

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration in International Business

(BBA - IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

Preamble:

The Bachelor of Business Administration in International Business (BBA-IB) program is meticulously designed to equip students with the essential knowledge, skills, and competencies required to excel in the dynamic and interconnected global business environment. This curriculum is structured to provide a comprehensive understanding of fundamental business principles, specialized international business practices, and the strategic decision-making processes essential for effective management in a global context.

Following aspects highlight the importance of commercial education:

- 1. Academic Rigor and Excellence:** Commercial education provides a rigorous academic curriculum that equips students with a comprehensive understanding of business theories, principles, and practices. Through innovative teaching methods and experiential learning opportunities students excel in dynamic and competitive global business environments.
- 2. Ethical Leadership and Social Responsibility:** Students are instilled in the importance of ethical decision-making, integrity, and corporate social responsibility. Our program emphasizes the significance of ethical leadership and the impact of business practices on society and the environment.
- 3. Critical Thinking and Problem-Solving Skills:** We foster the development of critical thinking, analytical reasoning, and problem-solving skills essential for effective decision-making in complex business situations. Students learn to evaluate information, analyze data, and formulate strategic solutions to real-world challenges.
- 4. Global Perspective and Cultural Awareness:** Recognizing the interconnectedness of the global economy, we emphasize the development of a global mindset and cultural competence among the students. Our curriculum integrates international business concepts and opportunities for cross-cultural learning experiences.
- 5. Professional Development and Career Readiness:** Through internships, professional development workshops, and networking opportunities, students are facilitated the acquisition of practical skills and industry-specific knowledge necessary for professional growth and advancement.
- 6. Innovation and Entrepreneurship:** Encouraging creativity and innovation, we inspire entrepreneurial thinking and the ability to identify and seize opportunities in the marketplace. Our program supports aspiring entrepreneurs in developing business plans and launching ventures that contribute to economic growth and innovation.
- 7. Continuous Learning and Adaptation:** Committed to continuous improvement and adaptation to meet the evolving demands of the business world. Our faculty engage in scholarly research and professional development to ensure that our curriculum remains relevant and responsive to industry trends and technological advancements.

8. Constant Learning: Commerce is a field that requires continuous learning and adaptation to stay competitive. Business education instills a mindset of lifelong learning, encouraging individuals to stay updated about industry trends, new technologies, and evolving business practices.

Objectives of the Programme:

1. To equip students with a robust understanding of core business concepts including management, finance, marketing, economics, and operations, essential for any business environment.
2. To foster an in-depth understanding of international business operations, including global supply chain management, international marketing, and foreign exchange management, to prepare students for global business challenges.
3. To develop critical thinking and analytical abilities through coursework in research methodology, enabling students to conduct rigorous business research and data analysis.
4. To improve students' proficiency in business communication, both written and oral, as well as interpersonal skills, essential for effective collaboration and leadership in diverse business settings.
5. To instill a strong sense of ethics and social responsibility, ensuring that students understand the importance of sustainable and ethical business practices.
6. To encourage entrepreneurial spirit and innovation through courses on entrepreneurship, start-up management, and vocational skill development, preparing students to create and manage new business ventures.
7. To offer practical experience through internships, field projects, and community engagement, enabling students to apply theoretical knowledge in real-world business situations.
8. To enhance cultural sensitivity and global awareness by exposing students to international business environments and diverse cultural perspectives.
9. To prepare students for leadership roles by developing essential management skills, including strategic decision-making, organizational behavior, and human resource management.
10. To ensure students are proficient in the use of business technologies and information systems, crucial for efficient business operations and competitive advantage.
11. To promote a commitment to lifelong learning and continuous professional development, ensuring that graduates remain adaptable and competitive in a rapidly changing business landscape.
12. To prepare students for successful careers in international business through career counseling, professional development activities, and networking opportunities with industry professionals.

Program Outcomes:

1. Graduates will demonstrate a comprehensive understanding of fundamental business principles and practices, including management, finance, marketing, and economics.
2. Graduates will possess a deep understanding of international business operations and the ability to analyze global market trends and economic conditions.
3. Graduates will be able to apply critical thinking and analytical skills to solve complex business problems using quantitative and qualitative data.
4. Graduates will be proficient in business communication, capable of presenting ideas clearly and persuasively in both written and oral formats.
5. Graduates will demonstrate a strong sense of ethics and social responsibility, understanding the impact of business decisions on society and the environment.
6. Graduates will be effective leaders and team members, capable of motivating and managing diverse teams to achieve organizational goals.
7. Graduates will be adept at using current business technologies and information systems to

enhance business operations and decision-making processes.

8. Graduates will have the knowledge and skills to identify business opportunities, develop business plans, and launch and manage new ventures.
9. Graduates will exhibit cultural sensitivity and the ability to operate effectively in diverse cultural and international business environments.
10. Graduates will be able to apply theoretical knowledge to real-world business situations through internships, projects, and practical experiences.
11. Graduates will demonstrate a commitment to lifelong learning and professional development, staying current with industry trends and advancements.
12. Graduates will be well-prepared for successful careers in international business, with the skills and knowledge to excel in various roles and industries.

Introduction

The BBA - IB Degree Program (2024 Pattern) will be introduced in the following order:

Sr. No.	BBA – IB Degree Program	Academic Year
A	First Year BBA - IB	2024-2025
B	Second Year BBA - IB	2025-2026
C	Third Year BBA - IB	2026-2027
D	Fourth Year BBA - IB	2027-2028

Eligibility

- a) No Candidates shall be admitted to the First Year of the BBA - IB Degree Program (2024 Pattern) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester Examination of the Second Year unless he / she has cleared First Two Semesters satisfactorily for the course at the college affiliated to this University.
- c) No student shall be admitted to the Third Year BBA – IB (Fifth Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of First and Second Semester Examination of FYBBA - IB
- d) No candidate shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared the first Two Semesters satisfactorily of Second Year for the Program at the college affiliated to this University.
- e) No candidate shall be admitted to the Fourth Year BBA - IB (Seventh Semester) Degree Program (2024 pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of SYBBA - IB

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

- Class Room Lectures
- Demonstration for programming course
- Guest Lectures of Professionals, Industry Experts etc.
- Teaching with the help of ICT tools
- Visits to various Professionals Units, Companies and Business / Industry Units
- Group Discussion / Debates

- Assignments, Tutorials, Presentations, Role Play etc.
- YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
- Analysis of Case Studies

Examination

- 1) A student cannot appear for the Semester End Examination unless he / she has maintained at least 75% attendance during the teaching period of that course. If a student fails to maintain attendance up to 75%, at the time of filling of Examination Forms, an undertaking from the student should be taken stating that he / she will be allowed to appear for Examination subject to fulfillment of required attendance criteria during the remaining period of teaching of the course.
- 2) Each credit will be evaluated for 25 Marks.
- 3) Each course will have a distribution of 30:70 for CIE and SEE.
- 4) To pass a course, the student must obtain at least 40% Percent marks in the CIE and SEE separately.
- 5) If a student misses CIE examination, he / she will have a Second Chance with the permission of the teacher concerned only. Such a Second Chance shall not be the right of the student; it will be the discretion of the teacher concerned only rather than the Head of the Department or Principal to give or not to give Second Chance to a student to appear for Internal Assessment.
- 6) A student cannot register for the Third, Fifth and Seventh Semester, if he / she fails to complete 50% credits of the total credits expected to be ordinarily completed within Two Semesters.
- 7) No student shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared First Two Semesters.
- 8) No student shall be admitted to the Fourth Year BBA - IB (Seventh Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of SYBBA - IB and has satisfactorily kept terms for the Third Year (Fifth and Sixth Semester).
- 9) There shall be revaluation of the Answer Scripts of Semester-End Examination but not of Answer Scripts of Internal Assessment Papers as per Ordinance No. 134 A and B.

A.T.K.T. Rules

The present relevant ordinances issued by the SPPU pertaining to ATKT are applicable.

University Terms:

The dates for the commencement and conclusion of the First and the Second Terms shall be as determined by the University Authorities. Only duly admitted students can keep to the terms. The present relevant ordinances pertaining to the grant of terms will be applicable.

Verification and Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

Restructuring of Courses

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme' at the Undergraduate Level from June 2024. The Colleges under the Restructured Programme which have revised their structure in the light of the "2024 Pattern" shall be introduced with effect from Academic Year 2024-25.

Standard of Passing

- A candidate is required to obtain 40% Marks in Internal Assessment, Practical Examination and Semester End University Examination.
- It means that passing separately at Internal Assessment, Practical Examination and Semester End University Examination is compulsory.

Methods of Evaluation, Passing, and Evaluation Criteria

The evaluation of students will be done on Three Times during each Semester:

- Internal Assessment (Internal)
- Practical Examination (If applicable)
- Semester End University Examination (External)

For Semester End University Examination, question papers will be set for Seventy Percent of the Total Marks allotted for the course.

Evaluation will be done on a continuous basis Three Times during each Semester. Internal Assessment will be of Thirty Percent of the Total Marks allotted for the subject. The colleges need to adopt any Two Methods out of the following Methods for Internal Assessment:

- Offline Written Examination
- Power Point Presentations
- Assignments / Tutorials
- Oral Examination
- Open Book Test
- Offline MCQ Test
- Group Discussion
- Analysis of Case Studies

Programme Structure

FYBBA-IB Semester I

Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 1	Essentials of Management	5	4	30	70	100
	Major Mandatory 2	Fundamentals of Supply chain and Logistics Management	3	2	15	35	50
Open Elective (OE)	Open Elective 1	Indian Economics Policy - I	3	2	15	35	50
	Open Elective 2	Business Mathematics	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Hospitality & Tourism Management	3	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Information Technology for Business	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication Skills - I	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2	50	0	50
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS	3	2	50	0	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – I	@ Department	2	50	0	50
Total			-	22	270	280	550

FYBBA-IB Semester II

Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 3	Fundamentals of Financial & Cost Accounting	5	4	30	70	100
	Major Mandatory 4	Basics of Financial Management	3	2	15	35	50
Minor	Minor 1	Fundamentals of Marketing Management	3	2	15	35	50
Open Elective (OE)	Open Elective 3	Business Economics	3	2	15	35	50
	Open Elective 4	Business Statistics	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Entrepreneurship & Start-up Management	3	2	50	0	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basic Managerial Skills	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication Skills - II	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2	50	0	50

Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – II	@ Department	2	50	0	50
Total			-	22	270	280	550

SYBBA-IB Semester III

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

SYBBA-IB Semester IV

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

Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through Social Awareness	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	@ Depar tment	2
Total			-	22

TYBBA-IB Semester V

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

TYBBA-IB Semester VI

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

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

Detail Syllabus

Semester I					
Semester No.	CourseCode	Type of Course	CourseTitle	Credits	Lecture Hours/Week
I	BBAIB101T	Major Mandatory	Essentials of Management	4	5

Course Objectives

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

Course Outcome

CO1	To develop managerial effectiveness through managerial thinking Knowledge of effective
CO2	Learning about the management philosophy over the period of time
CO3	How to plan and organize an activity and motivate the group
CO4	To develop understanding regarding new systems of management.

Unit	Title and Contents	No. of Lecture Hours
1	Nature of management 1.1 Introduction: Meaning, Definition, Nature of Management, Importance of management.	15
	1.2 Concept of Administration, Difference between Administration and Management, Responsibilities of Managers 1.3 Management as a Science, Management as an Art, Management as a Profession.	
2	Evolution of management thoughts 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker	15
3	Functions of Management 3.1 Forecasting: Meaning, Advantages, Disadvantages, Planning: Meaning, Types, Advantages, Disadvantages 3.2 Organizing: Meaning, Importance, Staffing: Meaning and Importance, Decision Making: Meaning, Process, 3.3 Direction: Meaning Nature and Principles, Motivation: Meaning, Importance, Types, Maslow's Hierarchy of Needs, Theory X & Y 3.4 Controlling: Meaning, Needs, Process, Techniques.	15

4	Recent trends in Management 4.1 Management of change, Management of crisis, 4.2 Stress Management, Time Management	15
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Reference Material

Text Books

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

Reference Books

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

Other Learning Material

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

Semester No.	Course Code	Type of Course	CourseTitle	Credits	Lecture Hours/Week
I	BBAIB102T	Major Mandatory	Fundamentals of Supply chain and Logistics Management	2	3

Course Objectives

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

Course Outcome

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

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

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

Text Books

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

Reference Books

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

Other Learning Material

1. <https://www.youtube.com/watch?v=M1QBxVjZAw&list=PLCD3E338A3E58E906&index=1>
2. <https://www.youtube.com/watch?v=ZpHiMTwOdM&list=PLCD3E338A3E58E906&index=4>

Semester No.	CourseCode	Type of Course	CourseTitle	Credits	Lecture Hours/Week
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I	OE-101-ECO	Open Elective	Indian Economy Policy – I	2	3
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Note: This course is taken from OE basket of Faculty of Humanities.

Course Outcome The student will be able to	
CO1	understand nature of Developed and Developing Economies.
CO2	understand major issues regarding economic development of India.
CO3	compare Indian Economy with other world economies.
CO4	familiarize with the recent developments in the Indian Economy

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Indian Economy 1.1 – Economy: Meaning and Classification 1.2 - Developed and Developing Economies 1.3 - Indicators of Developed Economy 1.4 - Characteristics of Indian Economy as Developing Economy 1.5 - Major issues of Economic Development in India 1.6 – Monetary and Fiscal Policy in India	15
2	Agriculture, Industry and Service Sector In India 2.1 – Sectoral Structure of an Economy 2.2 – Contribution in Economic Development of India: Agriculture, Industry and Service Sector 2.3 – Sectoral Distribution of Gross Domestic Product (GDP) and Employment in India 2.4 – Interdependence between Agriculture, Industry and Service Sectors 2.5 – New Economic Policy	15

Reference Material

Text Books

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

Reference Books

1. Agrawal A.N., Indian Economy Problems of Development & Planning, New Age International Publishers, New Delhi.
2. Gaurav Datt & Ashwani Mahajan (2022): 'Indian Economy' S. Chand Publishing Company Ltd., New Delhi.
3. V.K. Puri, S.K. Misra, 'Indian Economy', Himalaya Publishing House, Mumbai. (Latest Edition)

4. Gopal and Suman Bhakri (2013) Indian Economy Performance and Policies. Pearson Publication Delhi.
5. Uma Kapila (2023), Indian Economy: Performance and Policies.
6. Ministry of Finance, Government of India, Economic Survey, 2020
7. Department of Economic Affairs (Government of India).

Other Learning Material

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>
2. <https://www.ibef.org/economy>
3. <https://www.worldbank.org/en/country/india/overview>

Semester No.	CourseCode	Type of Course	CourseTitle	Credits	Lecture Hours/Week
I	OE-103-MTS	Open Elective	Business Mathematics – I	2	3

Note: This course is taken from OE basket of Faculty of Science and Technology.

Course Objectives	
1.	To provide solid Mathematical Foundation for BBA Students in Business and Finance.
2.	To help the students for various mathematical topics with Practical Business Application.
3.	To enhance problem - solving Skills and ability for Academic and Professional Success.
4.	To make students understands mathematics behind commerce and Management.
5.	To foster conceptual Clarity and Confidence in Mathematical Competence.

Course Outcome The student will be able to	
CO1	understand the Concepts of Ratio, Proportion, Percentage and Partnership.
CO2	apply mathematical concepts to solve real-world financial problems.
CO3	understand the equated monthly instalments (EMI) for loans and mortgages.
CO4	apply the simple and compound interest for various financial instruments.
CO5	analyze models related to Finance and can solve them.
CO6	remember the computation of Dividend and Return on Investment in shares.

Unit	Title and Contents	No. of Lecture Hours
1	Ratio, Proportion, Percentage 1.1 Introduction to Ratios and Proportions, Applications of Ratios and Proportions, Percent- ages and its applications. 1.2 Concept of Commission and Brokerage, Types of Commission, Partnership, Practical applications.	15

2	Interest and Dividend 2.1 Simple interest and compound Interest. 2.2 Equated Monthly Instalments (EMI), EMI on reducing balance, EMI on at and floating rate of interest. 2.3 Concept of shares and dividends, Types of Shares, Problems on dividend and return on investment on shares.	15
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References

1. Practical Business Mathematics by S. A. Bari, New Literature Publishing Company, New Delhi, India.
2. Mathematics for Commerce by K. Selvakumar, Notion Press, Chennai, India.
3. Business Mathematics with Applications by Dinesh Khattar and S. R. Arora, S. Chand Publishing, New Delhi, India.
4. Fundamentals of Business Mathematics by M. K. Bhowal, Asian Books Pvt. Ltd, New Delhi.
- Business Mathematics by D.C. Sancheti and V. K. Kapoor, Sultan Chand and Sons.
6. Business Mathematics by J. K. Singh, Himalaya Publishing House.

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBAIB101VSC	Vocational Skill Development Course (VSC)	Hospitality and Tourism Management	2	3

Course Objectives

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

Course Outcome	
CO1	To demonstrate professional behaviour and competencies in customer service in Hospitality & Tourism Industry
CO2	To interpret the fundamental principles of essential hospitality & tourism Industry.
CO3	Identify and apply business concepts and skills relevant to Hospitality & Tourism Industry.
CO4	Analyze information and make decisions using critical thinking and problem solving skills related to Hospitality & Tourism Industry.
CO5	Evaluate diversity and ethical considerations relevant to the Hospitality & Tourism Industry.
CO6	To develop a range of leadership skills and abilities such as motivating others, leading changes and resolving conflicts in Hospitality & Tourism Industry

Unit	Title and Contents	No. of Lecture Hours
1	<u>Introduction to Hospitality & Tourism Management</u> : Overview of structure and performances of hospitality & tourism industry, food & lodging, resorts, tourism enterprises. Major focus on orientation to customer service , cultural & economic trends and career opportunities	15
2	<u>Hospitality Information Systems</u> : Application of various information systems to the management of facilities programs, services , finances and accounting , products, marketing & sales, human resources & other major functions of hospitality , recreation and tourism organizations / agencies	15

Reference Material

Text Books

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

Reference Books

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

Other Learning Material :

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

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBAIB101SEC	Skill Enhancement Course (SEC)	Information Technology for Business	2	3

Course Objectives

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

Course Outcome

Student will be able to

CO1	Understand the evolution of IT and its use in Business
CO2	Understand the basics of e-commerce
CO3	Understand advanced IT tools used in business

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

Reference Material

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

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBAIB101AEC	Ability Enhancement Course (AEC)	Business Communication Skills – I	2	3

Course Objectives:

1. To understand what the Need and Significance of communication in personal and business world
2. To understand system of communication and their utility

Course Outcome:

Student will able

CO1	To understand the concept, process, and importance of communication
CO2	To apply gain knowledge of media of communication in businesses
CO3	To develop skills of effective communication - both written and oral

Unit	Title and Contents	No. of Lectures
1	Introduction 1.1 Meaning, Definition of Communication 1.2 Need for effective communication 1.3 Process of Communication 1.3 C's of effective communication, 1.4 Types of Communication- 1.4.1 Verbal communication- Formal and Grapevine, 1.4.2 Nonverbal communication: -Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Silence, Tips for Improving Non-Verbal Communication 1.5 Barriers to communication 1.6 overcoming barriers to communication 1.7 Listening Skills- Types of Listeners, Tips to be good listener. 1.8 Different Media of Communication- E-mails, social media, Fax communication, Video Conferencing, Blogs	15
2	Writing Skills 2.1 Written Communication-Merits and Demerits 2.2. Report Writing- Meaning Definition of Report Importance of good report, Qualities of a good report, Tips for writing good report 2.3 Email Correspondence - Writing effective emails 2.4 Appropriate email subject lines 2.5 Email etiquette and conventions 2.6 Practice writing and receiving emails	15

	2.7 Business Letters - Structure and Components of Business letters, Drafting Business letters	
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Reference Material

Text Books

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

Reference Books

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

Semester No.	Subject Code	Type of Course	Course Title	Credits	Lectures per week
I	BBAIB101VEC	Value Education Course (VEC)	Environmental Awareness	02	03

Course Objectives:

- 1) To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

CO1	To understand Environmental pollution.
CO2	To apply and promote green practices at home and at work

Unit	Title and Contents	No. of Lectures
1	Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution - Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, nuclear hazards	15
2	Various Government initiatives for conservation of Environment. Controlling measures), Solid waste Management: Causes, effects, and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone, and landslides.	15

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration in International Business

(BBA - IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

Programme Structure

FYBBA-IB Semester II								
Course Type	Course		Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 3	BBAIB201T	Fundamentals of Financial & Cost Accounting	5	4	30	70	100
	Major Mandatory 4	BBAIB202T	Basics of Financial Management	3	2	15	35	50
Minor	Minor 1	BBAIB10MI	Fundamentals of Marketing Management	3	2	15	35	50
Open Elective (OE)	Open Elective 3	OE-156-CS-P	AI Tools for Business	5	2	15	35	50
	Open Elective 4	OE-103-STs	Business Statistics - I	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	BBAIB201VSC	Entrepreneurship & Start-up Management	3	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	BBAIB201SEC	Basic Managerial Skills	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	BBAIB201AEC	Business Communication Skills - II	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	BBAIB201VEC	Democracy Awareness & Gender Sensitization	3	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	BBAIB201CC	Physical Education – II	@ Department	2	15	35	50
			Total	-	22	165	385	550

Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	CourseTitle	Credits	Lecture Hours/Week
II	BBAIB201T	Major Mandatory	Fundamentals of Financial & Cost Accounting	4	5

Course Objectives

1.	To understand Financial Accounting Fundamentals
2.	To bridge Theoretical and Practical Knowledge
3.	To develop an understanding of Cost Accounting
4.	To understand Costing Concepts
5.	To develop Financial Recording Skills

Course Outcome

Student will be able to

CO1	demonstrate Knowledge of Accounting Basics
CO2	integrate theoretical knowledge in practical scenarios
CO3	understand Fundamental Accounting Concepts
CO4	develop and use Cost Sheets
CO5	understand Cost Accounting

Unit	Title and Contents	No. of Lecture Hours
1	Financial Accounting Definition and Scope, objectives, accounting concepts, principles and conventions. Classification of accounts.	15
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)	15
3	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	15
4	Elements of cost and Cost Sheet Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet	15

Reference Material

Reference Books

1. Cost Accounting and Financial Management M.Y. Khan, P.K. Jain McGraw Hill New Delhi
2. Cost accounting Theory and practice Bhabatosh Banerjee PHL Learning Pvt. Ltd. New Delhi
3. Cost Accounting - Dr. P.C. Tulsian S. Chand New Delhi
4. Advance Accounting Vou- I S.N. Maheshwari& S.K. Maheshwari Vikas Publication New Delhi
5. Advance Accounting Vou- I M.C. Shukla, T.C. Grewal , S.C Gupta S. Chand New Delhi
6. Advanced Accountancy(Volume – I) R.L. Gupta , M. Radhaswamy Sultan Chand & Sons New Delhi

Semester No	CourseCode	Type of Course	CourseTitle	Credits	Lecture Hours/Week
II	BBAIB202T	Major Mandatory	Basics of Financial Management	2	3

Course Objectives

1.	To develop Financial Decision-Making Skills
2.	To explore Strategic Financial Management
3.	To understand Funding Mechanisms
4.	To enhance Analytical Capabilities
5.	To investigate Capital Management Techniques

Course Outcome

Student will be able to

CO1	understand Financial Functions
CO2	critically Analyze Funding Options
CO3	plan Capital Structure
CO4	analyze Capitalization Issues
CO5	develop Financial Strategies

Unit	Title and Contents	No. of Lecture Hours
1	Basic concepts in finance & Sources of Finance 1.1 Definition - Nature and scope of finance function, Financial Management -, Meaning – Approaches: - Traditional, Modern 1.2 Role of finance manager. 1.3 External: - Shares, Debentures, Public Deposits, borrowing from banks: - meaning, types, advantages and limitations of these sources, 1.4 Internal: - Reserves and surplus, Bonus shares Retained earnings,	15
2	Capital Structure 2.1 Meaning criteria for determining capital structure, Factors affecting capital structure, 2.2 Capitalization: - Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	15

Reference Material

Reference Books

1. Financial management – Theory and Practice Prasanna Chandra McGraw Hill Education New Delhi
2. Financial Management I.M. Pandey Vikas Publishing House Pvt. Ltd. New Delhi
3. Financial Management Rajiv Srivastava, Anil Misra Oxford – University Press New Delhi
4. Financial Management P.V. Kulkarni, B.G. Satyaprasad Himalaya Publishing House Mumbai

Semester No.	CourseCode	Type of Course	CourseTitle	Credits	Lecture Hours/Week
II	BBAIB101MI	Minor	Fundamentals of Marketing Management	2	3

Course Objectives

1.	To understand basic concepts of marketing.
2.	To understand basics of marketing environment.
3.	To help understand practical applications of marketing concepts.
4.	To understand recent trend and technology used in marketing.

Course Outcome

Student will be able to

CO1	define and understand marketing in general.
CO2	understand the marketing environment.
CO3	analyse market segmentation.
CO4	apply knowledge in social media and mobile marketing activities.
CO5	analyse recent trends in marketing.

Unit	Title and Contents	No. of Lecture Hours
1	Defining Marketing and Functions of Marketing 1.1 Definitions, Objectives and Functions of Marketing 1.2 Various Approaches of Marketing 1.3 Digital Marketing, Concepts and Scope, Direct, Online, social media and Mobile Marketing	15
2	Marketing Environment and Market Segmentation 2.1 Marketing Environment- Concept, Factors Affecting Marketing Environment 2.2 Marketing Mix- 4Ps of Marketing, Product mix, Price Mix, Place Mix, Promotion Mix, Product Life Cycle, Creating Competitive Advantage through New Product Development 2.3 Market Segmentation, Strategies and Types of Market Segmentation	15

Reference Material

Reference Books

1. Principles of Marketing, Philip T. Kotler, Gary Armstrong, and Prafulla Agnihotri, Pearson,
2. Marketing Management, V. S. Ramaswamy, S. Namakumari, MacMillan
3. Marketing Management, V. S. Ramaswamy, S. Namakumari, Macmillan N
4. Foundational Of marketing, John Fahy & David Jobber, Tata McGraw Hill

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-155-CS-P	Open Elective	AI Tools for Business	2	5

Note: This course is for FYBBA-IB students and taken from OE basket of Faculty of Science and Technology

Course Objectives	
1.	To introduce students to AI applications in business.
2.	To familiarize students with popular AI tools for automation, marketing, and decision-making.
3.	To develop hands-on skills in using AI-driven business solutions.

Course Outcome	
CO1	Understand the role of AI tools in business operations.
CO2	Utilize AI-powered tools for marketing, automation, and decision-making
CO3	Apply AI solutions to business challenges through practical use cases

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to AI in Business 1.1 Basics of Artificial Intelligence (AI) and Machine Learning (ML) 1.2 Role of AI in Business Decision Making 1.3 AI-powered Business Automation: Advantages & Challenges 1.4 Introduction to AI Ethics and Bias 1.5 Case Study: AI Implementation in E-commerce and Banking Sectors	5
2	AI-Powered Tools for Productivity & Automation 2.1 AI for Communication & Content Creation: ChatGPT, Google Bard, Grammarly, Canva AI 2.2 AI for Meetings & Transcription: Otter.ai, Fireflies.ai	10
3	AI in Marketing & Customer Engagement 3.1 AI for Digital Marketing & SEO: Copy.ai, Jasper AI, SurferSEO 3.2 Chatbots & AI-Powered Customer Service: Drift, HubSpot AI, Salesforce Einstein	8
4	AI for Business Analytics 4.1 AI for Data Visualization & Business Insights: Tableau	7

	AI, Power BI 4.2 Predictive Analytics & Decision Making: AI in Finance & Risk Analysis	
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Reference Books

1. Artificial Intelligence in Business: Opportunities and Challenges" - Péter Szeredi & Attila Kiss
2. AI Superpowers: China, Silicon Valley, and the New World Order" - Kai-Fu Lee
3. The AI Advantage: How to Put the Artificial Intelligence Revolution to Work" - Thomas H. Davenport
4. 4Human + Machine: Reimagining Work in the Age of AI" - Paul R. Daugherty & H. James Wilson
5. Artificial Intelligence for Marketing: Practical Applications" - Jim Sterne

Resource Material/Other Online Courses

1. Google AI for Business (Google AI)
2. AI for Everyone (Coursera - Andrew Ng)
3. LinkedIn Learning: AI in Business Strategy

Semester No.	CourseCode	Type of Course	CourseTitle	Credits	Lecture Hours/Week
II	OE-103-STs	Open Elective	Business Statistics - I	2	3

Note: This course is for BBA - IB students and is taken from OE basket of Faculty of Science and Technology

Course Objectives	
1.	To understand role and importance of statistics in various business situations
2.	To develop skills related with basic statistical technique
3.	To learn some elementary statistical methods for data collection, presentation and analysis of data.
4.	To develop right understanding regarding data interpretation
5.	To familiarize the students with applications of Statistics in Business and Management

Course Outcome	
CO1	understand basic concepts in statistics
CO2	collect, present, analyze and interpret the data and graphs
CO3	deal data in business problems
CO4	evaluate feasibility business problems using statistical techniques
CO5	prepare business report using various statistical techniques

Unit	Title and Contents	No. of Lecture Hours
1	Frequency Distribution 1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification. 1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	10
2	Measure of Central Tendency 2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem. 2.3 Determination of Mode and Median graphically. 2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems	10
3	Measure Dispersion	10

	Concept of Dispersion, Measures of Dispersion - Range, Variance and Standard Deviation (S.D.) for Grouped and ungrouped data, Measures of relative dispersion- Coefficient of range and coefficient of Variation, Examples.	
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Reference Material

Reference Books

Sr. No	Title of the Book	Author/s	Publication	Place
1.	Business Mathematics and Statistics -I	Dr. M. P. Waghmare	Thakur Publication	Pune
2.	Business Statistics	Girish Phatak	Tech - Max	Pune
3.	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
4.	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
5.	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBAIB201VSC	VSC	Entrepreneurship & Start-up Management	2	3

Course Objectives	
1.	To define entrepreneurship and startup management.
2.	To identify the entrepreneurship opportunities and assess the feasibility of startup management strategies.
3.	To create a business plan that incorporates entrepreneurship principles and startup management strategies.
4.	To use entrepreneurship skills and startup strategies to grow a business.
5.	To identify challenges in entrepreneurship and startup management and propose solutions for overcoming them.

Course Outcome Student will be able to	
CO1	understand the key concepts of entrepreneurship and startup management & their role in the economy.
CO2	describe how to analyze business opportunities and evaluate the feasibility of startup ideas.
CO3	outline the process of developing a business plan and explain how entrepreneurship principles and startup management strategies are integrated.
CO4	explain how to use entrepreneurship skills and startup strategies to build and grow a startup.
CO5	identify challenges in entrepreneurship and startup management and propose practical solutions for overcoming them.

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Entrepreneurship & Start up Management 1.1 Entrepreneurship - Definition, Types, Role in the economy 1.2 Role of entrepreneurship in driving economic growth and generating employment opportunities. 1.3 Startup management - Definition, Characteristics, Stages of startup development 1.4 Role of innovation in startups	05
2	Analyzing business opportunities, assessing feasibility, and developing a business plan 2.1 Methods for identifying business opportunities 2.2 Tools for evaluating opportunities (SWOT analysis, market research, etc.) 2.3 Evaluating market demand and analyzing the competitive environment 2.4 Conducting feasibility studies (technical, financial and market feasibility) 2.5 Understanding risks and profits	13

	2.6 Develop a business plan	
3	Challenges in Entrepreneurship & Startups 3.1 Key skills needed to build and grow a business (leadership, team building, communication, vision, operational efficiency) 3.2 Common challenges faced in entrepreneurship and startup management (funding, market entry, competition) 3.3 Strategies for overcoming common challenges (adapting, raising funds, managing growth) 3.4 Legal, regulatory, and compliance considerations for startups	12

Reference Material

Reference Books

1. Fundamentals of Entrepreneurship, Dr. G.K. Varshney, Sahitya Bhavan Publication, Agra
2. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India
3. Management and Entrepreneurship, T. Krishna Rao N.V.R. Naidu, Dremtech Press, New Delhi
4. The Manual for Indian Start-ups, Vijaya Kumar Ivaturi and Meera Ganesh, Penguin Enterprise, New Delhi
5. Entrepreneurship Development, Ramachandran, Mc Graw Hill
6. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalaya Publishing House
7. New venture Planning, Dr. Sapna Bansal, Tonye Stephen Lawson, JSR Publishing House, New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBAIB201SEC	Skill Enhancement Course (SEC)	Basic Managerial Skills	2	3

Course Objectives	
1.	To introduce students to the foundational concepts and significance of managerial skills, focusing on self-awareness, emotional intelligence, and values for personal and professional growth.
2.	To enhance understanding of effective team-building strategies, including teamwork, team leadership, and empowerment, for organizational success.
3.	To provide practical exposure to problem-solving, creativity, and innovation for effective decision-making and relationship building.
4.	To develop leadership and interpersonal communication skills through group dynamics, sensitivity training, and real-world case analysis.

Course Outcome Student will be able to	
CO1	understand and apply the principles of emotional intelligence, self-awareness, and learning styles to enhance personal and managerial effectiveness.
CO2	build and lead effective teams, foster teamwork, and empower team members to achieve organizational goals.
CO3	demonstrate problem-solving, creative thinking, and innovation skills to address managerial challenges and build strong interpersonal relationships.
CO4	develop leadership competencies and interpersonal communication skills, effectively applying techniques like brainstorming, sensitivity training, and group behavior analysis in managerial contexts.

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Skills & Managerial Skills 1.1 Introduction to skills & personal skills 1.2 Importance of competent managers, skills of effective managers 1.3 Meaning and concept of managerial skills 1.4 Need and its importance 1.5 developing self-awareness on the issues of emotional intelligence 1.6 self-learning styles, values, attitude towards change 1.7 learning of skills and applications of skills, Techniques of skill development for effective management 1.8 Application of management skills 1.9 Coordination and Interpersonal roles: Coordination and Interpersonal roles. 1.10 Role of motivation skills in developing managers. Skills development and skill application on above areas	15

2	Team building 2.1 Developing teams and team work 2.2 advantages of team, leading team, team membership. 2.3 Skill development and skill application 2.4 Empowering and delegating: Meaning, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works 2.5 Problem solving and building relationship: Problem solving, creativity, innovation 2.6 Building relationship Skills for developing positive interpersonal communication 2.7 Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming 2.8 Sensitivity Training, Nominal Group techniques, Case study, Case Analysis. Leadership & competence development. Skills development and skill application on above areas	15
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Reference Material

1. The Case of the Bonsai Manager" by R. Gopalakrishnan
2. The Effective Executive" by Peter F. Drucker
3. Management by James A.E.Stoner , Freeman,Gilberth,Pearson Publishing House
4. Management by Robbins, Coulter, Fernandez Pearson Publishing House
5. Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves
6. Leadership and Self-Deception" by The Arbinger Institute
7. Corporate Chanakya" by Radhakrishnan Pillai

Semester No.	Subject Code	Type of Course	Course Title	Credits	Lectures per week
II	BBAIB201AEC	AEC	Business Communication Skills-II	02	03

Course Objectives:

1. Develop the skills needed for approaching different types of interviews.
2. Help the students in developing effective presentation skills.
3. Enhance the skills of public speaking amongst students.
4. Enable students to understand their own strengths and weaknesses, opportunities, and challenges.

Course Outcome:

Student will be able to

CO1	improve oral communication and presentation skills.
CO2	understand and deal with different types of interviews.
CO3	identify their strengths and weaknesses, and how to focus on improving those areas.

Unit	Title and Contents	No. of Lectures
1	Oral Communication 1.1 Definition, merits and demerits. 1.2 Presentation skills: Preparation for self- introduction and effective presentation. Overcoming fear during presentation. 1.3 Interview skills: Interview and types of interviews. Preparation before, during and after an interview . 1.4 Do's and Don'ts in an interview	15
2	Personality Development and communication skills. 2.1 The concept of personality - Factors affecting personality development , Importance of Personality Development. 2.2 Self Awareness – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. 2.3 Attitude : meaning and types, Factors affecting attitudes ,Positive attitude – Advantages, Negative attitude- Disadvantages ,Ways to develop positive attitude 2.4 Self SWOC Analysis – Meaning – Importance- Application .	15

References

1. Business Communication, R.K. Madhukar, Vikas Publishing House
2. Business Communication, Homai Pradhan, N.S. Pradhan, Himalaya Publishing House
3. Business Communication, K.K. Sinha, Taxman Publications

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
II	BBAIB201VEC	VEC	Democracy Awareness and Gender Sensitisation	02	03

Course Objectives:

1. To make students understand the fundamental principles of democracy and their relationship with gender.
2. To foster democratic values like tolerance and empathy in students to tackle gender-based issues and become active, informed citizens.
3. To encourage critical thinking by making students aware of their biases and create readiness for diversity and inclusion.

Course Outcome:

Student will be able to

C01	understand the fundamentals of democracy, including equality, justice and human rights and will be able to challenge negative attitudes and stereotypes about all genders (various gender identities identified in contemporary society).
C02	develop empathy and understanding democratic values and can develop a sense of responsible citizenship and healthy relations.
C03	develop critical thinking and analytical skills, fostering them to evaluate democratic issues and can create increased readiness for diversity and inclusion.
C04	become active citizens, by engaging in democratic processes.

Unit	Title and Contents	No. of Lectures
1	Introduction to Democracy and democratic values and principles • Types of democracy, Democracy, and constitution, Understanding democratic Values & Principles • Indian political system - legislature, executive, judiciary • Federal structure - central and state government, role of political parties and pressure groups in democracy • Duties of citizens and government & Future of democracy	05
2	Challenges to Democracy and corrective measures. • Illiteracy, poverty, gender discrimination, casteism, communalism, corruption, criminalization in politics, violence etc. • Strengthening Democracy- Education and sensitization, Technological innovations- E-governance, digital participation etc.	08
3	Understanding gender-related concepts, gender-based violence and democracy • Gender roles, social construction of Gender • Patriarchal family structure and its effects	08

	• The democratic deficit in the form of women's participation and governance • Strategies to address deficit – Promoting Gender Equity and Equality	
4	Addressing challenges • Breaking gender stereotypes in families • Empowering women's representation in society • Men's participation in advocating gender equality, • Setting the approach of Reciprocity for the betterment of every individual	09

Reference Material

1. <https://ncert.nic.in/textbook.php?iess4=0-5>
2. Democratic Politics - Text book in political science std IX
3. <https://nios.ac.in/media/documents/SecSocSciCour/English/Book2.pdf>
4. National Institute of Open Schooling - Social Science
5. <https://maharashtraboardsolutions.com/maharashtra-state-board-class-11-political-science-solutions/>
6. MHBSHC- Standard 11 - Political Science
7. Gramin Vikas Mantralay Bharat Sarkar - Gender module
8. NATIONAL COMMISSION FOR WOMEN NEW DELHI - 'Gender Sensitization and Legal Awareness Programme

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
II	BBAIB201CC	Co-Curricular (CC)	Physical Education - II	02	03

Details syllabus and execution guidelines for Physical Education will be shared separately