

# Savitribai Phule Pune University, Pune

## Faculty of Commerce and Management

### Bachelor of Business Administration in International Business (BBA-IB)

Revised Curriculum (2024 Pattern as per NEP-2020)  
w.e.f. Academic Year: 2024-2025

#### Programme Structure

FYBBA-IB Semester I				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 1	Essentials of Management	5	4
	Major Mandatory 2	Fundamentals of Supply chain and Logistics Management	3	2
Open Elective (OE)	Open Elective 1	Business Economics – Micro	3	2
	Open Elective 2	Business Mathematics	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Hospitality & Tourism Management	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Information Technology for Business	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	English for Business Correspondence - I	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS By SPPU	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – I	@ Department	2
Total			-	22
FYBBA-IB Semester II				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 3	Fundamentals of Financial & Cost Accounting	5	4
	Major Mandatory 4	Basics of Financial Management	3	2
Minor	Minor 1	Fundamentals of Marketing Management	3	2
Open Elective (OE)	Open Elective 3	Fundamentals of Indian Economy	3	2
	Open Elective 4	Business Statistics	3	2

Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Entrepreneurship & Start-up Management	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basic Managerial Skills	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	English for Business Correspondence - II	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – II	@ Department	2
		Total	-	22

### SYBBA-IB Semester III

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 7	Strategic Supply Chain Management/ Marketing Research/ International Banking & Insurance	5	4
	Major Mandatory 8	Supply Chain and Risk Management/ International Brand Management/Auditing & Taxation	5	4
Minor	Minor 2	Research Methodology	5	4
Open Elective (OE)	Open Elective 5	Managerial Economics/ Mercantile Law	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Digital Marketing	5	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1	3	2
Field Projects (FP)	Project	Business Exposure related to Major Course	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	@ Department	2
		Total	-	22

### SYBBA-IB Semester IV

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 9	Inventory & Warehouse Management/ International Service Marketing/Corporate Accounting	5	4
	Major Mandatory 10	Procurement & Quality Management/ Customer Relationship Management/ Financial Risk Management	5	4
Minor	Minor 3	Import Export Procedure	5	4
Open Elective (OE)	Open Elective 6	International Economics/ Intellectual Property Rights	3	2
		Event Management	3	2

Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)			
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 2	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through Social Awareness	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	@ Department	2
		Total	-	22

### TYBBA-IB Semester V

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 11	Management of Agribusiness and Agri Exports	5	4
	Major Mandatory 12	International Relations	5	4
	Major Mandatory 13	Organisation Behaviour	3	2
Major Elective	Major Elective 1	Production & Operations Management/ Industrial Marketing /Management of Financial Services	5	4
Minor	Minor 4	International Business Law	5	4
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Retail Management	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through CSR	5	2
		Total	-	22

### TYBBA-IB Semester VI

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 14	Foreign Exchange Management	5	4
	Major Mandatory 15	Elements of Human Resource Management	5	4
	Major Mandatory 16	Corporate Law	3	2
Major Elective	Major Elective 2	Sustainable Supply Chain Management/ Marketing of Financial Services / Investment Planning & Portfolio Management	5	4
Minor	Minor 5	International Business Environment	5	4

On Job Training (OJT)	On Jot Training	Internship	After the final exams of Sem V	4
		Total	-	22

### FYBBA-IB Semester I

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 1	Essentials of Management	5	4
	Major Mandatory 2	Fundamentals of Supply chain and Logistics Management	3	2
Open Elective (OE)	Open Elective 1	Business Economics – Micro	3	2
	Open Elective 2	Business Mathematics	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Hospitality & Tourism Management	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Information Technology for Business	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	English for Business Correspondence - I	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS By SPPU	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – I	@ Department	2
		Total	-	22

### FYBBA-IB Semester II

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 3	Fundamentals of Financial & Cost Accounting	5	4
	Major Mandatory 4	Basics of Financial Management	3	2
Minor	Minor 1	Fundamentals of Marketing Management	3	2
Open Elective (OE)	Open Elective 3	Fundamentals of Indian Economy	3	2
	Open Elective 4	Business Statistics	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Entrepreneurship & Start-up Management	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basic Managerial Skills	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	English for Business Correspondence - II	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2

Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – II	@ Department	2
		Total	-	22

### SYBBA-IB Semester III

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 7	Strategic Supply Chain Management/ Marketing Research/ International Banking & Insurance	5	4
	Major Mandatory 8	Supply Chain and Risk Management/ International Brand Management/Auditing & Taxation	5	4
Minor	Minor 2	Research Methodology	5	4
Open Elective (OE)	Open Elective 5	Managerial Economics/ Mercantile Law	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Digital Marketing	5	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1	3	2
Field Projects (FP)	Project	Business Exposure related to Major Course	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	@ Department	2
		Total	-	22

### SYBBA-IB Semester IV

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 9	Inventory & Warehouse Management/ International Service Marketing/Corporate Accounting	5	4
	Major Mandatory 10	Procurement & Quality Management/Customer Relationship Management/Financial Risk Management	5	4
Minor	Minor 3	Import Export Procedure	5	4
Open Elective (OE)	Open Elective 6	International Economics/ Intellectual Property Rights	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Event Management	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 2	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through Social Awareness	5	2

Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	@ Department	2
		Total	-	22

### TYBBA-IB Semester V

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 11	Management of Agribusiness and Agri Exports	5	4
	Major Mandatory 12	International Relations	5	4
	Major Mandatory 13	Organization Behavior	3	2
Major Elective	Major Elective 1	Production & Operations Management/ Industrial Marketing /Management of Financial Services	5	4
Minor	Minor 4	International Business Law	5	4
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Retail Management	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through CSR	5	2
		Total	-	22

### TYBBA-IB Semester VI

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 14	Foreign Exchange Management	5	4
	Major Mandatory 15	Elements of Human Resource Management	5	4
	Major Mandatory 16	Corporate Law	3	2
Major Elective	Major Elective 2	Sustainable Supply Chain Management/ Marketing of Financial Services / Investment Planning & Portfolio Management	5	4
Minor	Minor 5	International Business Environment	5	4
On Job Training (OJT)	On Jot Training	Internship	After the final exams of Sem V	4
		Total	-	22

## Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA1101	Major Mandatory	Essentials of Management	4	5

Course Objectives	
1.	To understand basic concept regarding administration
2.	To develop managerial skills among the students
3.	To examining how various management principles

Course Outcome		Blooms Taxonomy
<b>CO1</b>	To develop managerial effectiveness through managerial thinking Knowledge of effective	Evaluate the Managerial Concept
<b>CO2</b>	Learning about the management philosophy over the period of time	Understand the managerial skills
<b>CO3</b>	How to plan and organize an activity and motivate the group	Analysis of Organizational Activity
<b>CO4</b>	To develop understanding regarding new systems of management.	To make Management system understanding

Unit	Title and Contents	No. of Lecture Hours
<b>1</b>	Nature of management 1.1 Introduction: Meaning, Definition, Nature of Management, Importance of management.	<b>15</b>
	1.2 Concept of Administration, Difference between Administration and Management, Responsibilities of Managers 1.3 Management as a Science, Management as an Art, Management as a Profession	
<b>2</b>	Evolution of management thoughts 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker	<b>15</b>

<b>3</b>	<p>Functions of Management</p> <p>3.1 Forecasting: Meaning, Advantages, Disadvantages, Planning: Meaning, Types, Advantages, Disadvantages</p> <p>3.2 Organizing: Meaning, Importance, Staffing: Meaning and Importance, Decision Making: Meaning, Process,</p> <p>3.3 Direction: Meaning Nature and Principles, Motivation: Meaning, Importance, Types, Maslow's Hierarchy of Needs, Theory X &amp; Y</p> <p>3.4 Controlling: Meaning, Needs, Process, Techniques.</p>	<b>15</b>
<b>4</b>	<p>Recent trends in Management</p> <p>4.1 Management of change, Management of crisis,</p> <p>4.2 Stress Management, Time Management</p>	<b>15</b>

## ***Reference Material***

### **Text Books**

1. Principles of Management -T. Ramaswamy, Himalaya Publishing House, New Delhi
2. Management Concepts and Strategies - J.S. Chandan Vikas, Publishing House Pvt. Ltd. New Delhi
3. Principles of Management- Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri, McGrawhill companies, New Delhi

### **Reference Books**

1. Introduction to Management- John R. Schermerhorn, Wiley India Pvt. Ltd., New Delhi
2. Principles of Management- P.C. Tripathi, P.N. reddy, McGraw hill companies, New Delhi
3. Management 2008 Edition- Robert Kreitner, Mamata Mohapatra, Biztantra – Management for Flat World, New Delhi

### **Other Learning Material**

1. Essentials of Management by Harold Koontz, Heinz Wehrich, books mountain
2. <https://www.coursera.org/learn/management-essentials-strategic-planning>



Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA-IB 1102	Major Mandatory	Fundamentals of Supply chain and Logistics Management	2	3

### Course Objectives

1.	To understand the basics of supply chain analysis, logistics management, procurement, and transportation.
2.	To provide the students an opportunity to learn the fundamentals of supplychain and logistics to relate the

Course Outcome	Blooms Taxonomy
<b>CO1</b> DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.	REMEMBERING
<b>CO2</b> EXPLAIN the process characteristics and their linkages with process-product matrix in a real-world context.	UNDERSTANDING
<b>CO3</b> DESCRIBE Implement a transportation plan considering cost, time, and environmental factors	APPLYING
<b>CO4</b> CALCULATE the financial implications of different logistics and inventory decisions.	ANALYSING
<b>CO5</b> OUTLINE the effectiveness of a logistics outsourcing strategy based on real-world case studies.	EVALUATING
<b>CO6</b> ELABORATE upon a set of key performance indicators (KPIs) to measure the success of logistics outsourcing initiatives.	CREATING

Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Supply Chain Management-</b> 1.1 Concept, objectives, significance 1.2 Process view of a supply chain-cycle and push pull view 1.3 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling 1.4 Achieving tradeoff between customer service and cost.	7
2	<b>Physical distribution-</b> 2.1 Definition, Importance, participants inphysical distribution process. 2.2 Marketing Channels – Definition and Importance 2.3 Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel 2.4 Functions of Marketing Channels 2.5 Channel Management – ChannelSelection Process & criteria 2.6 Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts.	8
3	<b>Logistics Management-</b> 3.1 Logistics definition, scope and function oflogistics, 3.2 Logistics a system approach, logistics for business excellence, objectives of logistics, logistics solution, and value added logistical services, 3.3 Role of logistics in supply chain.	8

<b>4</b>	<b>Logistics Outsourcing-</b> 4.1 Catalysts for outsourcing trends, benefits of Logistics Outsourcing, 4.2 Third party logistics, Fourth party logistics, selection of service provider, value added services, 4.3 Logistics service contract, critical issues, outsourcing value proposition.	<b>7</b>
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## ***Reference Material***

### **Text Books**

1. Supply Chain Logistics Management, Donald Bowersox, David Closs and M. Bixby Cooper, McGraw-Hill Education, India
2. Supply Chain Management - Strategy, Planning & Operation, Sunil Chopra, Peter Meindl, D. V. Kalra, Pearson Education
3. Logistics Management: The Supply Chain Imperative, Vindo Sople, Pearson Education

### **Reference Books**

1. Supply Chain Management Sunil Chopra, Peter Meindl & D.V. Kalra Pearson Education, UK
2. Supply Chain Management For Global Competitiveness ,B.S.Sahay. ,Macmillan India Limited, India
3. Logistical Management Donald J. Bowersox & David J. Closs Tata McGraw Hill, New Delhi

### **Other Learning Material**

1. <https://www.youtube.com/watch?v=M11QBxVjZAw&list=PLCD3E338A3E58E906&index=1>
2. <https://www.youtube.com/watch?v=ZpHiMTwOdM&list=PLCD3E338A3E58E906&index=4>

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA-IB 1103 A	Open Elective	Business Economics - Micro	2	3

### Course Objectives

1.	To understand the role of economics in Government, community and business.
2.	To study how different business and government decisions are taken in relation to pricing, and influence demand and supply.
3.	To Development understanding regarding different market forms and related concepts such as costs and revenues.
4.	To understand and appreciate the practical application of the concepts learnt in decision making by economic agents.

Course Outcome		Blooms Taxonomy
<b>CO1</b>	DEFINE basic concepts such as Resource constraints, Economic Problems Demand, Supply, Different types of Elasticity, market forms, different types of costs and revenues, Market Equilibrium, Social Optimality	REMEMBERING
<b>CO2</b>	EXPLAIN the scope of business economics, Basic economic problems, problems of scarcity, laws of demand and supply, important features of different markets	UNDERSTANDING
<b>CO3</b>	DESCRIBE how firms determine price and output determination, how market economies function (market equilibrium), why market economies may not lead to social optimality.	APPLYING
<b>CO4</b>	CALCULATE the elasticity of demand and supply, cost and revenue calculation	ANALYSING
<b>CO5</b>	OUTLINE why markets fail and the ways in which Governments may intervene to reach social optimality. Outline how firms might use elasticity concept to price goods	EVALUATING
<b>CO6</b>	ELABORATE Survival and growth strategies which businesses might use in different market structures. Elaborate on how Governments will utilize price elasticity concept to tax demerit goods.	CREATING
Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Business Economics-</b> 1.1 Meaning and scope of Business Economics 1.2 Basic Problems of an Economy and how the market helps solve these problems	5
2	<b>Theory of Demand and Supply</b> - 2.1 Meaning and Determinants of Demand, Law of Demand and Elasticity of Demand –Price, Income and Cross Elasticity 2.2 Determinants of Supply, Law of Supply and Elasticity of Supply 2.3 Market Equilibrium and Introduction to Social Efficiency	10
3	<b>Theory of Production and Cost</b> - 3.1 Factors of Production 3.2 Concepts of Costs – Short- run and long-run costs, Average and Marginal Costs, Total, Fixed and Variable Costs, Revenues - Total, Marginal and Average Revenue.	7

<b>4</b>	<b>Price Determination in Different Markets – 4.1 Market Structures: Perfect Competition, Monopoly and Monopolistic Competition, Oligopoly 4.2 Price-Output Determination under different Market Forms.</b>	<b>8</b>
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## ***Reference Material***

### **Text Books**

1. Economics, Paul A. Samuelson and William D. Nordhaus, McGraw Hill
2. Microeconomics – Pindyck, Rubinfeld and Mehta, Prentice Hall

### **Reference Books**

1. Business Economics, Andrew Gillespie, Oxford Press, New Delhi
2. Business Economics – Theory and Applications, Dr. D.D. Chaturvedi , Dr. S. L.Gupta, International Book House Pvt. Ltd., New Delhi
3. Economics for management – Text and Cases, S. K. Sarangi, Himalaya Publishing House, Mumbai
4. Economics Principles and Applications, Cengage Learning India Pvt. Ltd., NewDelhi

### **Other Learning Material**

[https://www.youtube.com/watch?v=RpYuGP9Z5Hs&list=PLUStaOtXfx02et-le\\_ifushqXTSSgftqB](https://www.youtube.com/watch?v=RpYuGP9Z5Hs&list=PLUStaOtXfx02et-le_ifushqXTSSgftqB)

<https://ocw.mit.edu/courses/14-01sc-principles-of-microeconomics-fall-2011/pages/unit-1-supply-and-demand/>

<https://ocw.mit.edu/courses/14-01sc-principles-of-microeconomics-fall-2011/pages/unit-2-consumer-theory/>

<https://ocw.mit.edu/courses/14-01sc-principles-of-microeconomics-fall-2011/pages/unit-3-producer-theory/>

[https://www.youtube.com/watch?v=94NAdF5IYR8&list=PLUStaOtXfx02et-le\\_ifushqXTSSgftqB&index=2](https://www.youtube.com/watch?v=94NAdF5IYR8&list=PLUStaOtXfx02et-le_ifushqXTSSgftqB&index=2)

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA-IB 1103 B	Open Elective	Business Mathematics	2	3

### Course Objectives

1.	To understand the role of mathematics in Business.
2.	To study the application of mathematical tools
3.	To develop a logical and analytical mindset

Course Outcome	Blooms Taxonomy	
CO1	DEFINE Interests, commissions, combinations, EMIs	REMEMBERING
CO2	UNDERSTAND concepts such as difference in interest calculations, permutations and combinations etc	UNDERSTANDING
CO3	APPLY the concept of interests, percentages, permutations and combinations	APPLYING
CO4	CALCULATE discounts, profits and losses, brokerages, EMIs etc	ANALYSING
CO5	EVALUATE the imposition of simple and/or compound interest on businesses and individuals. Evaluate the impact of permutation and combination in business and society.	EVALUATING
CO6	Create simple models using mathematical concepts and tools learnt to use in different business operations.	CREATING

Unit	Title and Contents	No. of Lecture Hours
1	<b>Ratio and Proportion</b> 1.1 Ratio and Proportion 1.2 Percentages 1.3 Data Interpretation	5
2	<b>Profit &amp; Loss</b> 2.1 Profit and Loss 2.2 Commission & Brokerage 2.3 Discounts 2.4 Calendar	8
3	<b>Interest</b> 3.1 Simple Interest 3.2 Compound Interest 3.3 EMI Calculation	9
4	<b>Permutation and Combination</b> 4.1 Permutations	8
	4.2 Combinations	

## Reference Material

### Text Books

1. Business Mathematics, Padmalochan Hazarika, Sultan Chand & Sons, New Delhi
2. Business Mathematics, J. K. Sharma, I.K. International Publishing House Pvt. Ltd.

### Reference Books

1. Arithmetic for Business Students, Harvey, J.H., Cassell, London

2. Business Mathematics, Amarnath Dikshit and Jinendra Kumar Jain, Himalaya Publishing House

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA-IB 1104	Vocational Skill Development Course(VSC)	Hospitality and Tourism Management	2	3

### Course Objectives

- Introduce students to Tourism Industry.
- Introduce students to Hospitality Industry.
- Identify and apply business concepts and skills relevant to Hospitality & Tourism Industry.
- To give students hands-on experience of Tourism and Hospitality Industries' practices.

Course Outcome		Blooms Taxonomy
CO1	To demonstrate professional behaviour and competencies in customer service in Hospital & Tourism Industry	Knowledge
CO2	To interpret the fundamental principles of essential hospitality & tourism Industry.	Understand
CO3	Identify and apply business concepts and skills relevant to Hospitality & Tourism Industry.	Apply
CO4	Analyze information and make decisions using critical thinking and problem solving skills related to Hospitality & Tourism Industry.	Analyze
CO5	Evaluate diversity and ethical considerations relevant to the Hospitality & Tourism Industry.	Evaluate

CO6	To develop a range of leadership skills and abilities such as motivating others, leading changes and resolving conflicts in Hospital & Tourism Industry	Create
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Unit	Title and Contents	No. of Lecture Hours
1	<p><b><u>Introduction to Hospitality &amp; Tourism Management</u></b> : Overview of structure and performances of hospitality &amp; tourism industry, food &amp; lodging, resorts, tourism enterprises.</p> <p>Major focus on orientation to customer service , cultural &amp; economic trends and career opportunities</p>	15
2	<p><b><u>Hospitality Information Systems</u></b> : Application of various information systems to the management of facilities programs, services , finances and accounting , products, marketing &amp; sales, human resources &amp; other major functions of hospitality , recreation and tourism organizations / agencies</p>	15

## **Reference Material**

### **Text Books**

Sr No	Title of Book	Author ( s )	Publication
1	Hospitality and Tourism Management	Rajat Gupta, Nishant Singh, Ishita kirar, Mahesh Bairwa	Vikas.
2	A Text Book of Tourism & Hospitality Management	Rakesh Kadam, Shaifalee, Chainickaa	Bookman.
3	Tourism and Hospitality Industry	Pandey M	Naman Publisher & Distributor
4	A Text Book on Hospitality and Tourism Management	Rajiv Mishra, M.P. Sharma, Vikas Singh, Rohit Jaswal	Paperback

### **Reference Books**

<b>Sr. No</b>	<b>Title of Book</b>	<b>Author(s)</b>	<b>Publication</b>
1	Management Science in Hospitality and Tourism – Theory, Practice and Applications	Ercan Sirakaya-Turk, Muzaffer Uysal, Zvi Schwartz	Apple Academic Press
2	The Indian Hospitality Industry – Dynamics and Future Trends	Sandeep Munjal, Sudhanshu Bhushan	Apple Academic Press
3	Entrepreneurship Education in Tourism and Hospitality Management	K. C. Junaid, R. K. Dhodi, Satish Chandra Bagri	IGI Global
4	The Food and Beverage Hospitality Industry in India – An Emergent Segment	Sandeep Munjal, Sanjay Sharma	Apple Academic Press
5	Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management	Debasish Batabyal, Dilip Kumar Das	IGI Global

### **Other Learning Material :**

1. Journal of Hospitality & Tourism Education .**Routledge ISSN 1096-3578.**
2. Journal of Hospitality and Tourism Management .**Cauthe ISSN 1447-6770.**
3. Tourism and Hospitality Research. **University of Brighton. ISSN 1467-3584.**



Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Skill Enhancement Course (SEC)	Information Technology for Business	2	3

### Course Objectives

To understand the Role of Information Technology in Business:  
To apply acquired IT skills to solve real-world business problems.

Course Outcome	Blooms Taxonomy

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Information Technology in Business  Introduction to Information Technology in Business Overview of information technology and its role in business Evolution of technology and its impact on business	10
2	<b>E-Business and E- Commerce</b>  Introduction to e-business and e-commerce Online business models Payment systems and security Digital marketing and social media	10
3	<b>Business Communication Tools</b>  Email etiquette and effective communication Video conferencing tools (Zoom, Microsoft Teams) Collaborative tools for document sharing and editing	10

## Reference Material

1. Enterprise Systems for Management by Luvai Motiwalla, Guido Tabellini, Jeffrey Thompson, Pearson Education
2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education
3. Management of Information Technology by Carroll W. Frenzel and John C. Frenzel, fourth Edition, Thomson Press
4. E-commerce – A Managerial Perspective by P. T. Joseph, Prentic Hall India Publications

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA1106	Major Mandatory	English for Business Correspondence I	2	3

### Course Objectives

- This course is designed to help participants develop effective written communication skills for professional and personal correspondence. It covers various types of written communication, including emails, letters, memos, and reports. The course focuses on grammar, vocabulary, style, and etiquette for successful written communication.

Course Outcome	Blooms Taxonomy
<b>CO1</b> DESCRIBE an appropriate understanding role and utility of written communication in life	REMEMBERING
<b>CO2</b> SUMMARIZE the main points of a business letter or email & Interpret the tone and style of different types of business correspondence.	UNDERSTANDING
<b>CO3</b> CONSTRUCT Business letters, Memos for business correspondence	APPLYING
<b>CO4</b> Evaluate the effectiveness of a business email in achieving its purpose.	ANALYSING
<b>CO5</b> Critically assess the effectiveness of different report structures and proposal formats.	EVALUATING
<b>CO6</b> Develop and compose a comprehensive report or proposal.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Written Communication</b> 1.1 Introduction to Written Communication 1.2 Introduction to different types of written communication 1.3 Understanding the purpose and audience 1.4 Formatting and structuring written documents.	8
2	<b>Email Correspondence</b> 2.1 Email Correspondence - Writing effective emails 2.2 Appropriate email subject lines 2.3 Email etiquette and conventions 2.4 Practicewriting and receiving emails	7
3	<b>Business Letters</b> 3.1 Business Letters and Memos Structure and components of a business letter 3.2 Writing business memos Formal and informal language in business correspondence 3.3 Drafting business letters and memos.	8
4	<b>Reports and Proposals writing</b> 4.1 Understanding the components of a report 4.2 Writing analytical reports 4.3 Proposal writing and persuasive communication 4.4 Review and practice of report writing	7

## ***Reference Material***

### **Text Books**

1. Business Communication Today, Bovee C L et. al., Pearson Education
2. Business Communication, P.D. Chaturvedi, Pearson Education
3. Business Communication, T N Chhabra, Bhanu Ranjan, Sun India

### **Reference Books**

1. Communication Skills for Effective Management, Hargie et. al., Palgrave 2.
2. Communication for Business, Tayler Shinley, Pearson Education
3. The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi