

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

The subject wise Revised Syllabus for F.Y. BBA IB Program
Principles of Management
Course Code 101 - GC
Credit -3

Depth of the course- Reasonable working knowledge

Program Objectives

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

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

Teaching Methodology

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

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

Evaluation

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

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

Suggested references

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

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

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

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

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

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

Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication
Unit II – 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life

Unit III-13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effective uses of various media of communication To communicate interact effectively by using different forms of social media
Total 48				

Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project - Internal
Method of evaluation I MCQ on concept features and definition Presentation \- on application of communication in day to day business	25%MCQ Short notes 35% Long answers 40%	Business communication skills (102) - Credit 1 - Marks 20 Tentative areas for tutorials – (Select any 2 topics) 1. Collections of various formal letters and its critical study 2. Assignment on précis writing 3. Presentation on oral communication skills

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

References

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

Web reference

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

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

Business Accounting
Code No. 103 GC
Credit – 3

Depth of the syllabus - Reasonable working knowledge

Program objectives

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

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

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

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accounting concept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet)	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions

3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect
4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Applying accounting concepts in real life business Ability to distinguish between accounting transactions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different transactions	Ability to distinguish between different transactions and its nature

12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement
10	NIL	To Understand how various transactions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Applying software basic financial statement and converting row financial data into well written financial data

Evaluation Method

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

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

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

Depth of the syllabus - Reasonable knowledge of the Business Economics

Program Objectives -

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

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

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

Teaching Methodology

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

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

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

Suggested references

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

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

Depth of knowledge - Reasonable working knowledge

Program objectives

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

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

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

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

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

Evaluation methods

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

Suggested References

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

Savitribai Phule Pune University
FY BBA IB Semester I (CBCS) Pattern 2019
Business Demography
Code: 106 SC
Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

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

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

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

Teaching Methodology

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

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

Evaluation Methods

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

	II quiz on Urbanization on society III Poster or exhibitions on urbanization of society		<p>2. Content</p> <p>3. Selections of the topic and application of the theory</p> <p>4. Overall confidence & Presentation skills</p> <p>Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.</p>
Total –	30	50	20 marks

Suggested references

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

Savitribai Phule Pune University
FY BBA- IB Semester II (CBCS) Pattern 2019
Basics of Cost Accounting
Course code 201
Credit 3

Depth of the syllabus – Reasonable working knowledge

Objectives

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

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making. Ability to understand importance of costing and role of costing.
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.
3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads, Under and over absorption – Definition and Reasons	To understand concept of overhead as it contributes to total cost of a product or service. Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation.
4.	Contact and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract , Process Costing - Meaning, Features of process costing, preparation of process	To understand role of contract costing in ascertaining cost of a particular project or activity. To know how cost is ascertained for different types of processes.

		costing including Normal and Abnormal Loss/Gains,	<p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>
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Teaching Methodology

Innovative methods to be used	AV Applications	Project	Expected Outcome
Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept
NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism
Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on ‘Role of different overheads in total cost structure’	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure
To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	<p>Project on development contact cost system for a particular project.</p> <p>Analysis of various elements of cost associated with multi process products in manufacturing units.</p>	Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.

Evaluation methods

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

Suggested References

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

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

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

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

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

Program Objectives:

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

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

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

Teaching Methodology

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

Evaluation Methods

Subject	Internal Evaluation
Unit – I	i) Presentations on the role of Indian economy in world trade. ii) Quiz on the concept of globalization and its effects on Indian trade. iii) Presentations on Industrialization and its stages (Indian Context)
Unit – II	i) GD on the importance of National and International Trade. ii) Presentation on the characteristics and various factors affecting National and International business. iii) Case study on various economic and social factors affecting the trade. (PESTEL)
Unit – III	i) Presentation on the significance of the trade theories and its practical application. ii) GD on the importance and limitations of the trade theories. iii) MCQ on the concept of various commercial policies adopted by the countries. iv) Case study on various barriers faced by countries in world trade.
Unit – IV	i) MCQ on the concept of International Organizations and Unions. ii) GD on the role played and the contribution made by International Organizations in the world trade. iii) Presentation on the formation, Significance, Utility and Challenges faced by International unions in the world trade.
Total –	(30 + 20 Project Tutorials)

Suggested References

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

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

Supplementary Guidelines for conducting FY BBA IB - CCT

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

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

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

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

Note:

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

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

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

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

Depth of the course: Fundamental Knowledge and Conceptual Clarity

Program objectives:

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

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

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

Teaching Methodology

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

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

Evaluation methods

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

Suggested References:

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

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

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

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

Depth of the syllabus-Reasonable knowledge of Marketing

Objectives–

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

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and Functions of marketing	Marketing concepts, its objectives, importance and functions of marketing. Various approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the salient features of Indian and international marketing management To understand various challenges faced by marketing managers in different environments
2	Marketing Environment and marketing segmentation	Marketing environment–meaning Internal and external factors influencing marketing environment, Political, social economical international, technological multi-cultural environment Segmentation: concepts, importance and types of segmentation.	To know about various factors that affects the Marketing environment. To study the change in technology, economic policy and demography of Indian market. To study the types of market segmentation

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

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
UnitI-12	Role Play Development of profiles of Indian Market analysis of Indian market ,roles and applications	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects
UnitII-12	Project on impact of technology on market, analysis of marketing economic policy as they influence Indian markets	Films on marketing Environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes, reports on New trends in market Profile of marketing policies	To improve understanding regarding marketing environment and segmentation in Indian context.
UnitIII-14	Analysis of successful Product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
UnitIV-10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of Rural market role of rural economy and growth of services marketing.	Case study on marketing of services, problems of rural markets, developing appropriate strategies for rural market.	Developing right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

Evaluation Method

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

Suggested References

S.N	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Keven Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and Cases	S. Neelamurgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing-Cases Insights	Paul Baines, Chris Fill, Kelly Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for FY BBA (IB)
University Examination
Sub: Principles of Marketing
Course Code - 204

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

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

Depth: Reasonable working knowledge

Objectives:

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

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

			diagrams and how to draw them.	
2	Measure of Central Tendency	<p>Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem.</p> <p>Determination of Mode and Median graphically.</p> <p>Empirical relation between mean, median and mode.</p> <p>Combined Mean</p> <p>Numerical Problems.</p>	<p>To understand basics of central tendency- Mean Median Mode, their features, advantages and limitations.</p> <p>To draw measures of central tendency graphically</p> <p>To understand about Empirical relation between mean, median and mode.</p>	8

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

		<p>Lines of regression equation of Y on X and X on Y.</p> <p>Regression coefficients, properties of regression coefficients,</p> <p>Numerical problems on Regression</p>		
5	Index Numbers	<p>Concept and meaning of Index Number, Notations</p> <p>Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number</p> <p>Uses of Index Number</p> <p>Numerical Problems.</p>	To understand measures of Index Number, and its types	10

Suggested References

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

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

MAX MARKS:-70

Instructions:

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

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

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

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

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

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

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

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

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

Depth of the course - Reasonable working knowledge

Objectives:

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

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

		<p>and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters</p> <p>Number Systems-Introduction to Binary, Octal, Hexadecimal system</p> <p>Types of computers</p>	
2	Basics of Computer Networks & Internet	<p>Definition-Operating System,</p> <p>Functions of O.S.,</p> <p>Types of O. S. – Single user O.S., Multiuser O.S.,</p> <p>Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer</p> <p>Networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>
3.	Introduction to Spreadsheet Software and Presentation	<p>MS-Excel</p> <p>Various Functions such as</p>	To learn the process for usage of different computer

	Software	Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting	application in business processes. To develop skills and ability to handle different applications in business process.
4	Introduction to Internet & cyber security	WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security overview – Background and current scenario Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature	To understand cautions and stapes to be taken and net based services. Ability to handle various software and programmes with due cautions and care.

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I-11	Demonstrations and hands-on experience Practical exposure regarding usages of computers	Films on role of computers in business decision making	Role of computers in simplifications of business activities Projects on importance of computers in business data analysis.	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
Unit II-12	Demonstration and on experience exposure regarding set up of networks like client server architecture, LAN etc.	Films on role of networking in business communication, environment and process	Role of networking system in simplifications of business activities. Projects on importance of Computer network in business Processes.	Proficiency in set up of Different structure computer Network in business environment.

Unit III-11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of Spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
Unit IV-11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

Evaluation Methods

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

Suggested References

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

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

Total Marks: 50

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

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

**Supplementary Guidelines for conducting BBA IB –Tutorial /Practical
Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and
Presentations on the given topics.**

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

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

Note:

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

1. Prepare a Power point presentation on “Mobile Shoppe”.
2. Prepare a Power point presentation on “New Product Launch”.
3. Prepare a Power point presentation on “Monsoon Sale Dhamaka”.
4. Using any spreadsheet package creates worksheet to calculate the balance of customer from bank after depositing and withdrawing some amount. (take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

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

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

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA

HRA=15%of Basic Salary

DA=10% of Basic Salary

PF=8.33% of Basic

Salary IT=30% of Basic Salary

Net Salary=Basic+DA+HRA-

(IT+PF)

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

Savitribai Phule Pune University
SY BBA –IB Semester III (CBCS) Pattern 2019
Course: Elements of Human Resource Management.
Course Code- 301
Credit – 3

Depth of the Course- Functional Knowledge of Human Resource Management

Course Objectives:

1. To introduce fundamental concepts of Human Resource Management.
2. To introduce the processes pertaining to different functions of HRM.
3. To introduce the recent trends with respect to global HRM

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Human Resource Management (HRM)	<ul style="list-style-type: none"> • Introduction, • Development of HRM, • Concept of Human Resource Development (HRD)&HRM, Importance of Human Resource Management. • Functions of Human Resource Management. • Role of HR Manager, • Structure of HRM Department, • Duties and Responsibilities of HR-Manager. 	<ul style="list-style-type: none"> • To understand the basic concept of Human Resource Management and its functions. • To understand duties and responsibilities of HR manager
2	Manpower Planning And Recruitment and selection.	<ul style="list-style-type: none"> • Definition and objectives, • Need, Importance of Human Resource Planning: Short term and Long term, • Process of Human Resource Planning. • Concept of Recruitment, • Importance of Recruitment, 	<ul style="list-style-type: none"> • To help understand the concept of Manpower Planning • To understand the Recruitment and Selection process in detail.

		<ul style="list-style-type: none"> • Sources of Recruitment. • Concept of Selection, • Importance of selection, • Selection Tests and Types of Interviews • Facing Interviews • Basis of Selection, Induction 	<ul style="list-style-type: none"> • To gain knowledge about various sources and methods of the Recruitment and Selection.
3	Training and Development and Performance Appraisal	<ul style="list-style-type: none"> • Definition of Training and Development, • Methods & Types of Training, • Objectives and Importance of Training, • Training Methods, • Evaluation of Training Programme, • Models of Evaluation, • Cross-Cultural Training, • Concept of Management Development, • Concept of Performance Appraisal, Importance of Performance Appraisal, • Methods of Performance Appraisal, • Errors of Appraisal. • Merit Rating: Need, and Methods, Job Evaluation, Job Description, Movement of human resources within organisation (Promotion, Transfer, Job Enlargement, Job Enrichment, Job rotation, Job Sharing.) 	<ul style="list-style-type: none"> • To help understand the concept of training and development. • To understand the process of training and its methods and importance • To help understand the concept of performance appraisal • To understand the process of performance appraisal its methods and importance
4	Trends in HRM	<ul style="list-style-type: none"> • Changes in Labour Force, composition, knowledge workers, Employee Engagement and empowerment, • HRM challenges- • Strategic issues in merges & acquisitions -Downsizing, Reengineering, outsourcing, • Current trends -TQM, Global Workforce, Multiculturalism and Cultural Sensitivity. 	<ul style="list-style-type: none"> • To know in brief the modern trends in HRM

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Power Point presentations, Explain concept and functions of HRM and Role of HR Manager	To understand the basic concept of human resource management and its functions, duties and role of HR manager
Unit 2- 12 hours	Newspaper cut outs showing different recruitment adds, Mock interviews of students in the class How to face of interviews. Instead of types of Interviews you can state how to face interviews.	To help understand the concept of manpower planning. To understand the Recruitment and Selection process in detail. To gain knowledge about various sources and methods of the Recruitment and Selection.
Unit 3- 12 hours	Students' participation in workshops, conferences to emphasize on and off the job training.	To help understand the concept of training, its process and methods. To help understand the concept of performance appraisal its process and methods.
Unit 4 - 12 hours	Case studies signifying application of different trends in HRM	To know the modern trends in HRM

Evaluation

Subject	Internal Evaluation	External Evaluation 70 marks	Suggested Add on Course
Unit – I	Chart preparation of functions of HRM, Duties of HR manager, Concept of HRM/HRD	25%MCQ, Short notes-35%, Long answers- 40%	Basic Managerial skills/ Etiquettes and Mannerisms/ Communication skill for managers
Unit – II	Assignment on the chapter comprising of short and long questions		
Unit – III	Group discussion on concepts mentioned in the chapter		
Unit – IV	MCQ test on trends of HRM		
	Total – 30	Total-70	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human resource management text and cases	K.Aswathappa	Tata McGraw Hill	New Delhi
2	Human resource management text and cases	L.M. Prasad	Sultan Chand and Sons	New Delhi
3	Human resource management text and cases	V.S.P Rao	Excel Books	New Delhi

4	Organisational Behaviour	L.M. Prasad	Sultan Chand and Sons	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Elements of Human Resource Management
Course Code - 301

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

Savitribai Phule Pune University
SY BBA –IB Semester III (CBCS) Pattern 2019
Course -Global Competencies and Personality Development
Course Code- 302
Course Credits: 3

Depth of the Course-Fundamental Knowledge to develop well -groomed Positive Personality.

Course Objectives:

1. To understand the importance of personality leading to self-development.
2. To help the students to build positive personality traits.
3. To enhance one’s Employability and life skills.
4. To ensure all topics are taught not just for creating personality adaptable in domestic work environment but also globally

Unit No	Unit Title	Contents	Purpose & Skills to be developed
1.	Understanding Personality and its Determinants	<ul style="list-style-type: none"> • Define Personality and different types of Personalities. • Factors of Association-Five Factor Model. • Personality Traits /Determinants. (Traits required to be successful at global level) • Developing Positive Personality. • Importance of Empathy and Emotional Intelligence. • Ethics and Values (National and International protocols for individuals as well as business) • Building emotional stability. 	<ul style="list-style-type: none"> • To understand complex personalities and what forms them. • To study the Factors that build up the personality.

2	Self -Awareness and Development	<ul style="list-style-type: none"> • Self-Assessment-Finding Own Personality type (Conduct any Personality Test like Myers-Briggs' 16 Categories of Personalities • Self- Analysis and Goal Setting- SWOT Analysis • Developing positive self- esteem and building self confidence • Interpersonal skills • Understanding people/Social behaviour- Johari Window (Understand how behaviours and social etiquette differ across the world) • Ability to work in Team- Be a team player, Adapt in different cultural and work styles, • Maintain professional and social relationships 	<ul style="list-style-type: none"> • Students will be able to get a clear idea of their own personality type and the areas of improvement to work upon with lot of practical exposure
. 3	Techniques in Personality Development and image management	<ul style="list-style-type: none"> • Creating Positive Self Image • Building Positive Attitude • Positive thinking and critical thinking skills • How to handle success and failure? • Manage work and life stress effectively. • Importance of Time Management in building positive personality. • Motivation-Need for self- motivation and factors that keep one motivated. <p><u>National and International standards and how they differ in major countries of business)</u></p> <ul style="list-style-type: none"> • Social Etiquettes and Grooming basics. • Body Language-Basic understanding and projecting Positive Body Language • Dressing Etiquettes and Hygiene. • First Impressions 	<ul style="list-style-type: none"> • Based on prior understanding of one's flaws and strengths, various techniques in this chapter will help towards building a strong and robust personality • Building smart and presentable personalities while enhancing their employability skills.

4	Global Competencies	<ul style="list-style-type: none"> • What are Global Competencies? • Core attributes and skills • 7 Global Competencies • Need to globalize as individuals. • Traits of a globally competent individual – (Adaptability/Team player/flexible/people’s skills etc.) • Self- adaptability and awareness about others (Cross culture adaptiveness) • Bridging the differences • Understanding Cross-Cultural values and ethics. • Global Communication Styles. • Business protocols and practices and personal lifestyles –(How they vary from country to country and the need to adapt) 	<ul style="list-style-type: none"> • To make students aware about the global culture, so that in future students can adapt and fit in the professional set-up globally.
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Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> • Personality analysis through Body Language and Individual Habits • Psychometric Testing 	Basic understanding of personality and traits
Unit 2- 12 hours	<ul style="list-style-type: none"> • Creating Personal Johari Window • Personal SWOT -Personality Test 	Understanding of one’s own Personality.
Unit 3- 12 hours	<ul style="list-style-type: none"> • Role Plays on life situation /Simulation techniques • Use of AV’s to understand personality attributes Mock GD’s and Interviews 	Development of one’s personality through practice

	<ul style="list-style-type: none"> • Making own Resume and preparing self-introduction Presentation on any topic to build confidence and public speaking skills	Readiness to participate in competitive activities
Unit 4- 12 hours	<ul style="list-style-type: none"> • Student exchange program • Cross cultural training. A study on work place etiquette of different countries and analysis of how they differ from each other. Email and telephone etiquette -Globally acceptable standards	Students should be fit Culturally and Professionally at the global level.

Evaluation

Subject	Internal Evaluation 30 marks	External Evaluation 70 marks	Suggested Add on Course
Unit – I	Methods of Evaluation MCQ's on concept of personality and its Determinants. Presentation on Five factor model	25%MCQ, Short notes- 35%, Long answers- 40%	<ul style="list-style-type: none"> • Personality Development course on Swayam Portal • Enhancing Soft Skills and Personality on Swayam Portal/ The 11 essential career soft skills-Udemy
Unit – II	Participation in Team activities to build interpersonal skills and Business Games to analyze personality types.		

Unit – III	Case study on Handling Failures and stress, Mock GD and Interview participation		
Unit – IV	Research on Global Skills and current adaptability skills.		
	Total – 30	Total-70	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Personality Development	Hurlock, E.B	Tata McGraw Hil	New Delhi
2	Organizational Behavior 16th Edition	Stephen P. Robbins and Timothy A. Judge	Prentice Hall	New Delhi
3	Personality Development and soft skills	BarunMitra	Oxford University Press	New Delhi
4	The Ace of Soft Skills: Attitude, Communication and Etiquette for Success	<u>Gopalaswamy Ramesh</u>	Pearson's	New Delhi
5	Body Language	Smith, B	Rohan Book Company. 2004	New Delhi
6	Group Discussions and Interview Skills	PriyadarshiPatnaik	Foundation Books, Cambridge University Press.	New Delhi
7	Habits of Highly Effective People	Stephen Covey	Pocket Books	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Global Competencies and Personality Development
Course Code - 302

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

Savitribai Phule Pune University
SY BBA –IB Semester III (CBCS) Pattern 2019
Course: International Economics
Course Code – 303
Credits – 3

Depth of the course: Functional Knowledge on International Economics.

Course Objectives:

1. To provide a comprehensive understanding of the concepts of International Economics.
2. To develop theoretical tools to understand current international issues their impact on business.
3. To analyze and test International trade models.
4. To analyze the International Investment and risks associated with it.
5. To understand financial crisis in world economies, their causes and solutions.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to International Economics	<ul style="list-style-type: none"> • Meaning, Nature and Scope of International Economics • Inter-regional and International Trade • Trade as an engine of Economic Growth • International Trade Flows 	<ul style="list-style-type: none"> • Understand the Role and Scope of International Economics. • Role of Trade and its importance at National and International Level.
2	Theories of International Trade	<ul style="list-style-type: none"> • Adam Smith – Absolute Cost Advantage Theory • Ricardo – Comparative Cost Theory • Hecksher – Ohlin Theory • Empirical Evidence of Trade Theory 	<ul style="list-style-type: none"> • Understand the concepts and role of International trade theories. • Compare alternative theories of International Trade.
3	Terms of Trade and Gains from	<ul style="list-style-type: none"> • Concept of Terms of Trade – Barter System • Terms of trade & Income Terms of Trade. • Factors influencing Terms of Trade – MNC's and 	<ul style="list-style-type: none"> • Understanding terms of trade in the International Market. • Understanding various factors affecting the

	International Trade	<p>Foreign Direct Investments.</p> <ul style="list-style-type: none"> • International Labour Mobility • Balance of Payments – Introduction, Concept and Importance. • International Money Standards- Introduction and Concept • Gains from Trade – Static and Dynamic • Welfare comparisons at International and Domestic level. 	<p>terms of trade.</p> <ul style="list-style-type: none"> • Analyze the nation’s balance of payment policies. • Understanding the Welfare and Gain concept.
4	Trade Policy and Role of International Economic Organizations	<ul style="list-style-type: none"> • Free Trade Policy – Meaning, arguments for and against. • Protection Policy – Meaning, Arguments for and against. • Tariff Barriers and Non-Tariff Barriers – Commercial Policy and Preferential Trade Agreements • Exchange Rate in the Short run and Long run and its impact. • World Trade Organization (WTO) – Evolution and Functions • International Monetary Fund – Concept, Objectives and Functions. • World Bank – Objectives and Functions • Financial Globalization: Opportunity and Crisis of India. • The 2008 International Financial crisis and its current implications. 	<ul style="list-style-type: none"> • Evaluate the impact of tariff and non-tariff barriers. • Identify the validity and efficiency of protectionist policies. • Understand how a foreign exchange market operates. • Understand the functions of International Organizations. • Understand the opportunities and risks for India with respect to financial globalization. • Understanding the World economic crisis and its impact.

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used/ AV Applications	Expected Outcome
Unit 1- 12 hours	Films/Videos of International trade, Practices adopted by different countries. Videos on financial ministers of different countries explaining the International trade scenarios.	<ul style="list-style-type: none"> • To understand the basics of International economics, concept and its role.
Unit 2- 12 hours	Films/Videos on International Trade theories and its importance. Case Studies on various International trade theories and its impact.	<ul style="list-style-type: none"> • To understand the use of various International trade theories' and experiments on the world trade.
Unit 3- 12 hours	Case Studies on terms of trade and its concept. Case studies on MNC's and Foreign Direct Investment Policies. Case studies/Videos on the importance of balance of payments and International money standards concept.	<ul style="list-style-type: none"> • To understand the International money standards concept and various key concepts affecting the terms of trade. • To understand how a country can gain through International trade practices.

	<p>Case studies/videos on wealth and gain theory concept through trade.</p> <p>Case studies and discussions on free trade and protection policies.</p> <p>Case studies and discussions on tariff barriers and non-tariff barriers.</p> <p>Films/Videos on the exchange rate concept and its fixation in the money market.</p>	<ul style="list-style-type: none"> • To understand the balance of payments concept for the International trade. • To understand various free trade and protection policies implementation and its role. • Understand the tariff and non-tariff barriers concept in International trade. • Understand the concept of currency exchange rate in the International market.
Unit 4 - 12 hours	<p>Case Studies/ Quiz/ Discussion on policies adopted by International trade organizations.</p> <p>Case Study/Debate on Financial globalization and its impact.</p> <p>Films/videos/Case study/ Discussion on the 2008 world crisis/recession.</p>	<ul style="list-style-type: none"> • To understand the role and contribution of International trade organizations. • Understand the concept of financial globalization and its benefits and adversities. • Understand the implications of 2008 global crisis on various economies.

Evaluation

Subject	Internal Evaluation 30 marks	External Evaluation 70 marks	Suggested Add on Course
Unit – I	Methods of Evaluation MCQ's basics concepts of trade Presentation on topics under unit 1	25%MCQ ,Short notes-35%, Long answers- 40%	
Unit – II	Chart preparation on various theories mentioned in the chapter.		
Unit – III	Case study on MNC's and Foreign Direct Investment Policies		
Unit – IV	Case studies and discussions on free trade and protection policies. Case studies and discussions on tariff barriers and non-tariff barriers.		
	Total – 30	Total-70	

Recommended Books:

Sr.No	Title of the Book	Author/s	Publication
1.	International Economics	Francis Cherunilam	Tata McGrawHill 1999
2.	International Economics	Salvatore D.L.	Prentice Hall7th Edn.2001
3.	International Economics	Sodersten Book	
4.	International Economics	Dr. D. M. Mithani	2000

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: International Economics
Course Code - 303

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

Savitribai Phule Pune University
SY BBA –IB Semester III (CBCS) Pattern 2019
Course: Production and Operations Management
Course Code: 304
Credits -3

Depth of the Course- Reasonable working knowledge

Course Objectives:

1. To enable the students to have a comprehensive understanding of the subject.
2. To understand key concepts and issues of Production and Operations Management.
3. To understand Production Management and its role in developing Business Strategy.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Production and Operations Management	<ul style="list-style-type: none"> • Meaning & Definition of Production and Operations Management, Classification, • Objectives and Scope of Production and Operations Management, • Automation-Meaning and Definition, Need and Types of Automation - Advantages and Disadvantages. • Waste Management - Scrap and Surplus Disposal, Salvage and Recovery. 	<ul style="list-style-type: none"> • To understand the importance of Production Management. • To know the types of Automation. • To learn how to handle waste in an Industry.
2	Plant Location and Layout	<ul style="list-style-type: none"> • Definition and Objectives of Plant Location, • Importance of Location, Locating Foreign Operations Facilities, Location Decision Process; • Layout Planning: Advantages and Functions of Layout Planning, 	<ul style="list-style-type: none"> • To know the process of selecting location for a plant. • To understand the different factors affecting layout. • To get acquainted with different plant layouts.

		<ul style="list-style-type: none"> Principles of Layout, Objectives of a Good Plant Layout, Factors for a Good Plant Layout, Types of Layout 	
3	Materials and Maintenance Management	<ul style="list-style-type: none"> Definition of Material Management, Material Handling Principles and Practices, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification. Inventory Control: Definition and Importance of Maintenance Management, Objectives of Maintenance Management, Types of Maintenance Systems 	<ul style="list-style-type: none"> To study the method of Material handling in an industry. To know different standards' used in selecting Material. To study different types of Maintenance System in business.
4	Production Planning and Production Control	<ul style="list-style-type: none"> Production Planning: Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing Scheduling, Master Production Schedule, Production Schedule, Dispatch, Follow up. Production Control-Meaning, Objectives, Factors affecting Production Control. 	<ul style="list-style-type: none"> To learn the production planning process. To know different types of Production Control Systems used in production.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative Methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 12 hours	Visit any industry and list out the stages of PPC with as many details as possible. Preparing charts on Operation Management of a company. Group discussion on Advantages and Disadvantages of Automation	-	<ul style="list-style-type: none"> The students must understand classification of Operation Management. The students must gain practical knowledge of Handling Waste Management.
Unit 2- 12 hours	Take students out to different Plant Locations to make them understand the actual difference. Visit a company and List Out Environmental issues.	-	<ul style="list-style-type: none"> The students must understand the importance of selecting good plant location and understand different types of Plant layout
Unit 3- 12 hours	With the help of case study teach different methods of Material handling in an industry. Analysis of different standards' used in selecting Material. List out the Functions of Materials management in an organization	-	<ul style="list-style-type: none"> The student must learn different Maintenance systems used in Business and different types of material handling.
Unit 4 - 12 hours	Group discussion on importance of Quality Control Describe the Functions of Quality Circles in an industry	-	<ul style="list-style-type: none"> To understand the various Quality Control Systems used by the companies. To learn the production planning process.

Evaluation Structure:

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	1.MCQ on concept meaning, classification 2. Open Book Test 3. Presentation on Waste Management	25% MCQ 35% Short notes 40% Long answers	Packing and Material Handling
Unit – II	1.Presentation on different layouts used by companies 2. Case Study on actual factors affecting Plant Layout 3. Model making on Plant Layout		
Unit – III	1.MCQ on Material and Maintenance Management 2. Situation Analysis on how management fails or succeeds in Selecting Materials 3.Presentations on different types of Maintenance System		
Unit – IV	1.Case study on Quality Control issues 2. Situation Analysis on actual factors affecting Production Control		
Total	30 Marks	70 Marks	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operations Management	By S. N. Chary	Tata McGraw-Hill Education	New Delhi
2	Production and Operations Management	K. Aswathappa &K. ShridharaBhat	Himalaya Publishing House Pvt. Ltd.	Mumbai
3	Production, Planning Control & Industrial Management	K. C. Jain& L. N. Aggarwal	Khanna Publishers	New Delhi
4	Production Operations Management Concepts Models	Everett E. Adam, Ronald J. Ebert	Prentice Hall	Toledo, OH, U.S.A.
5	Productivity Techniques	SrinivasGondhalekar&UdaySalunkhe	Himalaya Publishing House Pvt. Ltd	New Delhi,
6	Plant Layout and Materials Handling	Apple, James M	Wiley	Houston, TX, U.S.A.)
7	Production & Operations Management	J.P. Saxena	Mcgrawhill HED	New York U.S

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Production Operations Management
Course Code - 304

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

Savitribai Phule Pune University
SY BBA- IB Semester III (CBCS) Pattern 2019
Subject: Foreign Language -German.(I)
Course Code -: B 305
Credit 4 =3+1

Depth of the course: Fundamental Knowledge

Course Objectives:

1. Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.
2. The students should be able to read, write, understand and speak German with limited vocabulary.

Unit No	Unit	Grammar	Purpose and skills to be developed
1	International words in German, Greetings, Conversation in the Café.	Numbers, Alphabets, formulate questions, conjugation of verbs in present tense, personal pronouns, the verb 'to be'	<ul style="list-style-type: none"> • To develop fundamental German vocabulary with respect to greetings and conversations. • To study alphabets, numbers and tenses.
2	Communication in a language course.	Nouns: singular and plural forms, negation, definite and indefinite articles, questions starting with an interrogative pronoun, and a verb.	<ul style="list-style-type: none"> • To learn to communicate with simple questions. • To understand fundamentals of singular, plural, articles, and to frame basic questions.
3	Cities, countries and languages, People and houses.	Past tense of the verb 'to be', Accusative case, Possessive articles in the nominative case, adjectives in a sentence.	<ul style="list-style-type: none"> • To converse regarding cities, languages known, and people. • To understand tenses of verbs, adjectives in sentences.
4	Appointments and Orientation	Time, asking questions related to time, prepositions, verbs with a separable prefix,	<ul style="list-style-type: none"> • To understand orientation of time.

		Prepositions + Dative.	<ul style="list-style-type: none"> To know about prepositions, verbs with separable prefix and datives.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 10 Hours	Audio tools to teach phonetic sounds of alphabets. Assignment of Conjugation of verbs.	-	To know fundamental German vocabulary with respect to greetings and conversations.
Unit 2- 14 Hours	Dialogues between students in pairs using words from learnt vocabulary. Power point presentation regarding concepts in the chapter.	-	To understand fundamentals of singular, plural, articles, and to frame basic questions.
Unit 3- 14 Hours	Group discussion regarding general topics with facilitation from instructor.		To converse regarding cities, languages known, and people.
Unit 4- 10 Hours	Using 24 hours clock in order to understand time implication.		To understand orientation of time.

	Learning the use of German dictionary to learn new words.		
Tutorial		To have a dialogue with the student using vocabulary used by him. Tutorial to be conducted in viva voce format to gauge the speaking ability of the student	

Unit Number	Internal Evaluation	External Evaluation	Suggested Add on Course
		Marks	Marks
Unit – I	1. Assignment of Conjugation of verbs	30	Foreign language
Unit – II	2. MCQ test		
Unit – III	3. Chart Activity		
Unit – IV	4. Group Activity		
Project		20	
Total –		50	50

Reference Books: Studio D A1, Netzwerk A1

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: German (I)
Course Code –B 305 Marks 50

Frage 1: Beantworten Sie die folgenden Fragen ! **3**

(Answer the following questions)

Frage 2: Übersetzen Sie ins Englisch ! **3**

(Translate into English)

Frage 3: Wortschatz

(Vocabulary)

A) Schreibe die Zahlen ins wörter ! **3**

(Write the Number Names)

B) Ergänzen Sie die Vokale ! **3**

(Fill in the blank with suitable Vowel)

C) Ergänzen Sie das richtige Wort ! **3**

(Fill in the blank with suitable word)

D) Welches Wort passt nicht ! **3**

(Pick the Odd one out)

Frage 4: Grammatik :

A) Ergänzen Sie die Verben in richtigen Formen ! **3**

(Fill in the blank with suitable Verb)

B) Ergänzen Sie die Personalpronomen ! **3**

(Fill in the Personal Pronoun)

C) Ergänzen Sie den Artikel (bestimmt/unbestimmt/nominative/akkusativ) **3**

(Fill in the blank with appropriate Article)

D) Ergänzen Sie die Possessivartikel! **3**

(Fill in the blank with Possessive Article)

- E) Ergänzen Sie die Verben ‚sein‘ oder ‚haben‘ im Präteritum !** **3**
(Fill in the blank with past tense of the given Verbs)
- F) Bilden Sie die Fragen !** **3**
(Frame questions with reference to the underlined part)
- Frage 5: Lies den Text und beantworte die Fragen !** **10**
- (Comprehension)**
- Frage 6: Schreiben Sie 6-8 sätze über das Thema:** **4**
- (Write an Essay on one of the topics given below)**

Savitribai Phule Pune University
S.Y. BBA (IB) Semester III (CBCS) Pattern 2019
Course - Supply Chain Management
Course Code: A 306 (I)
Credits: (2 +2) = 4

Depth of the Course: Reasonable Working Knowledge.

Course Objectives:

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

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Supply Chain Management (SCM)	<ul style="list-style-type: none"> • Concept, Objectives and Functions of Supply Chain Management, • Supply Chain Strategy, Global Supply Chain Management, • Value Chain and Value Delivery Systems for SCM, • Bull-Whip Effect. Concept, Importance and Objectives of Green Supply Chain Management. 	<ul style="list-style-type: none"> • To understand the functions of Supply Chain Management. • To know what is Bull-Whip Effect. • To understand the concept of Green Supply Chain Management.
2	Manufacturing and Warehousing	<ul style="list-style-type: none"> • Concept & Definition- Manufacturing, Scheduling, 	<ul style="list-style-type: none"> • To know the process of Workflow Automation .

		<ul style="list-style-type: none"> • Manufacturing Flow System, Workflow Automation, • Material Handling System Design and Decision. • Warehousing and Store Keeping, • Strategies of Warehousing and Storekeeping, Space Management. 	<ul style="list-style-type: none"> • To understand Space Management. • To get acquainted with different Strategies of Warehousing
3	Logistics Management and IT in Supply Chain Management	<ul style="list-style-type: none"> • Concepts & objectives of Logistics Management, • Integrated Logistics Management, Logistics Planning and Strategy, • Inventory Management and its Role in Customer Service. • Information and Communication Technology in SCM, Role of IT in SCM, • Current IT Trends in SCM, RFID, Bar Coding. Retail SCM, Problems and Prospects. 	<ul style="list-style-type: none"> • To learn the method of Logistics Planning. • To know the role of Inventory Management in Customer Service • To understand the role of Information Technology in SCM
4	Key Operation Aspects in Supply Chain	<ul style="list-style-type: none"> • Supply Chain Network Design, Distribution Network in Supply Chains, • Channel Design, • Factors Influencing Design, • Role and Importance of Distributors in SCM, • Role of Human Resources in SCM. • Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, • Linkage between HRM and SCM. 	<ul style="list-style-type: none"> • To learn Supply Chain Network Design. • To study the Role of Distributors in SCM. • To understand Relationship Management with Customers and Employees.

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Business Exposure	Expected Outcome
Unit 1- 10 Hours	Visit any industry and list out the activities which come under supply Chain Management Role play of Bull-Whip Effect. Group discussion on Green Supply Chain Management.	1. Visit any 4 Industries like (eg: Manufacturing, IT, Service, Agricultural, NGO) 2. Individual Power Point Presentation of students on any one industry visited. 3. Submission of PPT printout and report to subject teacher 4. Preparation of report on industries visited.	The students must understand the functions of Supply Chain Management. The students must gain practical knowledge of Bull-Whip Effect.
Unit 2- 14 Hours	Take students out to different Plant Locations to make them understand the Work Flow Automation. Visit a company and List out Space Management techniques used by them.	Following points are to be covered for report writing : Visit1: Prepare a chart on Manufacturing Flow System of the company visited Visit2: Prepare a write-up on Storekeeping of the company visited.	The students must understand the importance of Space Management. Understand different types of Plant layout and their SCM
Unit 3- 14 Hours	With the help of case study, teach different methods of Logistic Management in an industry. Analysis of role of Inventory Management in Customer Service.	Visit3: A mini project on Current IT Trends in SCM with reference to the company visited.	The student must learn different methods of Logistic Management. The students must understand the role of Information Technology in SCM

	List out the functions of IT in SCM	Visit4: Prepare a report on Issues in Relationship Management with Suppliers with reference to the company visited.	
Unit 4- 10 Hours	Group discussion on Role of Human Resources in SCM. Describe the Functions of Quality Circles in an industry.		To understand the various Operation Aspects in Supply Chain. To understand the linkage between HRM and SCM

Evaluation Methods:

Unit No	Internal Evaluation and Exposure project total 50 marks	External Evaluation	Suggested Add on Course
1	1.MCQ on concept meaning, classification of SCM 2. Open Book Test 3. Presentation on Value Chain and Value Delivery Systems for SCM,	25% MCQ 35% Short notes 40% Long answers	Carrying and Forwarding Activities
2	1.Presentation on different Material Handling System Design used by companies. 2. Case Study on actual factors affecting Store Keeping. 3. Chart making on Manufacturing Flow System.		
3	1.MCQ on Logistics Management 2. Situation Analysis: Problems and Prospects of Retail in SCM. 3.Presentations on Role of IT in Supply Chain Management.		
4	1.Case study on Issues in Workforce Management. 2. Situation Analysis on actual factors affecting Distributors in SCM.		
Total	Project based Viva 50 marks	50	

- **Note: The internal evaluation shall be based on business exposure projects for 50 marks. Chapter wise internal evaluation methods are indicative only**

Suggested References:

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

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Supply Chain Management
Course Code: A 306 (I)
Credit - 4 (2+2)

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

Savitribai Phule Pune University
SY BBA –IB Semester IV(CBCS) Pattern 2019
Course:Import Export Procedure
Course Code- 401
Credit – 3

Depth of the Course- Fundamental knowledge of Import export procedure

Course Objectives:

1. To understand in detail concepts of Import and Export
2. To introduce the procedure to be followed for import and export of goods.
3. To introduce various schemes related to foreign trade.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basics of Import and Export	<ul style="list-style-type: none"> • Meaning of Exports and Imports • Classification of Exports and Imports • Categories of Exporters • Strategy and Preparation for Foreign Trade • Identifying Foreign Markets • Methods of Entering International Market 	<ul style="list-style-type: none"> • To understand the basic concept of import and export and its functions. • To understand categories of export
2	Export Procedure	Export Procedure <ul style="list-style-type: none"> • Basic Documentation • Excise clearance for export • Quantity – Pre-shipment inspection • Packaging, Marketing, Labeling • Shipment of Goods • GSP [Generalized System of preferences] Rules & Origin • Role of overseas agent & remittance of commission. 	<ul style="list-style-type: none"> • To help understand export procedure in detail

		<ul style="list-style-type: none"> • Incentives for export from Govt. • Various modes of transport.Basis of Selection, Induction • Benefits of export 	
3	Import Procedure	<ul style="list-style-type: none"> • Categories of Importers • Import Licence • Import Contract • Pre-import Procedure • Legal Dimensions of Import Procedure • Customs Clearance for Imported Goods • Warehousing of Imported Goods • Valuation for Customs Duty • Benefits of Import 	<ul style="list-style-type: none"> • To understand the import procedure in detail.
4	Duty Drawback & Remittance Scheme	<ul style="list-style-type: none"> • Advance License • Replenishment license • Special Interest License • DEPR Scheme [Duty Entitlement Pass Book Scheme] • DFRC Scheme [Duty Free Replenishment Certificate] 	<ul style="list-style-type: none"> • To understand various schemes

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Power Point presentations, chart making on classification of import and export	To be able to classify import and export. To understand the methods of entering the international market.
Unit 2- 12 hours	Power Point presentations, flowchart making, informative video making on procedure of Export	To understand functioning of export procedure

Unit 3- 12 hours	Power Point presentations, flowchart making, informative video making on procedure of Export	To understand functioning of import procedure
Unit 4 - 12 hours	Comparative study of schemes	To know pros and cons of various schemes.

Evaluation

Subject	Internal Evaluation	External Evaluation
		70 marks
Unit – I	Written assignment on chapter 1 contents	25%MCQ, Short notes-35%, Long answers- 40%
Unit – II	Chart making for export procedure	
Unit – III	Chart making for Import procedure	
Unit – IV	MCQ test on various schemes	
	Total – 30	Total-70

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Foreign Trade – Theory, Procedures, Practices and Documentation	Dr.Khushpat S. Jain, Dr.Apexa V. Jain	Himalaya Publication	Mumbai
2	EXIM policy 2004-09 Import – Export Documentation-	By M.I. Mahajan	Himalaya Publication	Mumbai
3	Export Management	by D.C. Kapoor	Himalaya Publication	Mumbai

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Import Export Procedure
Course Code - 401

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

Savitribai Phule Pune University
SY BBA –IB Semester IV(CBCS) Pattern 2019
Course: Research Methodology
Course Code- 402
Credit – 3

Depth of the course-Reasonable working knowledge

Course Objectives:

1. To Develop appropriate understanding of Research
2. To understand the process of Research Designing
3. To make the students familiar to undertake small research projects.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research Methodology	<ul style="list-style-type: none"> • Meaning & Definition of Research • Significance & Limitations of Research • Types of Research 	<ul style="list-style-type: none"> • To understand what is meant by research, why research is important, and what are limitations. To understand the types of research.
2	Research Design	<ul style="list-style-type: none"> • Meaning and Definition, • Objectives & limitations • Essentials of good Research Design • Process of Research 	<ul style="list-style-type: none"> • To understand Research design and its essentials. To understand the process of the research.
3	Data Collection	<ul style="list-style-type: none"> • Primary Data: - Definition, Advantages, Disadvantages 3.2 Methods of collection of Primary Data(Observation, Interview, Scheduling, Questionnaire) • Secondary Data ((Definition, Advantages, Disadvantages, Types & Methods of collection of Secondary Data) • Introduction to Sampling (Types) 	<ul style="list-style-type: none"> • To understand the data collection process separately for Primary data and Secondary collection. • To understand sampling types

4	Data Analysis & Report Writing –	<ul style="list-style-type: none"> • Data Processing, Analysis, Interpretation, • Meaning & Characteristics of Research Report, Steps involve in report writing 	<ul style="list-style-type: none"> • To understand how the data is processed and analyse. And to understand how to write reports.
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Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Analysing surrounding and identifying the research areas. Practice in group- Defining a problem statement	The ability to identify the research area.
Unit 2- 12 hours	Designing a research project to be submitted at the end of the semester Practice in group and individual manner -Finalizing research process of the project	Ability to finalize research process suitable for the individual project
Unit 3- 12 hours	Designing survey questionnaire for the project Practice in group and individual manner - Finalizing the data collection methods and Designing the project to be undertaken,	Ability to identify suitable data collection method for the project
Unit 4 - 12 hours	Statistical analysis demo with available data. Practice in group and individual manner - Analysing the data and writing a report.	Ability to analyse the data and write the results in a report form .

Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQs on all topics Short notes of Research limitations & Significance Short questions on types of research	25% MCQ Short notes 35% Long answers 40%
Unit – II	MCQs on all topics Short note on essentials of good research design long question on process of research	
Unit – III	Presentations on Primary data methods and secondary data methods.	
Unit – IV	Preparation of report of small project undertaken by the students	
Total –	30 marks	

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Research Methodology .–	– J. K. Sachdeva	Himalaya Publication)	
2	Research Methodology	C. R. Kothari		
3	Business Research Methodology	D. K. Sharma & A. K. Gupta		

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Research Methodology
Course Code - 402

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

Savitribai Phule Pune University
SYBBA-IB Semester IV (CBCS) Pattern 2019
Subject: Business Ethics
Course Code – 403
Credits – 3

Depth of the course: Functional Knowledge

Objectives:

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

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Business Ethics	<ul style="list-style-type: none"> • Meaning, Nature and Scope of Business Ethics: • Ethics in Contemporary Business • Organizational Ethical Climate – Ethical Decision Making and Importance of framing ethical policies • Why Ethical Problems occur in Business • Difference between workplace Ethics and Laws • Normative and Individual ethics 	<ul style="list-style-type: none"> • Understand the Role and Scope of Business Ethics. • To study the Role and Importance of Ethics at National and International Level in business. • To study the Role and Importance of Ethics at Individual level.
2	Corporation and Stakeholder Ethics	<ul style="list-style-type: none"> • Impact of Business Decisions on Stakeholders • Ethics of Employer – Employee relationship and its effects on Stakeholders. 	<ul style="list-style-type: none"> • Understand the concepts and role of Business and Stakeholder ethics. • Modern Organization role and responsibility towards stakeholder ethics.

		<ul style="list-style-type: none"> • Organization of Modern corporation and Interaction with stakeholders • Whistle-blower Act and Employee Rights: Privacy and Safety • Collective Bargaining and Role of Management in implementing Ethics. 	
3	Business, Government and Societal Ethics	<ul style="list-style-type: none"> • Role and Responsibility of Organizations towards government and society. • Development and Maintenance of Interest groups – Meaning, Introduction and Types • Influence of Interest groups on government. • Government protection policies against illegal business practices. • Public Relations management -skills, activities and structure • Government policies promoting economic interests. 	<ul style="list-style-type: none"> • Understanding concept of business, government and societal ethics. • Understanding various factors affecting the government. • Understanding the Government policies and various Interest groups affecting the business operations.
4	Environmental and Consumer Ethical Issues	<ul style="list-style-type: none"> • Environmental Ethics and Human values – Meaning and Impact on Environmental problems • Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming ecologically sustainable organization. • Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth’s ecosystem. • Difference between Customer and Consumerism • Government regulation agencies for Consumer protection and Protecting consumer privacy online. 	<ul style="list-style-type: none"> • Understand the role of Environmental rules and regulations in protecting the environment. • Initiatives taken towards building sustainable role models. • Understanding the need of ethics and laws in consumer protection.

Teaching Methodology

Teaching Hours	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> Films/Videos of Business Ethics practices adopted by different companies. Videos on corporates explaining the Business ethics scenario 	<ul style="list-style-type: none"> Listing out various business ethics and practices adopted by major corporates. List out one companies ethical policy which has benefitted the economy and society at large 	<ul style="list-style-type: none"> To understand the basics of Business Ethics and its role.
Unit 2- 12 hours	<ul style="list-style-type: none"> Films/Videos on corporates and stakeholder ethics and its importance. Case Studies on various International business ethics theories and its impact. 	<ul style="list-style-type: none"> List out any one International case with respect to ethical behaviour. List out the corporate and stakeholder ethics theories holding more practical relevance for Indian society. 	<ul style="list-style-type: none"> To understand the various corporate and stakeholder ethics policies and its use.
Unit 3- 12 hours	<ul style="list-style-type: none"> Case Studies on government and societal policies impacting ethical behaviour. Case studies on Interest groups policies and its impact. Case studies/Videos on the importance of government protection policies. Case studies/videos on public relations management. 	<ul style="list-style-type: none"> List out the Government and societal ethics concept. Evaluate India's Interest groups and its impact. Analyse the government protection policies in India. Analyse the impact on Public relations management through ethics. 	<ul style="list-style-type: none"> To understand the Government and societal concepts of ethical behaviour. To understand how a country is impacted through various interest groups. To understand the government protection policies and public relations management.

Unit 4 - 12 hours	<ul style="list-style-type: none"> • Case study on policies and law adopted to protect the environment. • Case study/ Discussion on consumer protection policies and its role. 	<ul style="list-style-type: none"> • To list out the policies and procedures adopted by leading countries to protect the environment. • To identify various protection policies on consumer protection and its impact on the society. 	<ul style="list-style-type: none"> • To understand the role of government in framing the environmental protection policies. • To understand the importance of consumer protection act and its role.
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Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQs on all topics	25% MCQ Short notes 35% Long answers 40%
Unit – II	Chart preparation on topics from the unit	
Unit – III	Presentations points under the unit	
Unit – IV	Preparation of report of unethical cases in business and its consequences.	
Total –	30 marks	70 marks

Recommended Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Ethics	GautamPherwani	Everest Publishing House	New Delhi

2	Business Ethics	RituPamraj		
3	Business Ethics	Prof.Agalgatti	Nirali Publication	Pune
4	Business Ethics	Manuel G Velasquez	Prentice Hall	New York
5	Business Ethics	O.C. Ferrell, John Paul Fraedrich, Linda Ferrell	–	–

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Business Ethics
Course Code - 403

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

Savitribai Phule Pune University
SYBBA-IB Semester IV (CBCS) Pattern 2019
Subject: Management Information System
Course Code – 404
Credits – 3

Depth of the Course-Fundamental Knowledge of Management Information System

Course Objectives:

1. To understand the concepts of Information System
2. To study the concepts of system analysis and design
3. To understand the issues in MIS

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Management Information Systems	<ul style="list-style-type: none"> • Meaning of MIS, Need, Purpose and Objectives of MIS, Contemporary Approaches to Management Information • Systems (MIS), Information as a strategic • Resource, Use of information for competitive • Advantage, Management Information Systems as an instrument for the organizational change. Types of information. 	<ul style="list-style-type: none"> • To understand the concept of MIS, and its importance. • To know the types of information and their significance. • To understand the use of information for competitive advantage.
2	System Analysis and Design	<ul style="list-style-type: none"> • System Approach in Planning Organizing and Controlling MIS, Fundamentals of Data Processing • System Building Approaches, Prototyping model • Spiral model, Rapid Development Tools, CASE • Tools. 	<ul style="list-style-type: none"> • To understand system approach in management. • To understand the fundamentals of data processing. • To know models and tools of system designing.

3	Decision making and Decision Support Systems:	<ul style="list-style-type: none"> • Models of Decision Making, Classical, • Administrative and Herbert Simon's Models, Meaning of DSS, characteristics and components of DSS Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence. 	<ul style="list-style-type: none"> • To understand various models of decision making. • To know the meaning, components and characteristics of DSS. • To understand concepts of EIS, ES, AI.
4	Management Issues in MIS	<ul style="list-style-type: none"> • Information Security and Control, Quality Assurance, Ethical and Social Dimensions of information protection, Intellectual Property Rights as related to IT • Services /IT Products Managing Global Information Systems. 	<ul style="list-style-type: none"> • To understand issues regarding information security. • To know about IPR intellectual property rights. • To understand issues and challenges in MIS

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 - 12Hours	<ul style="list-style-type: none"> • Power Point Presentations. Chart Preparation on types of information.. 	<ul style="list-style-type: none"> • Understanding the meaning and importance of MIS and to know about the types of information in detail.
Unit 2 - 12 Hours	Practical demonstration of usage of system development tools by instructor.	<ul style="list-style-type: none"> • Understanding the various tools in developing management information system in a comprehensive manner.
Unit 3 - 12 Hours	<ul style="list-style-type: none"> • Group activity to understand different models of decision making. Practical demonstrations of EIS, ES, AI applied in different areas. 	<ul style="list-style-type: none"> • Understanding the fundamentals of DSS.

		<ul style="list-style-type: none"> Conceptual understanding of extended DSS components such as EIS, EI, AI.
Unit 4 - 12 Hours	<ul style="list-style-type: none"> Caselets on breach of IPR with respect to information technology. Group discussion/Debate on challenges in MIS 	<ul style="list-style-type: none"> Fundamental knowledge of challenges faced by management in the implementation of MIS.

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	5. Power point presentations	30	25% MCQ 35% short notes 40% long answers
II	1. Chart presentation		
III	1. Multiple choice questions.		
IV	1. Group discussion/ debate. 2. Caselet Solution & Discussion		
Total –		30	70

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Information Systems,	Laudon and Laudon	Pearson	Asia

			Education	
2	Management Information Systems,	Jawadekar	Tata McGraw Hill.	New Delhi
3	Management Information Systems,	Davis and Olson	Tata McGraw Hill.	New Delhi
4	Management Information Systems,	Schulthesis	Tata McGraw Hill.	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: Management Information Systems
Course Code - 404

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

Savitribai Phule Pune University
SY BBA- IB Semester IV (CBCS) Pattern 2019
Subject: Foreign Language -German.(II)
Course Code -: B 405
Credit 4 (3+1)

Depth of the course: Fundamental Knowledge

Course Objectives:

1. Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.
2. The students should be able to read, write, understand and speak German with limited vocabulary.

Unit No	Unit	Grammar	Purpose and skills to be developed
1	Profession and Daily routine	<ul style="list-style-type: none"> • Modal Verbs (müssen, können, wollen), possessive articles in accusative case 	<ul style="list-style-type: none"> • To know different types of professions and activities carried out within it. • To converse daily routine activities
2	Berlin (Tourism)	<ul style="list-style-type: none"> • Prepositions (Accusative and Dative), 	<ul style="list-style-type: none"> • To learn about different sightseeing places in Berlin, map reading and to understand excursion program • To learn to write a postcard
3	Vacation in Germany – Food, Drinks and Weather	<ul style="list-style-type: none"> • Perfect Tense, Degree of comparison, Demonstrative Article 	<ul style="list-style-type: none"> • To converse regarding shopping • To understand food and drinking habits, weather conditions • To converse regarding holidays and vacations in Germany

4	Clothes, Body and Health	<ul style="list-style-type: none"> • Adjectives in accusative, Imperative, personal pronoun in accusative, modal verb (dürfen) 	<ul style="list-style-type: none"> • To understand fashion and clothes • To know about body and health • To learn to write a small letter/Text
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 8 Hours	Visual tools to be used to teach various profession and activities related to profession Chart Activity	-	To know fundamental German vocabulary with respect to profession and activities related to that profession
Unit 2- 14 Hours	Games (Like Pantomime) between students to understand map, directions, popular sightseeing places in Berlin. Power point presentation regarding concepts in the chapter.	-	To understand fundamentals of prepositions and vocabulary with respect to travel by play way method.
Unit 3- 14 Hours	Audio tools to be used to teach food and drink habits, weather conditions		To know regarding fundamental German vocabulary with respect to food, drinks and weather conditions.

Unit 4- 12 Hours	Group discussion regarding general topics with facilitation from instructor Learning the use of German dictionary to learn new words.		To converse regarding fashion, clothes, body and health
Tutorial work		To have a dialogue with the student using vocabulary used by him. Tutorial to be conducted in viva voce format to gauge the speaking ability of the student	

Unit Number	Internal Evaluation		External Evaluation	Suggested Add on Course
		Marks	Marks	
Unit – I	5. Chart Activity	30		Foreign language
Unit – II	6. Assignment			
Unit – III	7. MCQ test			
Unit – IV	8. Group Activity			
Project	Tutorial	20		
Total –		50	50	

Reference Books: Studio D A1, Netzwerk A1

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: German (II)
Course Code –B 405 Marks 50

Frage 1: Beantworten Sie die folgenden Fragen ! 3

(Answer the following questions)

Frage 2: Übersetzen Sie ins Englisch ! 5

(Translate into English)

Frage 3: Wortschatz

(Vocabulary)

E) Ergänzen Sie das richtige Wort ! 3

(Fill in the blank with suitable word)

F) Welches Verb passt am besten? 3

(Pick out the suitable verb)

G) Bilden Sie die Sätze ! 3

(Build sentences)

H) Welches Wort passt nicht ! 2

(Pick the Odd one out)

Frage 4: Grammatik :

G) Ergänzen Sie das Perfekt ! 4

(Fill in the blank with suitable Verb in perfect tense)

H) Ergänzen Sie die Präposition ! 4

(Fill in the preposition)

I) Ergänzen Sie die Adjektivendungen 4

(Fill in the blank with Adjective ending)

J) Ergänzen Sie die Modalverben! 3

(Fill in the blank with Model verb)	
K) Schreiben Sie die Sätze im Imperativ!	3
(Write the sentence in imperative)	
Frage 5: Lies den Text und beantworte die Fragen !	8
(Comprehension)	
Frage 6: Schreiben Sie 6-8 sätze über das Thema:	5
(Write an Essay on one of the topics given below)	

Savitribai Phule Pune University
S.Y. BBA (IB) Semester IV (CBCS) Pattern 2019
Subject: International Warehouse and Supply Chain Management
Course Code: 406 A
Credits: 4 =- (2 +2)

Depth of the Course: Reasonable Working Knowledge.

Course Objectives:

1. To identify and relate to the concepts of supply chain and warehousing globally and to be able to understand the process differences
2. To understand international Warehouse management and supply chain in depth

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Warehouse Management	<ul style="list-style-type: none"> • Concept of Warehouse: Meaning, Role of warehouse in Regional and Global supply chain, Types of warehouses , Warehouse Layout, Warehouse location, Functions of Warehouses, Modern Warehouse Operations, World-class Warehousing, , Warehouse processes, Role of a warehouse manager, Warehousing Strategies, Warehouse operations and Storage Systems – Warehousing Cost Analysis • Warehouse Management Systems (WMS) - choosing a WMS, Modern trends in warehousing, 	<ul style="list-style-type: none"> • To understand in depth about warehousing and its importance in supply chain. • To understand various Warehousing strategies and concept.

2	Global Warehousing	<ul style="list-style-type: none"> • Introduction to warehousing and its impact on business globally, • Importance of Warehouse in a Value Chain, Supply Chain's Impact on Stores and Warehousing. • Value Added services of Warehousing. • Role of government (Globally) in warehousing and supply chain efficiency. 	<ul style="list-style-type: none"> • To know how supply chain impacts warehousing decisions and vice versa • To understand modern and upcoming trends with respect to global warehousing. • To know the challenges associated with global warehousing.
3	Global Supply Chain	<ul style="list-style-type: none"> • Introduction to supply chain and its impact on business globally, • Analyse supply chain dynamics and various issues of supply chain performance. • Introduction to International Supply chain – Issues in International Supply Chain Management, International versus Regional Product. • eSCM, benefits and communication networks. 	<ul style="list-style-type: none"> • To understand how supply chain succeeds internationally. • To know the challenges associated with the global supply chain.
4	Computer based Laboratory	Please refer at the end of the syllabus.	

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used		Expected Outcome
Unit 1- 10 Hours	<ul style="list-style-type: none"> • Visit a Warehouse of any MNC and study its operations • Brainstorming on eSCM and its benefits • Videos on worlds Warehousing facilities and operations <p>A study of difference between National and International Warehousing practices and standards</p>		The students must gain knowledge of importance of Warehouse in Supply chain efficiency and various aspects with respect to its decisions
Unit 2- 13Hours	<ul style="list-style-type: none"> • Case studies global warehousing facility. • (Case) challenges in warehousing. 		<ul style="list-style-type: none"> • The students must understand which companies globally are at an advantage due to successful warehousing facility. • They must also understand how dynamic is supply chain environment and upcoming technologies.
Unit 3 – 10Hours	<ul style="list-style-type: none"> • Case studies on top Global supply chains. • (Case) Seven Eleven Japan • The greatest supply chain disasters of all time. 		<ul style="list-style-type: none"> • The students must understand which companies globally are at an advantage due to successful supply chain. They must also understand how dynamic is supply chain environment and upcoming technologies.
Unit 4 - 15 Hours	Computer based laboratory work	Please refer at the end of the syllabus.	

Guidelines for Computer Training Courses

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

Objectives of Computer Enabling Activities.

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

Method of conducting practical Training.

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

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

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

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

Project guidelines for students.

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

SYBBA –IB

Warehouse management System (A 406)

Note : Computer training - The software mentioned in the list are suggests names of the software companies. Teachers can choose any other software as per the availability. Students can perform the project in group or individually and can select any topic /s from the list.

Suggestive Names of the software companies and their products

- NetSuite and likewise many more software for enterprise resource planning (ERP) and customer relationship management (CRM) functions.
- MacWinLinuxand : Cloud Zoho Inventory is a cloud-based inventory management solution designed for small to midsize businesses.
- inventory management , inventory control, -Reporting and analysis,
- Vendor managed inventory
- Magaya WMS and likewise software companies
- warehouse management inventory, automate accounting processes,
- and improve warehouse management.
- The software provides a mobile app “Track2Go”
- Real-time delivery process
- Fishbowl Inventory
- Fishbowl - hybrid manufacturing and warehouse management solution designed for small and midsize companies.
- Material requirements planning (MRP),
- Job shop floor control,
- CommerceBlitz for Logistics purpose and likewise many more
- Warehouse Management Software
- Wholesale platform. web-based
- Excalibur WMS is a cloud-based or warehouse management solution (WMS), designed exclusively for third-party logistics
- 3PL warehouse manager is a cloud-based warehouse management system designed for third-party logistics companies to manage multiple customers, processes and billing schedules.
- Infoplus WMS is a web-based warehouse management software solution for small to midsize companies -overall inventory, warehouse operations and shipping.
- WISE by Royal 4 Systems is a rules-based warehouse Management
- Lead Commerce is an integrated order management suite that offers applications like inventory management, merchandise planning, and customer relationship management.

- Omnia- cloud-based ERP that allows businesses of all sizes to manage processes for the supply chain lifecycle, point of sale, warehousing, customer relationship management
- Oracle SCM Cloud is a cloud-based supply chain management solution that offers distribution, manufacturing, inventory management and fleet management within a suite.
- Agiliron cloud-based point-of-sale (POS) solution is designed to serve both in-store and mobile businesses as well as online sales channels.
- The Generix Group WMS is a highly flexible and adaptive warehouse management system built for companies that need their supply chains to be nimble, efficient, and scaling, while ensuring execution excellence, compliance, and operational
- Synapse is a cloud-based and on-premise warehouse management solution by Zethcon for small and mid-sized businesses.
- Kechie, a SaaS platform suited for businesses with \$1M+ in revenue, was developed to manage goods and services from the point of origin to consumption.
- Cadre Technologies' Cadence WMS is a warehouse management system that integrates warehouse operations with logistics and fulfilment.
- Foysonis WMS is warehouse management system for small to mid-sized warehouses interested in utilizing cloud computing technology to integrate with currently installed hardware.
- Shipedge is a cloud-based warehouse management solution for small, midsize and large enterprises. It caters to e-commerce warehouses,

Evaluation Methods:

Unit No	Internal Evaluation and Exposure project total 50 marks	External Evaluation
1	1.MCQ on concept meaning 2.Presentations on study of Warehouses in different companies /Industries	25% MCQ 35% Short notes 40% Long answers
2	1.Case study analysis and Brain storming	
Total	Project based Viva 50 marks	50

- **Note: The internal evaluation shall be based on business exposure projects for 50 marks. Chapter wise internal evaluation methods are indicative only**

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	World Class Warehousing & Material Handling	Frazelle	Tata McGraw-Hill	New Delhi
2	Global Logistics and Supply Chain Management	John Mangan, Chandra Lalwani	Tim Butcher John Wiley & Sons	USA
3	Designing & Managing the Supply Chain	David Simchi, Levi, Philip Kaminsky, Ravi Shankar	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for SY BBA (IB)
University Examination Sub: International Warehouse and Supply Chain Management (II)
Course Code: 406 A
Credit - 4 (2+2)

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

Savitribai Phule Pune University
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	Overview of International Relations	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"> • To understand the basic concept of international relations. • To understand role, functions of various categories of international relations.
2	Regional Economic Integration & their current Practices	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"> • To help understand in detail various regional groupings. • To gain in depth knowledge of various practices and achievements of these regional groupings.

		& their current Practices	
3	Legal Relations	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"> • To know about the dispute redressal system of WTO. • To know in detail about GATs, TRIMs TRIPs and Commodity Agreements.
4	Socio-Cultural Relations and Trade Relations	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"> • To know the socio-cultural background of India and its effect on international relations. • To understand the role and functions of culture, culture sensitivity on the creation of a global culture. • To know at length about instruments of trade policy.

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	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.

Unit 2- 12 hours	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
Unit 3- 12 hours	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.
Unit 4 - 12 hours	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

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

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

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

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

Savitribai Phule Pune University
TY BBA –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	Introduction to International Law and Role of International Institutions	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"> • To understand the basic concept of international economic laws. • To understand role, functions of various international institutions with respect to internal economic laws.
2	Models and Conventions	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"> • To help understand in detail various models governing international trade.

	Governing International Trade	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"> To gain in depth knowledge of various conventions relating to international trade.
3	International Dispute Settlement Machinery	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"> To know about the dispute redressal system of WTO To know in detail about international court of justice To know in detail about International Clauses for Settlement of Investment Disputes ICSID and ICAEF
4	Indian Laws and Role of Government Bodies in International Trade	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"> To study various laws framed in India that support international trade laws. To understand the role and functions of Indian Government Bodies promoting international trade in detail.

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Expected Outcome
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Practical		
Unit 1- 12 hours	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.
Unit 2- 12 hours	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.
Unit 3- 12 hours	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.
Unit 4 - 12 hours	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

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

Savitribai Phule Pune University
TY BBA –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	Introduction to Business Reporting.	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"> • To introduce the concept of business reporting, its scope and factors affecting Reporting.
2	Business, Industry, Categories & Segments	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"> • To understand categorization and segmentation. • To understand analysis parameters

		2.4 Designing of reporting format, Preparing Business Plans. 2.5 Preparing for business meetings 2.6 Selective business strategies	
3	Business Reporting	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"> To know and understand areas of business reporting and analysis.
4	Business Analysis & Interpretation	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.
Unit 2 – 12 hours	Demo analysis and parameters can be discussed	Ability to Understand categorization and segmentation. To understand analysis parameters
Unit 3 – 12 hours	International surveys, White papers can be discussed.	Ability to know and understand about areas of business reporting and analysis.
Unit 4 – 12 hours	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

Subject	Internal Evaluation	External Evaluation
Unit – I	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%
Unit – II	MCQs on all topics Short note on long question on Analysis Parameters. Designing of Reporting format	
Unit – III	Presentations on – Marketing Reports --- Financial Reporting	
Unit – IV	Preparation of report on Tools & Techniques used in	

	Business Analysis & Interpretation	
Total –	30 Marks	70 Marks

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Process Analysis	GeofferyDarton	MakshaDarton- Publication	Delhi
2	Business Analysis	Debra Paul and Donald Yeates	BCS Learning & Development Limited	NewYork
3	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

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

Savitribai Phule Pune University
TY BBA –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	Introduction Foreign Exchange	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"> • To introduce foreign Exchange, its structure, basic of transactions and limitations.
2	Foreign Exchange Rate	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"> • To get the knowledge about Exchange rates, convertibility of rupees etc.

3	Foreign Exchange Market	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"> To understand how foreign exchange market functions, to know about payment systems.
4	Foreign Exchange Control and risk exposure	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"> To study and understand methods of exchange control. To know about FEMA, its features and provisions.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Demo transactions, informative videos/ documentaries /	Knowledge of foreign Exchange and its management, its structure, basic of transactions and limitations.
Unit 2- 12 hours	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	
Unit 3- 12hours	Exchange market functioning documentaries, simulations.	Understanding about foreign exchange market functioning, transactions and payment systems
Unit 4 - 12 hours	Interaction with / Guest lectures of the foreign trader.	Know about the foreign market controls and FEMA functioning.

Evaluation

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

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Foreign Exchange & Forex Trading	Ankit Gala & Jitendra Gala	Himalaya Publication	Pune
2	Currency Trading for Dummies	Brian Dolan and Kathleen Brooks	For Dummies	New Jersey
3	Foreign Trade and Foreign Exchange	Chaudhuri & Agrawal	Himalaya Publication	Mumbai
4	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

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

Savitribai Phule Pune University
TY BBA –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.

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

		<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	International Product Policy and Planning:	<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	International Pricing and Promotion decisions-	<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& 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
Unit 1- 12 hours	<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>The students shall prepare a project on:</p> <ol style="list-style-type: none"> 1. Prepare a key skill involved in running an International Business 2. Prepare a Business plan for selling in International Market 3. A report on role of Packaging in International Marketing 4. Prepare a research-based report on identifying new International Markets for Indian products. 	<p>The students must understand the functions of International Marketing</p> <p>The students must gain practical knowledge of understand MNCs and TNCs</p>
Unit 2- 12 hours	<p>Discuss Factors influencing the Channel decision.</p>		<p>The students must get acquainted with the different entry modes in International Markets.</p>
Unit 3- 12hours	<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>
Unit 4 - 12 hours	<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
Unit – I	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.	25% MCQ 35% Short notes 40% Long answers
Unit – II	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.		
Unit – III	1.MCQ on International Product Policy and Planning 2. Situation analysis of Problems and Prospects of International Marketing. 3. Presentations on International product positioning.		
Unit – IV	1.Case study Global Pricing. 2. Analysis of Global Advertising selecting an advertising agency		
Total	30 Marks	20 Marks	

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
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

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

Savitribai Phule Pune University
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

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Legal Framework of International Marketing	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"> • To make the students aware of complexities of International trade law • To understand Principles of International Business Contract
2	Institutional Environment & Anti-Dumping Duties	2.1 Trade Related Institutions: WTO, UNCTAD and IMF.	<ul style="list-style-type: none"> • To know the Dispute settlement mechanism

		<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"> • To get acquainted with Anti-Dumping
3	Regulations and Treaties	<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"> • To know different guidelines and agreements relating to International Marketing. • To make the students understand how to resolve issues involving double taxation of passive and active income.
4	Legal and Ethical Issues in International Marketing	<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"> • To learn Concepts Relating to International Business. • To study International Ethical Consideration.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project /Practical – as applicable	Innovative Methods to be used	/Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 12 hours	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
Unit 2- 12 hours	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.
Unit 3- 12hours	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
Unit 4 - 12 hours	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
Unit – I	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	25% MCQ 35% Short notes 40% Long answers
Unit – II	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.	
Unit – III	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	Refer project and internship guidelines	
Unit – IV	1.Case study Ethical Consideration in International Marketing and Marketing Communications. 2. Analysis of Foreign investment		
Total		Project Based Viva 50 marks	

- 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.

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA (IB)
University Examination Sub: Legal Dimensions in International Marketing(II)
Course Code DSE A 506

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

Unit .No	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Entrepreneurship	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"> • 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.
2	New Venture Management	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"> • To understand the fundamentals of how to manage a new venture. • To know the various functional

		<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"> To analyse the role of information technology in new venture development.
3	Creation of a start-up and business plan preparation	<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"> To know the process of creation of a start-up. To know in detail about the various types of feasibility analyses required in new venture creation. To know the fundamentals of a business plan and different types of business plans in detail. To know about project report formulation and presentation in detail.
4	Institutional support to	<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"> To know at length about the role of various Indian institutes offering assistance to new ventures and start-

	Entrepreneurship	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
Unit 1- 12 hours	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.
Unit 2- 12 hours	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.

Unit 3- 12hours	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.
Unit 4 - 12 hours	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

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

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
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

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

Savitribai Phule Pune University
TY BBA –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	Introduction to International Project Management	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"> • 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.
2	Strategy planning & Project	2.1 Need for Strategy in Project Management 2.2 Resource Co-ordination 2.3 Project performance measurement	<ul style="list-style-type: none"> • To help understand role of strategic planning in project management.

	Management	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"> • To gain in depth knowledge of various concepts involved in project planning and initiation. • To know about the social impact of a project.
3	Time, Cost and Quality Planning	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"> • 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.
4	Project Delivery & Control	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"> • 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.

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
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Unit 1- 12 hours	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.
Unit 2- 12 hours	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.
Unit 3- 12 hours	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.
Unit 4 - 12 hours	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

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

Suggested references

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

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

Savitribai Phule Pune University
TY BBA – 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	Introduction to Decision making and Risk Management	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 rational models, Traps and cognitive barriers that lead to sub-optimal decisions	<ul style="list-style-type: none"> • To understand the role and scope of Decision making and Risk management in organizations.

2	Decision making Tools and Models	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"> To understand the importance of Decision-making tools and models in business.
3	Role of Decision Making and leadership	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"> To understand the role of leadership and its allied aspects while making decisions.
4	Individual and Organizational Values in Decision Making and Risk Management	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"> To understand the role and importance of organizational values in Decision making and Risk Management

Teaching Methodology

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

Evaluation:

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

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

Suggested Reference:

Sr. No.	Title of the Book	Author/s	Publication	Place
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 th 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

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

Savitribai Phule Pune University
TY BBA – 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.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Agribusiness Management	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"> ● To understand the structure of Agribusiness ● To know what are the features of Agribusiness. ● To understand the concept of Contract Farming.
2	Agricultural Marketing	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"> ● To know the Classification of markets. ● To understand Agricultural Marketing. ● To get acquainted with pre-requisites for effective

		2.5 Pre-Requisites for Effective Agricultural Marketing	agricultural marketing
3	Agricultural Credit	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"> ● To know the role of Banks in Agri Business ● To understand the role of cooperative institutions.
4	International Agri Export	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"> ● To learn how to make Marketing Plan of Agri Export ● To know the export documents required for Agri export. ● To understand impact of WTO agreement on Agri trade.

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.
Unit 2- 12 hours	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.
Unit 3- 12 hours	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
Unit 4- 12 hours	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
Unit – I	1.MCQ on meaning, Definition and Structure of Agribusiness 2. Open Book Test 3. Presentation on use of ICT In Agribusiness,	25% MCQ 35% Short notes 40% Long answers
Unit – II	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.	
Unit – III	1.MCQ on Agricultural Finance 2. Situation analysis of Problems and Prospects of Agricultural Cooperatives. 3. Presentations on “Agricultural credit: Challenges, Opportunities, Strategies”	
Unit – IV	1.Case study Impact of WTO agreement on Agriculture Trade. 2. Analysis of Marketing plan for Agri exports	
Total	30 Marks	

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
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

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

Savitribai Phule Pune University
TY BBA-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.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Service Sector	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"> • To understand the Classification in International Service Sector • To understand the role of service employee
2	Service Consumer Behaviour	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"> • To know Service Marketing Triangle • To get acquainted with Internal and external service marketing

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

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	The students shall prepare a project on: <ol style="list-style-type: none"> 1. Examine and prepare a report on the marketing and managerial approaches for offerings services to individual and organizational customers 2. Prepare a Business plan for an upcoming service industry. 3. Provide guidelines to design, develop and implement service management for an organization. 4. Prepare a research-based report on identifying new International Markets for Indian Service Sector. 	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
Unit – I	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	25% MCQ 35% Short notes 40% Long answers
Unit – II	1.Presentation on components of Internal and External service marketing 2. Case Study on International service management. 3. Chart making on Service Marketing Triangle.		
Unit – III	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		
Unit – IV	1.Case study Service Failures and Recovery Strategies 2. Analysis of Improving service quality		
Total	30 Marks	20 Marks	

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	V.N. Raghu, Vasanti Venugopal	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

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

Savitribai Phule Pune University
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.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	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"> • To understand Branding Challenges and Opportunities • To understand the Brand Equity Concept
2	Brand Positioning	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"> • To know Competitive Advantage through Strategic Positioning of Brands

		<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"> • To get acquainted with Points of Parity
3	Brand Image:	<p>3.1 Image Dimensions</p> <p>3.2 Brand Associations & 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"> • To know the different image dimensions • To understand brand audits
4	Brand Valuation	<p>4.1 Methods of Valuation</p> <p>4.2 Implications for Buying & 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"> • To learn Methods of valuation • To study global branding Strategies

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Tutorial /Minor project	Expected Outcome
Unit 1- 12 hours	<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>
Unit 2- 12 hours	<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>
Unit 3- 12 hours	<p>Case study on Brand Loyalty. 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>

Unit 4 - 12 hours	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

Unit No	Practice purpose -	Project & Internship (Refer Guidelines)	External Evaluation
Unit – I	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.	25% MCQ 35% Short notes 40% Long answers
Unit – II	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		
Unit – III	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		

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

- 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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Question paper Pattern 2019 for TY BBA (IB)
University Examination Sub: Brand Management (II)
Course Code DSE A 606

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