharya	Sultan Chand And Sons	New Delhi
6	Law of Commercial Arbitration,	Bansal. A.K.	Universal law House	Delhi
7	Foreign Exchange Management Law and Practice	Jain, R.	Vidhi	New Delhi
8	International Shipping Law: Legislation and Enforcement	Pam borides, G. P	Kluwer Law International.	London.
9	International Trade Law and GATT/WTO Dispute Settlement System.	Peters Mann, E. Ed.	Kluwer Law International.	London.

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**University Examination Sub: Legal Dimensions in International Marketing(II)**  
**Course Code DSE A 506**

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

**Savitribai Phule Pune University**  
**TY BBA-IB Semester V (CBCS) Pattern 2019**  
**Course: Legal Dimensions in Financial Management (II)**  
**Course Code-DSE B 506**  
**Credit – (2+4) = 6**

**Depth of the course:** Functional knowledge

**Course Objectives**

1. To understand the legal framework of business and industry.
2. To gain knowledge about finance related laws under Companies Act 2013.
3. To understand the legal framework of international trade.

Unit No.	Unit Title	Contents	Purpose and skills to develop
1	<b>The Indian Contract Act, 1872</b>	1.1 Definition 1.2 Essentials of a Valid Contract 1.3 Offer, Acceptance, Free Consent 1.4 Consideration 1.5 Legality of Object 1.6 Capacity to Contract 1.7 Discharge of Contract	<ul style="list-style-type: none"> <li>• To understand the fundamentals of The Contract Act, 1872 and the essentials to a contract.</li> <li>• To know about the discharge of a contract and the consequences of a breach of contract.</li> </ul>

		1.8 Consequences of Breach of Contract	
<b>2</b>	<b>The Companies Act, 2013</b>	2.1 Definition and Types of Companies 2.2 Memorandum of Association 2.3 Articles of Association 2.4 Prospectus 2.5 Share Capital and Membership 2.6 Meetings and Resolutions, Company Management 2.7 Liquidation of Companies 2.8 Balance sheet and Profit and Loss Statement formats	<ul style="list-style-type: none"> <li>• To study about fundamentals of structure and financial aspects of companies.</li> <li>• To know about the concepts associated with company formation and operations.</li> </ul>
<b>3</b>	<b>International business laws</b>	3.1 India laws and regulations governing international business transactions: 3.1.1 FERA/FEMA, 3.1.2 Taxation of foreign income; 3.1.3 Foreign investment; 3.1.4 Setting up offices and branches abroad	<ul style="list-style-type: none"> <li>• To know in detail about the regulation of Foreign Exchange transactions and markets.</li> <li>• To understand the fundamentals with regards to foreign investments and taxation of foreign income.</li> </ul>

4	<b>World Trade Organization</b>	<p>4.1 World Trade Organization: Regulatory framework of WTO,</p> <p>4.2 Basic Principles and charter of WTO,</p> <p>4.3 Provisions relating to preferential treatment of developing countries,</p> <p>4.4 Regional groupings,</p> <p>4.5 Technical Standards,</p> <p>4.6 Antidumping Duties and other NTBS,</p> <p>4.7 Custom Valuation, Dispute Settlement, TRIPs and TRIMs</p>	<ul style="list-style-type: none"> <li>• To know in brief about the World Trade Organisation and its role in financial management.</li> <li>• To understand about various regional groupings and technical standards of international finance.</li> <li>• To know about the various international legal trade restrictions.</li> </ul>
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### Teaching Methodology

<b>Teaching Hours /Project</b>	<b>Innovative methods to be used</b>	<b>Expected Outcome</b>
<b>Unit 1 – 10 hours</b>	<p>Power Point presentations, chart making on various elements of contract act. Caselets on the application of The Indian Contract Act</p> <p>1.A Project report on sections relating to Valid Offer and Acceptance with related cases.</p>	<p>To understand the fundamentals of The Contract Act, 1872 and the essentials to a contract.</p> <p>To know about the discharge of a contract and the consequences of a</p>

	<p>2. Supreme Court judgments on Indian Contract Act, 1872.</p> <p>3. A Project report on sections relating to Breach of Contract and Consequences of Breach of Contract with related cases.</p> <p>4.A Project report on sections relating to capacity to contract with related cases.</p>	breach of contract.
<b>Unit 2 – 08 hours</b>	<p>Power Point presentations, chart making on various elements of contract act. Caselets on the application of The Companies Act, E-content highlighting difference between E-content highlighting difference between The Companies Act 1956 and 2013</p> <p>1.A Comparative analysis of Companies Act, 1956 and Companies Act, 2013</p> <p>2. A Project report on a conceptual framework of the Companies Act, 2013.</p> <p>3. A project report on Notifications issued by Ministry of Corporate Affairs enforcing various provisions of the Companies Act, 2013.</p> <p>4. A case study on Memorandum of Association of a company.</p> <p>5. A case study on Articles of Association of a company.</p> <p>6. A case study on Prospects of a company.</p> <p>7. A case study on Financial Statements of a company along with explanation.</p> <p>8. A project report on practical and procedural aspects in of</p>	<p>To study about fundamentals of structure and financial aspects of companies.</p> <p>To know about the concepts associated with company formation and operations.</p>

	<p>convening and conducting Board Meetings and General Meetings.</p> <p>9. A Project report on procedure of winding up of a company under The Companies Act, 2013 along with format of Liquidator's Final Statement of Accounts.</p>	
<b>Unit 3 – 10 hours</b>	<p>Web based learning, flowchart making, informative video on contents of the unit and caselets on implementation of FERA/FEMA,</p> <p>1. A project report on FEMA.</p> <p>2. A Project report on progression of FERA to FEMA (Conditions that lead to change from FERA to FEMA).</p> <p>3. A project report on impact of FEMA on India's foreign exchange.</p> <p>4. Income Tax implications for NRIs.</p> <p>5. Taxation of foreign in India.</p> <p>6. A project report on impact of FDI on Indian economy.</p> <p>7. A project report on FDI flows in different sectors of Indian economy.</p>	<p>To know in detail about the regulation of Foreign Exchange transactions and markets.</p> <p>To understand the fundamentals with regards to foreign investments and taxation of foreign income.</p>
<b>Unit 4 – 08 hours</b>	<p>Web based learning, flowchart making, informative video making on contents of the unit</p> <p>1. A project report on WTO – History and Facts.</p> <p>2. A project report on overview of WTO Agreements.</p> <p>3. A project report on role of WTO in economic development of the</p>	<p>To know in brief about the World Trade Organisation and its role in financial management.</p> <p>To understand about various regional groupings and technical standards of international finance.</p>

	<p>LDCs.</p> <p>4. A project report on dispute settlement process by Dispute Settlement Body of the WTO with reference to a particular case.</p> <p>5. A project report on WTO TRIPS Agreement.</p> <p>6. A project report on WTO TRIMS Agreement.</p> <p>7. A project report on TRIMS and Foreign Investments Policy in India.</p>	<p>To know about the various international legal trade restrictions.</p>
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Note: The Tutorials /Project are indicative students and teachers can select 2 or 3 as per requirement.

### Evaluation

Unit	Practice Purpose – Evaluation	Project SPPU evaluation	External Evaluation
<b>Unit – I</b>	<p>MCQs on all topics</p> <p>Short notes on contract act</p>	<p>1.The project should be in accordance with the subject. .</p> <p>2. Project report should be evaluated by both internal and external examiner.</p> <p>3 Each examiner will allot marks out of 50 i.e. project work 30 marks and viva voce 20 marks.</p> <p>4 The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out of 50.</p>	<p><b>25% MCQ</b></p> <p><b>Short notes 35%</b></p> <p><b>Long answers 40%</b></p>
<b>Unit – II</b>	<p>MCQs on all topics</p> <p>Short notes on Companies Act</p>		
<b>Unit – III</b>	<p>MCQs on all topics</p> <p>Short notes on FEMA</p>		
<b>Unit – IV</b>	<p>Short notes and long questions on WTO</p>		

		<b>Refer project and internship guidelines</b>	
<b>Total –</b>		<b>Project Based Viva 50 marks</b>	<b>50 marks</b>

- Note: The internal evaluation shall be based on projects & Viva Voce for 50 marks. Chapter wise internal evaluation methods are indicative only.

### **Suggested references**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Business Environment	Shaikh Saleem	Pearson Education	<b>New Delhi</b>
<b>2</b>	Legal Aspects of Business	Akhileshwar Pathak	Tata Mcgraw Hill Education	<b>Mumbai</b>
<b>3</b>	Corporate Laws	Universal Law Series	Universal Law Publishing Company	<b>New Delhi</b>

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB) Sem V**  
**University Examination Sub: Legal Dimensions in Financial Management (II)**  
**Course Code – DSE B 506**

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

**Savitribai Phule Pune University**  
**TY BBA-IB Semester VI (CBCS) Pattern 2019**  
**Course: New Venture Creation and Start-ups**  
**Course Code- GC 601**  
**Credits 3**

**Depth of the Course:** Reasonable working knowledge of entrepreneurial skills new venture management and start-ups

**Course Objectives:**

1. To understand basic concepts related to entrepreneurship
2. To introduce the methods tools and techniques for new venture creation and start-ups
3. To know about the process of creation of a start-up and business plan preparation.
4. To know at length about the role of various Indian institutes offering assistance to new ventures and start-ups

<b>Unit .No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose and Skills to be developed</b>
<b>1</b>	<b>Introduction to Entrepreneurship</b>	1.1 Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, 1.2 The Entrepreneurial decision process. 1.3 Role of Entrepreneurship in Economic Development, 1.4 Ethics and Social responsibility of Entrepreneurs. 1.5 Opportunities for Entrepreneurs in India and abroad. 1.6 Woman as Entrepreneur	<ul style="list-style-type: none"> <li>• To understand basic concepts related to entrepreneurship.</li> <li>• To know the Knowledge, skills and abilities desired by an entrepreneur.</li> <li>• To understand the role, responsibilities and opportunities of an entrepreneur.</li> </ul>
<b>2</b>	<b>New Venture Management</b>	2.1 Financing and managing the new venture Sources of capital, financial controls. 2.2 Record keeping, recruitment, motivating and leading teams, identifying training and development of a	<ul style="list-style-type: none"> <li>• To understand the fundamentals of how to manage a new venture.</li> <li>• To know the various functional</li> </ul>

		<p>competitive team.</p> <p>2.3 Marketing and brand creation, advertising and promotion strategies, target market generation and potential tapping, competitor analysis tools and techniques</p> <p>2.4 E-commerce and Entrepreneurship, role of social media and websites in new venture development, digital tools facilitating marketing, sales, dispatch and payments</p>	<p>requirements and their sources while starting a new venture.</p> <ul style="list-style-type: none"> <li>To analyse the role of information technology in new venture development.</li> </ul>
3	<b>Creation of a start-up and business plan preparation</b>	<p>3.1 Idea Generation; Creativity and Innovation;</p> <p>3.2 Identification of Business Opportunities;</p> <p>3.3 Market Entry Strategies</p> <p>3.4 Feasibility Study:</p> <p>3.4.1 Marketing Feasibility;</p> <p>3.4.2 Financial Feasibilities;</p> <p>3.4.3 Political Feasibilities;</p> <p>3.4.4 Economic Feasibility;</p> <p>3.4.5 Social and Legal Feasibilities;</p> <p>3.4.6 Technical Feasibilities;</p> <p>3.4.7 Managerial Feasibility,</p> <p>3.4.8 Location and Other Utilities Feasibilities</p> <p>3.5 Business Plan Business model – Meaning, designing, analysing and improvising;</p> <p>3.6 Business Plan – Meaning, Scope and Need; Financial, Marketing, Human Resource and Production/Service Plan; legal constraints and documentation in start-ups Business plan Formats;</p> <p>3.7 Project report preparation and presentation</p>	<ul style="list-style-type: none"> <li>To know the process of creation of a start-up.</li> <li>To know in detail about the various types of feasibility analyses required in new venture creation.</li> <li>To know the fundamentals of a business plan and different types of business plans in detail.</li> <li>To know about project report formulation and presentation in detail.</li> </ul>
4	<b>Institutional support to</b>	<p>4.1 Role of Directorate of Industries,</p> <p>4.2 District Industries, Centers (DICs),</p> <p>4.3 Industrial Development Corporation (IDC),</p>	<ul style="list-style-type: none"> <li>To know at length about the role of various Indian institutes offering assistance to new ventures and start-</li> </ul>

	<b>Entrepreneurship</b>	4.4 State Financial corporation (SFCs), 4.5 Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), 4.6 National Small Industries Corporation (NSIC), 4.7 Small Industries Development Bank of India (SIDBI)	ups
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Teaching Hours Theory + Tutorials /Project  Practical	Innovative methods to be used	Expected Outcome
<b>Unit 1- 12 hours</b>	Power Point presentations, chart making on various role, functions and scope entrepreneurship and difference between manager and entrepreneur, Case studies on 5 first generation entrepreneurs	To understand basic concepts related to entrepreneurship.  To know the Knowledge, skills and abilities desired by an entrepreneur.  To understand the role, responsibilities and opportunities of an entrepreneur.
<b>Unit 2- 12 hours</b>	Web based learning, informative video making on contents of the unit, identifying apps and free online sources that can help the new venture management	To understand the fundamentals of how to manage a new venture and the various functional requirements and their sources while starting a new venture.  To analyse the role of information technology in new venture development.

<b>Unit 3- 12hours</b>	Development of a project report for a new venture idea including detail feasibility studies, case studies on several start-ups and new ventures in various domains along with their SWOC analysis	To know the process of creation of a start-up and various types of feasibility analyses required in new venture creation.  To know the fundamentals of a business plan and project report formulation and presentation in detail.
<b>Unit 4 - 12 hours</b>	Power Point presentations, chart making on various role of various Indian institutes offering assistance to new ventures and start-ups	To know at length about the role of various Indian institutes offering assistance to new ventures and start-ups

#### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
		<b>70 marks</b>
<b>Unit – I</b>	Case studies on first generation entrepreneur and power point presentations of the same	25%MCQ, Short notes-35%,  Long answers- 40%
<b>Unit – II</b>	Written assignment on chapter 2 contents	
<b>Unit – III</b>	Preparation of a business plan with complete feasibility study	
<b>Unit – IV</b>	MCQ test on initiatives by various government bodies	
	<b>Total – 30</b>	

### Suggested references

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Fundamentals of Entrepreneurship	Dr. G.K. Varshney	Sahitya Bhavan Publication	Agra
2	The Manual for Indian Start-ups	Vijaya Kumar Ivaturi and Meera Ganesh	Penguin Enterprise	New Delhi
3	Management and Entrepreneurship	T. Krishna Rao N.V.R. Naidu	Dreamtech Press	New Delhi
4	New venture Planning	Dr. Sapna Bansal, Tonye Stephen Lawson	JSR Publishing House	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: New Venture Creation and Start-ups**  
**Course Code - 601**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester VI (CBCS) Pattern 2019**  
**Course: International Project Management**  
**Course Code- GC 602**  
**Credit – 3**

**Depth of the Course-** Reasonable working knowledge of project management

**Course Objectives:**

1. To know and understand basic concepts regarding project management
2. To introduce various tools and techniques for project management.
3. To know in detail about project delivery and control.
4. To understand the effect of cultural factors on project management in the global context.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	<b>Introduction to International Project Management</b>	1.1 Meaning, definition and characteristics of project. 1.2 Meaning, scope, objective and principles of Project management. 1.3 Role of Project Manager, skills required, Knowledge required 1.4 Different Types of Projects 1.5 7S of project Management 1.6 Complexities and challenges of a project in the global context 1.7 Impact of culture on project management	<ul style="list-style-type: none"> <li>• To understand the basic concept of international project management.</li> <li>• To understand role, functions of project manager.</li> <li>• To know about different complexities and challenges in international project management.</li> </ul>
2	<b>Strategy planning &amp; Project</b>	2.1 Need for Strategy in Project Management 2.2 Resource Co-ordination 2.3 Project performance measurement	<ul style="list-style-type: none"> <li>• To help understand role of strategic planning in project management.</li> </ul>

	<b>Management</b>	2.4 Work breakdown structure, Stakeholder Management 2.5 Project Analysis: Technical aspects, Financial aspects, Risk factors & management 2.6 Social cost benefit analysis	<ul style="list-style-type: none"> <li>• To gain in depth knowledge of various concepts involved in project planning and initiation.</li> <li>• To know about the social impact of a project.</li> </ul>
<b>3</b>	<b>Time, Cost and Quality Planning</b>	3.1 Process 3.2 Gantt Charts 3.3 Estimating 3.4 Critical Path Analysis 3.5 Arrow – on- Arrow Diagrams 3.6 Scheduling 3.7 Quality Conference Planning 3.8 Quality Performance Planning 3.9 Project Structure Teams	<ul style="list-style-type: none"> <li>• To know about time cost and quality relationship in project management.</li> <li>• To know in detail about various techniques for measurement of time cost and quality dimensions.</li> </ul>
<b>4</b>	<b>Project Delivery &amp; Control</b>	4.1 Requirement of Control System 4.2 Characteristics of importance of control systems 4.3 Defining Variation Limits 4.4 Measurement, Making Process Visible 4.5 Feedback & Corrective Action 4.6 Project Completion & Handover 4.7 Improvement Activities 4.8 Training audit and review	<ul style="list-style-type: none"> <li>• To understand the need for a control system in project management.</li> <li>• To understand the role and functions of various elements of a control system.</li> <li>• To know at length about project completion and handover activities.</li> </ul>

<b>Teaching Hours Theory + Tutorials /Project  Practical</b>	<b>Innovative methods to be used</b>	<b>Expected Outcome</b>
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<b>Unit 1- 12 hours</b>	Power Point presentations, on scope, objective and principles and types of international projects, videos showing operations of various international projects. Comparative study of various major cultures across the world and their impact on project management.	To understand the basic concept of international project management.  To understand role, functions of project manager.  To know about different complexities and challenges in international project management.
<b>Unit 2- 12 hours</b>	Web based learning, case studies, group discussions on contents of the unit	To help understand role of strategic planning in project management.  To gain in depth knowledge of various concepts involved in project planning and initiation.
<b>Unit 3- 12 hours</b>	Power Point presentations, flowchart making, and case studies and practical use of tools mentioned in the chapter through live examples.	To know about time cost and quality relationship in project management.  To know in detail about various techniques for measurement of time cost and quality dimensions.
<b>Unit 4 - 12 hours</b>	Short videos and e content on project delivery and control.	To understand the need for a control system in project management.  To understand the role and functions of various elements of a control system.  To know at length about project completion and handover activities.

## Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	Written assignment on chapter 1 contents	<b>70 marks</b>  25% MCQ, Short notes-35%,  Long answers- 40%
<b>Unit – II</b>	Chart making for different regional groupings and their achievements	
<b>Unit – III</b>	Power point presentations for various elements of international dispute settlement machinery	
<b>Unit – IV</b>	MCQ test on various contents of chapter 4	
	<b>Total – 30</b>	

## Suggested references

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Strategic Project Management Made Simple: Practical Tools for Leaders and Teams	Terry Schmidt	Wiley	New York
<b>2</b>	A Guide to the Project Management Body of Knowledge	PMBOK Guide	PMBOK Guide	New Delhi
<b>3</b>	Project Management: Absolute Beginners Guide	Greg Horine	Taxmann	New Delhi

**SavitribaiPhule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: International Project Management**  
**Course Code - 602**

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

**Savitribai Phule Pune University**  
**TY BBA – IB Semester VI (CBCS) Pattern 2019**  
**Subject: Decision Making and Risk Management**  
**Course Code – GC 603**  
**Credits – 3**

**Depth of the Syllabus:** Fundamental knowledge of decision making

**Course Objectives:**

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

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	<b>Introduction to Decision making and Risk Management</b>	1.1 Decision Making – Introduction, Concept, Types and Characteristics. 1.2 Factors affecting Decision Making, Biases in Decision Making 1.3 Rational Models of decision making, Other models - Myers Briggs, Bounded Rationality model, Retrospective decision model, OODA Loop Model, Ladder of Inference etc.  1.4 Steps in Decision making process, Creative decision-making process. 1.5 Decision Making Styles – Types 1.6 Reasons for failure of rationalmodels,Traps and cognitive barriers that lead to sub-optimal decisions	<ul style="list-style-type: none"> <li>• To understand the role and scope of Decision making and Risk management in organizations.</li> </ul>

2	<b>Decision making Tools and Models</b>	2.1 Principles of Decision Making and Quick Decision Making 2.2 Rules of Decision Making 2.3 Role of technology in decision making and data analysis. 2.4 Herbert Simon’s Decision-Making Model 2.5 Problem Solving – Types and Model 2.6 EQ (Emotional Intelligence) versus IQ as essential decision-making traits to manage risks.	<ul style="list-style-type: none"> <li>To understand the importance of Decision-making tools and models in business.</li> </ul>
3	<b>Role of Decision Making and leadership</b>	3.1 Definitions of leadership and followership, Motivational theory; common motives of leaders and followers. 3.2 Creative Decision Making – Characteristics and Process of Creative Solutions, Creative Decision Making in Groups. 3.3 Blocks in Decision Making – Routine and Emergency Problems, Threats in Decision Making 3.4 Understand Workplace Problems and conflicts and Causes. 3.5 Strategies to Deal with Workplace Problems 3.6 Decision Making Competencies – Meaning, Types and Techniques 3.7 Decision Making Techniques by Paul Newton	<ul style="list-style-type: none"> <li>To understand the role of leadership and its allied aspects while making decisions.</li> </ul>
4	<b>Individual and Organizational Values in Decision Making and Risk Management</b>	4.1 Importance of Team composition, understanding your own value system and how it influences choices, political views, personal and organizational decisions 4.2 Career Decision Making – Concept, Steps, and factors Influencing Career Choices. 4.3 Donald Super theory of Career Development 4.4 Dealing with organizational Conflict and Risk - Resistance to change, Key elements of EQ, Dissonant decision-making leadership. 4.5 Decision Models in Strategic management, Decision making systems.	<ul style="list-style-type: none"> <li>To understand the role and importance of organizational values in Decision making and Risk Management</li> </ul>

## Teaching Methodology

<b>Teaching Hours Theory + Tutorials /Project Practical</b>	<b>Innovative Methods to be used/ AV Applications</b>	<b>Expected Outcome</b>
<b>Unit 1- 12 hours</b>	Case Studies/ Videos/ Discussions on various models of Decision making and Risk management.	To understand the role and scope of Decision making and Risk management in organizations.
<b>Unit 2- 12 hours</b>	Case Studies/ Videos/ Discussions on Decision making tools and techniques.	To understand the importance of Decision- Making tools and models in business.
<b>Unit 3- 12 hours</b>	Case Studies/ Videos/ Discussions on Leadership tools and techniques.	To understand the role of leadership and its allied aspects while making decisions.
<b>Unit 4- 12 hours</b>	Case Studies/ Videos/Discussions on Organizational values and its importance in decision making and risk management.	To understand the role and importance of organizational values in Decision making and Risk Management

## Evaluation:

<b>Unit</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	MCQ Test Open Book Test Group Presentations on Models of Decision making	<b>25% MCQs</b>

<b>Unit – II</b>	MCQ Test Group Presentations on Corporation and Stakeholders Ethical Issues Assignments on Decision Making tools and Models.	<b>35% Short Notes</b> <b>45% Long Answers</b>
<b>Unit – III</b>	MCQ Test Assignments on Marketing Ethics Individual/Group Presentations on Decision Making and Leadership	
<b>Unit – IV</b>	MCQ Test Assignments on various conferences/summits on Environmental Protection Policies. Individual / Group Presentations on Individual and Organizational Values for Risk Management.	
<b>Total</b>	<b>30 Marks</b>	<b>70 Marks</b>

**Suggested Reference:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Harvard Business Essential – Decision Making: 5 Steps to better results	Harvard Business Review	Harvard Business Review Press	India
2	Decision Making Essentials You	Mark Koscinski	Vibrant Publishers	India

	Always Wanted to Know			
3	On Making Smart Decisions	Harvard Business Review	Harvard Business Review Press	India
4	Decisive – How to make better decisions	Chip Heath	Random House Business	United Kingdom
5	Thinking in Bets – Making Smarter Decisions When You Don't Have	Annie Duke	Portfolio Publishing	India
6	Credit appraisal, risk analysis and decision making	D.D. Mukherjee,	Snowwhite Publications, 9 <sup>th</sup> Edition.	India
7	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward,	Wiley Publications.	India
8	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill 2002.	India

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB) Sem VI**  
**University Examination Sub: Decision Making and Risk Management**  
**Course Code - 603**

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

**Savitribai Phule Pune University**  
**TY BBA – IB Semester VI (CBCS) Pattern 2019**  
**Course: Management of Agribusiness and Agri Exports**  
**Course Code – GC 604**  
**Credits – 3**

**Depth of the Course-** Functional Knowledge of Agribusiness and Agri Export

**Course Objectives**

1. To develop adequate conceptual base in different areas of Agribusiness
2. To encourage entrepreneurial spirit in students; to make them effective in the Agri-enterprise sector.
3. To acquire sufficient operating skill in using modern management tools and techniques in different functional areas of Agribusiness.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
<b>1</b>	<b>Agribusiness Management</b>	1.1 Agribusiness Management– Meaning - Definition 1.2 Structure of Agribusiness 1.3 Nature and characteristics of Agribusiness 1.4 Contract Farming, Types of Contract farming 1.5 ICT in Agribusiness,Application of ICT in agribusiness 1.6 Farm planning: Procedure of Farm Planning	<ul style="list-style-type: none"> <li>● To understand the structure of Agribusiness</li> <li>● To know what are the features of Agribusiness.</li> <li>● To understand the concept of Contract Farming.</li> </ul>
<b>2</b>	<b>Agricultural Marketing</b>	2.1 Agricultural Marketing: Concept, Definitions and Function 2.2 Classification and Characteristics of Agricultural Marketing 2.3 Foreign Trades of Agricultural Products 2.4 Types of Agricultural Marketing	<ul style="list-style-type: none"> <li>● To know the Classification of markets.</li> <li>● To understand Agricultural Marketing.</li> <li>● To get acquainted with pre-requisites for effective</li> </ul>

		2.5 Pre-Requisites for Effective Agricultural Marketing	agricultural marketing
3	<b>Agricultural Credit</b>	3.1 Role of Commercial Banks in Agricultural Sector 3.2 Role of National Bank for Agriculture and Rural Development (NABARD) 3.3 Role of cooperative institutions 3.4 Role of Regional Rural Banks (RRBs) 3.5 Introduction to Microfinance and concept of Self-help Group	<ul style="list-style-type: none"> <li>● To know the role of Banks in Agri Business</li> <li>● To understand the role of cooperative institutions.</li> </ul>
4	<b>International Agri Export</b>	4.1 Overview of World Agricultural Trade 4.2 Issues impacting International Agricultural Trade 4.3 Identifying foreign markets for Agri export 4.4 WTO Agreement on Agriculture 4.5 Marketing plan for Agri exports 4.6 Export documents and procedure, terms of payment and export finance	<ul style="list-style-type: none"> <li>● To learn how to make Marketing Plan of Agri Export</li> <li>● To know the export documents required for Agri export.</li> <li>● To understand impact of WTO agreement on Agri trade.</li> </ul>

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project	Expected Outcome
Unit 1- 12 hours	Visit any industry dealing with Agricultural Products and list out the activities conducted by them.	Prepare a key skill involved in running an Agri Business	The students must understand the functions of Agricultural Business. The students must gain practical knowledge and understand the

	Group discussion on pros and cons of Contract farming.		meaning of Contract Farming.
<b>Unit 2- 12 hours</b>	Take students out to different any Marketing Cooperative to make them understand its working pattern. Discuss Classification of Markets.	Prepare a Business plan for selling Agricultural inputs.	The students must get acquainted with the job of marketing Cooperatives. Understand different Markets.
<b>Unit 3- 12 hours</b>	With the help of case explain the impact of Self-help group.  Analysis of role Commercial Banks in Agribusiness Management  Presentation on Challenges and Opportunities in Agricultural finance.	A mini project on role of ICT in Agribusiness	The student must know how to use ICT in Agribusiness The students must understand the concept of Agricultural Finance
<b>Unit 4- 12 hours</b>	Group discussion Condition of World Agricultural Trade  Presentation on Issues impacting international agricultural trade	Prepare a research-based report on identifying new Agri Markets for India.	To understand the WTO Agreement on Agriculture To understand the factors affecting international agricultural trade.

## Evaluation Methods

Unit No	Internal Evaluation	External Evaluation
<b>Unit – I</b>	1.MCQ on meaning, Definition and Structure of Agribusiness 2. Open Book Test 3. Presentation on use of ICT In Agribusiness,	<b>25% MCQ</b> <b>35% Short notes</b> <b>40% Long answers</b>
<b>Unit – II</b>	1.Presentation on different innovative product marketed by Agribusiness companies in India. 2. Case Study on actual factors Agricultural Marketing. 3. Chart making on classification of Marketing.	
<b>Unit – III</b>	1.MCQ on Agricultural Finance 2. Situation analysis of Problems and Prospects of Agricultural Cooperatives. 3. Presentations on “Agricultural credit: Challenges, Opportunities, Strategies”	
<b>Unit – IV</b>	1.Case study Impact of WTO agreement on Agriculture Trade. 2. Analysis of Marketing plan for Agri exports	
<b>Total</b>	<b>30 Marks</b>	

## Suggested References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Indian Economy	Gaurav Datt& Ashwani Mahajan	S.Chand and Company Limited	New Delhi
2	Indian Agriculture and Agribusiness Management	Dr SmitaDiwase	KRISHI Resource Management Network	Pune
3	Agricultural Business Management	Prof. H. L. NagarajaMuthy	Himalaya Publishing House	Mumbai
4	Agribusiness Management	Freddie Barnard, Jay Akridge , Frank Dooley & John Foltz	Routledge Taylor and Francis Group	New York
5	Agribusiness Management and Trade	K.B Vedamurthy, Anand	Agrimoon.com	
6	Fundamentals of Agribusiness Management	G.L Meena, D.C Pant, S.S Burark, Rajesh Sharma	ATPA	Delhi
7	Agribusiness Management	Biswas &Giri Mishra	Himalaya Publishing House	Mumbai

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB) Sem VI**  
**University Examination Sub: Management of Agribusiness and Agri Exports**  
**Course Code - 604**

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

**Savitribai Phule Pune University**  
**TY BBA-IB Semester VI (CBCS) Pattern 2019**  
**Course: International Service Management (I)**  
**Course Code-DSE A 605**  
**Credits (3+1) = 4**

**Depth of the Course** Functional Knowledge of International Service Management

**Course Objectives:**

1. To develop adequate conceptual base in International Service Management.
2. To develop an understanding of the "state of the art" of International Service Management thinking.
3. To appreciate and acquaint students with the entrepreneurial opportunities in services.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
<b>1</b>	<b>Introduction to Service Sector</b>	1.1 Definition & Nature of services 1.2 Classification of International Service Sector 1.3 Reasons for growth of services 1.4 Role of services in global economy 1.5 Challenges of the Service Sector 1.6 Roles of a Service Employee	<ul style="list-style-type: none"> <li>• To understand the Classification in International Service Sector</li> <li>• To understand the role of service employee</li> </ul>
<b>2</b>	<b>Service Consumer Behaviour</b>	2.1 Service Marketing Triangle 2.2 Internal marketing in services, Components of internal marketing 2.3 External marketing in services, Components of external marketing 2.4 Factors influencing consumers behaviour in services 2.5 Service decision making process	<ul style="list-style-type: none"> <li>• To know Service Marketing Triangle</li> <li>• To get acquainted with Internal and external service marketing</li> </ul>

		2.6 Purchase process for services	
<b>3</b>	<b>Marketing Mix and Service Product Development</b>	3.1 The Marketing Mix in Services-7P's of service marketing 3.2 Packaging, Branding & Advertising of Services 3.3 Service Life Cycle (SLC), Problem with Service Lifecycle 3.4 New Service Development (NSD), Some Critical Issues 3.5 Strategies of Service Products 3.6 Globalization of Service strategies	<ul style="list-style-type: none"> <li>• To know the impact of 7'Ps in service marketing</li> <li>• To understand the Service Life Cycle.</li> </ul>
<b>4</b>	<b>Quality Management in Services</b>	4.1 Steps in Service Design, Blueprinting and Service Mapping 4.2 Defining service quality: Process vs. Technical outcome quality 4.3 Dimensions of service quality: Reliability, Responsiveness, Assurance, Empathy 4.4 Gaps in service quality: Gap model, Advantages and Limitation of gap model 4.5 Improving service quality: Benchmarking, Service blueprinting 4.6 Service Failures and Recovery Strategies, Discontinuation of Service 4.7 Elements and Guidelines for an Effective Service Recovery System	<ul style="list-style-type: none"> <li>• To learn what are is Blueprinting and Service Mapping</li> <li>• To study the Service Failures and Recovery Strategies</li> </ul>

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project  Practical	Innovative Methods to be used	Project / Tutorial 15 hours	Expected Outcome
Unit 1- 12 hours	Visit any service industry dealing and list out the activities conducted by them.  Debate on Challenges of the Service Sector	<b>The students shall prepare a project on:</b> <ol style="list-style-type: none"> <li>1. Examine and prepare a report on the marketing and managerial approaches for offerings services to individual and organizational customers</li> <li>2. Prepare a Business plan for an upcoming service industry.</li> <li>3. Provide guidelines to design, develop and implement service management for an organization.</li> <li>4. Prepare a research-based report on identifying new International Markets for Indian Service Sector.</li> </ol>	The students must understand the functions of service sector. The students must gain practical knowledge of understand Roles of a Service Employee
Unit 2- 12 hours	Discuss Factors influencing consumers behaviour in services		The students must get acquainted with the different entry modes in service sector
Unit 3- 12hours	Case study on Service life cycle. Presentation on Packaging, Branding & Advertising of Services		Students must understand different stages in SLC in International Service Market
Unit 4 - 12 hours	Group discussion on Gaps in service quality  Presentation on Benchmarking, Service blueprinting		Students must understand Advantages and Limitation of gap model
Tutorial- 15 hours			

## Evaluation Methods

Unit No	Internal Evaluation	Project / Tutorial	External Evaluation
<b>Unit – I</b>	1.MCQ on meaning, Definition and Classification of International Service Sector 2. Open Book Test. 3. Presentation on Role of services in global economy.	1. Project Submission. 2. Viva Voce	<b>25% MCQ</b> <b>35% Short notes</b> <b>40% Long answers</b>
<b>Unit – II</b>	1.Presentation on components of Internal and External service marketing 2. Case Study on International service management. 3. Chart making on Service Marketing Triangle.		
<b>Unit – III</b>	1.MCQ on The Marketing Mix in Services-7P's of service marketing 2. Situation analysis of Critical Issues in new service development. 3. Presentations on Globalization of Service strategies		
<b>Unit – IV</b>	1.Case study Service Failures and Recovery Strategies 2. Analysis of Improving service quality		
<b>Total</b>	<b>30 Marks</b>		

## Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Services Marketing -The Indian Perspective	Ravi Shanker	Excel Books.	New Delhi
	Service Management	<b>V.N. Raghu, Vasanti Venugopal</b>	Himalaya Publishing House	Mumbai
2	‘Services Marketing: People, Technology, Strategy’.	Wirtz Jochen, Lovelock Christopher, Chatterjee Jayanta	Pearson Education	U. K
3	‘Services Marketing: Integrating Customer Focus Across the Firm’.	Zeithaml and Bitner,	Tata McGraw Hill	Noida
4	Service Marketing (Concept, Practices & Cases)	Dr.Shajahan. S	Himalaya Publishing House	Mumbai
5	‘Service Marketing: Operations, Strategy, and Information Technology’.	James Fitzsimmons, Mona Fitzsimmons, Sanjeev Bordoloi	McGraw Hill	New York:
6	Service Management Theory and Practices	Kailash Chandra Biswal G. Singaiah	Himalaya Publishing House	Pune

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: International Service Management (I)**  
**Course Code – DSE A 605**

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

**SavitribaiPhule Pune University**  
**TY BBA-IB Semester VI(CBCS) Pattern 2019**  
**Course: International Human Resource Management (I)**  
**Course Code-DSE B 605**  
**Credit – (3+1) = 4**

**Depth of the Course-** Fundamental knowledge of International Human Resource Management

**Course Objectives:**

1. To understand basic concepts related to international business laws
2. To introduce various institutions and their contributions to internal economic laws.
3. To know about the various dispute settlement machineries involved in international trade.
4. To know at length about the role of various Indian government bodies in international trade law

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	<b>Introduction to International Human Resource Management</b>	1.1 Definition and Meaning of International Human Resource Management (IHRM) 1.2 Scope, objectives and principles of international Human Resource Management (IHRM) 1.3 Difference between domestic and international human resource management 1.4 Global Challenges in HRM in the 21 <sup>st</sup> Century 1.5 International business approaches and IHRM	<ul style="list-style-type: none"> <li>• To understand the basic concept of international human resource management.</li> <li>• To understand role, functions and significance of IHRM</li> <li>• To underline the difference between domestic and international HRM and note its challenges</li> </ul>
2	<b>International Workforce planning and staffing</b>	2.1 International labour market 2.2 International Recruitment function: Head-hunters, Cross-national advertising, E-recruitment; 2.3 International Staffing: Staffing choice, different approaches to multinational staffing decisions, Types of international assignments,	<ul style="list-style-type: none"> <li>• To understand the key aspects of international recruitment and selection standards.</li> <li>• To know in detail the various aspects associated with</li> </ul>

		2.4 International Selection criteria: Techniques, use of selection tests, interviews for international selection, 2.5 Expatriation: Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.	expatriation. <ul style="list-style-type: none"> <li>To know about workforce planning and staffing from a global perspective.</li> </ul>
<b>3</b>	<b>Performance Management and International Compensation</b>	3.1 Performance Management and MNE, 3.2 Performance Management of International Assignees, third and host country employees, 3.3 Issues and challenges in international performance management, 3.4 Country specific performance management practices. 3.5 International compensation and international assignees, 3.5.1 Forms of compensation, 3.5.2 Key components of international compensation, 3.5.3 Approaches to international compensation, 3.5.4 Compensation practices across the countries, 3.5.5 Emerging issues in compensation management.	<ul style="list-style-type: none"> <li>To understand performance management from a global dimension along with the issues and challenges associated with it.</li> <li>To know in detail about practices of compensation in the international market.</li> </ul>
<b>4</b>	<b>Managing Cultural Diversity</b>	4.1 Understanding Culture 4.2 Culture its coverage and determinants 4.3 Cross cultural theory 4.4 Cultural differences in the workplace 4.5 Cultural sensitivity and its importance 4.6 Types and strategies of organisational Culture	<ul style="list-style-type: none"> <li>To know about cultural diversity and how to manage it from the organisation's perspective.</li> <li>To study about cultural sensitivity and strategies to build organisational culture</li> </ul>

<b>Teaching Hours Theory + Tutorials /Project Practical</b>	<b>Innovative methods to be used</b>	<b>Tutorial/ Project Practical 15 hours</b>	<b>Expected Outcome</b>
<b>Unit 1- 12 hours</b>	Power Point presentations, chart making on various role, functions and scope of	<b>The students shall prepare a project on:</b>	To understand the basic concept of international human resource management.

	IHRM and difference between domestic and international human resource management	<ol style="list-style-type: none"> <li>1. Caselets from MNC's on successful expatriation</li> <li>2. Designing an e-recruitment campaign using various methods and mediums for E-recruitment</li> </ol>	<p>To understand role, functions and significance of IHRM</p> <p>To underline the difference between domestic and international HRM and note its challenges</p>
<b>Unit 2- 12 hours</b>	Web based learning, flowchart making, informative video making on contents of the unit	<ol style="list-style-type: none"> <li>3. Comparison between techniques of international selection and domestic selection.</li> <li>4. Comparative study of various cultures of different nations with respect to work ethics, time and job performance.</li> </ol>	<p>To understand the key aspects of international recruitment and selection standards.</p> <p>To know in detail the various aspects associated with expatriation.</p> <p>.</p>
<b>Unit 3- 12hours</b>	Power Point presentations and case studies on performance management and compensation practices of MNC's.		To know in detail about practices of performance management and compensation in the international market
<b>Unit 4 - 12 hours</b>	Role play on various work cultures of different nations		To study about cultural sensitivity and strategies to build organisational culture

## Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>Tutorial/ Project</b>	<b>External Evaluation</b> <b>50 marks</b>
<b>Unit – I</b>	Chart making on various role, functions and scope of IHRM and difference between domestic and international human resource management	1. Project Submission. 2. Viva Voce	25%MCQ, Short notes-35%,  Long answers- 40%
<b>Unit – II</b>	Written assignment on chapter 1 contents		
<b>Unit – III</b>	MCQ test on performance management and compensation strategies		
<b>Unit – IV</b>	MCQ test on various government bodies		
<b>Total</b>	<b>30Marks</b>	<b>20 Marks</b>	<b>50 Marks</b>

## Suggested references

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	International Human Resource Management	P.SubbaRao	Himalaya Publishing House Pvt Ltd	Mumbai
2	International HRM	N. Sengupta&Mousumi, S.Bhattacharya	Excel Books	New Delhi
3	International Human Resource Management – Text and Cases	P.L. Rao	Excel Books	New Delhi

4	K. Aswathappa	International Human Resource Management Sadhna Dash Text and Cases	Tata McGraw Hill Publishing Company Ltd	Mumbai
5	Dr.NilanjamSengupta	International Human Resource Management	Excel Books	New Delhi

**SavitribaiPhule Pune University**  
**Question paper Pattern 2019 for TY BBA (IB)**  
**University Examination Sub: International Human Resource Management (I)**  
**Course Code DSE B 605**

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

**Savitribai Phule Pune University**  
**TY BBA-IB Semester VI (CBCS) Pattern 2019**  
**Course: Brand Management (II)**  
**Course Code-DSE A 606**  
**Credit (2+4) = 6**

**Depth of the Course-** Reasonable knowledge and insights in Brand Management.

**Course Objectives:**

1. To develop adequate conceptual base in Brand Management.
2. To empower students with knowledge and capacities to understand and analyse Brand and Brand Management.
3. To achieved and analyse carefully the key concepts of Brand Management.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
<b>1</b>	<b>Introduction</b>	1.1 Definition of Brand & Importance of Branding 1.2 Branding Challenges and Opportunities 1.3 Brand Equity Concept 1.4 Brand Equity Models 1.5 Brands vs. Products Constituents of a Brand: Brand Elements 1.6 Brand Identity & Image and Personality 1.7 Brand DNA, Kernel, Codes and Promises 1.8 Point of Distribution and Point of Purchase	<ul style="list-style-type: none"> <li>• To understand Branding Challenges and Opportunities</li> <li>• To understand the Brand Equity Concept</li> </ul>
<b>2</b>	<b>Brand Positioning</b>	2.1 Basic Concepts of Branding, Risks, Brands and Consumers 2.2 Competitive Advantage through Strategic Positioning of Brands 2.3 Points of Parity, Points of Difference	<ul style="list-style-type: none"> <li>• To know Competitive Advantage through Strategic Positioning of Brands</li> </ul>

		<p>2.4 Brand Building: Designing Marketing Programmes to Build Brands</p> <p>2.5 Role of Social Media in Brand Building</p> <p>2.6 Managing and Sustaining Brands Long-term</p> <p>2.7 Branding Industrial Products, Services and Retailers</p>	<ul style="list-style-type: none"> <li>• To get acquainted with Points of Parity</li> </ul>
<b>3</b>	<b>Brand Image:</b>	<p>3.1 Image Dimensions</p> <p>3.2 Brand Associations &amp; Image</p> <p>3.3 Brand Identity: Perspectives, Levels and Prisms</p> <p>3.4 Managing Brand Image, Stages, Functional, Symbolic and Experiential Brands</p> <p>3.5 Brand Audits, Brand Loyalty, Cult Brands</p> <p>3.6 Handling Name Changes and Brand Transfer</p> <p>3.7 Brand Revitalisation and Rejuvenation</p>	<ul style="list-style-type: none"> <li>• To know the different image dimensions</li> <li>• To understand brand audits</li> </ul>
<b>4</b>	<b>Brand Valuation</b>	<p>4.1 Methods of Valuation</p> <p>4.2 Implications for Buying &amp; Selling Brands.</p> <p>4.3 Leveraging Brands: Brand Extension</p> <p>4.4 Brand Licensing, Co-branding</p> <p>4.5 Brand Architecture and Portfolio Management</p> <p>4.6 Global Branding Strategies, Building and Managing Brands Across Boundaries</p> <p>4.7 Building Brands Online, Indianisation of Foreign Brands and Taking Indian Brands Global</p>	<ul style="list-style-type: none"> <li>• To learn Methods of valuation</li> <li>• To study global branding Strategies</li> </ul>

## Teaching Methodology

<b>Teaching Hours Theory + Tutorials /Project Practical</b>	<b>Innovative Methods to be used</b>	<b>Tutorial /Minor project</b>	<b>Expected Outcome</b>
<b>Unit 1- 12 hours</b>	<p>Pick a brand, attempt to identify its sources of brand equity. Assess its level of brand awareness and the strength, favourability, and uniqueness of its association.</p> <p>Debate on Brands vs. Products Constituents of a Brand</p>	<p>Assess the level of Brand Awareness of any one International Brand and prepare a report.</p>	<p>The students must understand the functions of service sector. The students must gain practical knowledge of understand Roles of a Service Employee</p>
<b>Unit 2- 12 hours</b>	<p>Discuss the Role of Social Media in Brand Building.</p>	<p>Select a category basically dominated by two brands, Evaluate the positioning of each brands, its target market, explain the main points of parity and points of difference. Analyse whether the company has defined their positioning correctly. Suggest the ways of improvement. Prepare a report on it .</p>	<p>The students must get acquainted with the different entry modes in service sector</p>
<b>Unit 3- 12 hours</b>	<p>Case study on Brand Loyalty.</p> <p>Presentation on Brand Identity</p>	<p>Select a brand, try to characterize its brand portfolio and brand Image. Suggest the ways to improve the company's Brand Image.</p>	<p>Students must understand different stages in SLC in International Service Market</p>

<b>Unit 4 - 12 hours</b>	Group discussion Building Brands Online Presentation on taking Indian Brands Global	Select a brand; evaluate how it leverages secondary brand associations. Suggest any way that the brand could more effectively leverage secondary brand association.	Students must understand Advantages and Limitation of gap model
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### Evaluation Methods

<b>Unit No</b>	<b>Practice purpose -</b>	<b>Project &amp; Internship (Refer Guidelines )</b>	<b>External Evaluation</b>
<b>Unit – I</b>	1.MCQ on meaning, Definition and Brand DNA, Kernel, Codes and Promises 2. Open Book Test. 3. Presentation on Brand Identity & Image and Personality	1. Internship should be in accordance with the subject. 2. Internship letter must be attached in the Project submitted. 3. Each examiner will allot marks out of 50 i.e. project work 30 marks and viva voce 20 marks. 4. The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out of 50.	<b>25% MCQ</b> <b>35% Short notes</b> <b>40% Long answers</b>
<b>Unit – II</b>	1.Presentation on Managing and Sustaining Brands Long-term 2. Case Study on Brand Management. 3. Chart making on Points of Parity, Points of Difference		
<b>Unit – III</b>	1.MCQ on Functional, Symbolic and Experiential Brands 2. Situation analysis of Handling Name Changes and Brand Transfer 3. Presentations on Brand Revitalisation and Rejuvenation		

<b>Unit – IV</b>	1. Case study Brand Licensing, Co-branding 2. Analysis of Indianisation of Foreign Brands		
<b>Total</b>		<b>Project Based Viva 50 marks</b>	<b>50 marks</b>

- Note: The internal evaluation shall be based on projects & Viva Voce for 50 marks. Chapter wise internal evaluation methods are indicative only.

### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Brand Management	Gulnar Sharma Karan Singh <u>Khundia</u>	Himalaya Publishing House	Pune
1	Brand Management: Principles and Practices	Dutta, K	Oxford University Press	USA
	The Seven Principles of Brand Management	Gupta, N. R	Tata McGraw-Hill Education	Noida
2	Brand Management: The Indian Context	YLR Moorthi	Vikas Publishing House	Mumbai
3	Building Strong Brands	David Aaker	Simon & Schuster,	NY
4	The New Strategic Brand Management: Advanced Insights and Strategic Thinking	Kapferer, J. N	Kogan Page Publishers	UK
5	Luxury Brand Management: A World of Privilege,	Chevalier, M. and Mazzalovo, G	John Wiley and Sons	USA

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**University Examination Sub: Brand Management (II)**  
**Course Code DSE A 606**

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

**Savitribai Phule Pune University**  
**TY BBA –IB Semester VI (CBCS) Pattern 2019**  
**Course: Cross Cultural Relationship (II)**  
**Course Code DSE B 606**  
**Credit (2+4) = 6**

**Depth of the Course:** To be able to work in dynamic global environment

**Course Objectives:**

1. To be able to adapt to the work cultures of different countries.
2. To be able to establish healthy professional relationships in a global scenario.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	<b>Understanding of culture and Cross Cultures</b>	1.1 Culture: Meaning and Concept 1.2 Foundations of Culture, Cultural Orientations 1.3 Determinants of Cultural Identity 1.4 Elements of Culture and Cultural Diversity 1.5 Cross-Cultural Differences and Managerial Implications 1.6 Cultural Values and Barriers 1.7 Cross Cultural Aspect of Communication 1.8 Geert Hofstede Model 1.9 Cross-Cultural Management: Meaning and Concepts	<ul style="list-style-type: none"> <li>• To understand the basic understanding of culture.</li> <li>• To understand the role of diversity in cultures and how they differ and their impact work relations.</li> <li>• To understand the significance and role of cross-cultural management.</li> </ul>
2	<b>Cross Cultural Communications</b>	2.1 Definitions and importance of communication 2.2 Nonverbal Communication Plus Culture 2.3 Challenges in Intercultural Communication 2.4 The cross-cultural communication process 2.5 Cross-cultural communication failures	<ul style="list-style-type: none"> <li>• To study the role of communication in managing cross cultural relations.</li> <li>• To understand the cross-cultural process and its failures.</li> </ul>

		2.6 Non-verbal communication differences 2.7 Conflict Management in a cross-cultural environment 2.8 Communicating with a Cross-Cultural Audience	<ul style="list-style-type: none"> <li>To know about conflict management with a cross cultural audience.</li> </ul>
<b>3</b>	<b>Managing Cross-Cultural Relations</b>	3.1 Cultural environment: differences among nations, norms, values, practices. Challenges and issues in doing business across borders. 3.2 Ethical dilemmas of international executives 3.3 Managing international careers: challenges and opportunities for the 21st century 3.4 Cross Cultural Sensitivity 3.5 Managing Multicultural teams and Managing cross cultural transitions 3.6 Cross culture negotiations and rewards	<ul style="list-style-type: none"> <li>To understand the various elements of a cultural environment and challenges associated with them.</li> <li>To understand the concept of ethical dilemmas and cross cultural sensitivity.</li> <li>To understand the management of cultural teams and transitions.</li> </ul>

<b>Teaching Hours Theory + Tutorials</b>	<b>Innovative methods to be used</b>	<b>Minor Project / Activity</b>	<b>Expected Outcome</b>
<b>Unit 1- 12 hours</b>	Workshop: Individual cross-cultural management skills,  Visit any industry/interaction having a multicultural workforce and list out the activities conducted by them for developing team cohesiveness	Preparation of a report on workshop conducted for Individual cross-cultural management skills  Preparation of report on visit to the industry/ interaction with industry personnel about multicultural workforce	To understand the basic understanding of culture.  To understand the role of diversity in cultures and how they differ and their impact work relations.  To understand the significance

		management.	and role of cross-cultural management.
<b>Unit 2- 12 hours</b>	<p>Case study: Challenges in Global Communication</p> <p>Group Discussion Factors influencing the Cross-cultural communication.</p> <p>Chart preparation of process of cross-cultural communication and nonverbal communication.</p>	<p>Case study analysis on challenges in global communication,</p> <p>Cross cultural barriers in communication.</p>	<p>To study the role of communication in managing cross cultural relations.</p> <p>To understand the cross-cultural process and its failures.</p> <p>To know about conflict management with a cross cultural audience.</p>
<b>Unit 3- 12 hours</b>	<p>Case study: Ethical Dilemmas and protection of cultural sensitivity.</p> <p>PPTs on initiatives undertaken by MNCs for cross cultural team management</p>	<p>Case study analysis on Ethical Dilemmas and protection of cultural sensitivity.</p>	<p>To understand the various elements of a cultural environment and challenges associated with them.</p> <p>To understand the concept of ethical dilemmas and cross cultural sensitivity.</p> <p>To understand the management of cultural teams and transitions.</p>

## Evaluation

Unit No	Practice Purpose – internal evaluation	Project & Internship (Refer Guidelines)	External Evaluation
Unit – I	Presentation on cultural barriers or Geert Hofstede Model	1. The students are supposed to complete an Internship of 60 hours in any one company and prepare a project based on that. 2. The project should be in accordance with the subject. 3. Internship letter must be attached in the Project submitted. 4. Each examiner will allot marks out of 50 i.e. project work 30 marks and viva voce 20 marks. 6. The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out of 50.	25%MCQ ,  Short notes 35%  Long answers 40%
Unit – II	Case study analysis on leadership styles and cultural differences  Role plays and Simulations		
Unit – III	Comparative research assignments on norms of different countries		
	Project		
<b>Total</b>		<b>Project Based Viva 50 marks</b>	<b>50 marks</b>

- Note: The internal evaluation shall be based on projects & Viva Voce for 50 marks. Chapter wise internal evaluation methods are indicative only.

**Suggested references**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	International management- Managing Across borders and Cultures	Helen Deresky	Pearson, Sixth Edition, 2011.	UK
2	International Dimensions of OB	Nancy Adler	Thompson publication, Fifth Edition, 2008	UK
3	International Human Resource Management	K. Aswathappa and Sadhana Dash	Published byTata McGraw Hill Education Ltd	Mumbai
4	. International management- Culture, Strategy and Behavior	Fred Luthans and Jonathan Doh	McGraw Hill Education, Seventh Edition, 2012.	New York

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**University Examination Sub: Cross Cultural Relationships (II)**  
**Course Code DSE B 606**

<b>Q.No.</b>	<b>Compulsory / Choice</b>	<b>Nature of Question</b>	<b>Marks</b>	<b>Total Marks</b>
1	Compulsory Question	<b>Objective Type Questions</b> Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	

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

**Note.**

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