Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration – International Business (BBA – IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2025-2026

Semester III

Course Type	Course	Paper Title	Credits		Hours / Week
			Theory	Practical	
Major Mandatory	Major Mandatory 7	Supply Chain Management: Strategic Supply Chain Management Marketing Management: Marketing Research Financial Management: International Banking & Insurance	4		4
	Major Mandatory 8	Supply Chain Management: Supply Chain and Risk Management Marketing Management: International Brand Management Financial Management: Auditing & Taxation	4		4
Minor	Minor 2	Research Methodology	4		4
Open Elective (OE)	Open Elective 5	Mercantile Law	2		2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Digital Marketing	2		2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1: Marathi/Hindi/Sanskrit	2		2
Field Projects (FP)	Project	Business Exposure related to Major Mandatory 7 Course		2	4
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2		@ Department
		Sub-Total	**20**	**2**	
		Total	**22**		

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Major Mandatory 7	Supply Chain Management: Strategic Supply Chain Management	4	4

Course Objectives	
1	To introduce fundamentals and strategic aspects of supply chain management.
2	To provide an understanding of sourcing and distribution strategies
3	To introduce the importance of packaging and labelling in logistics and supply chain management.
4	To study emerging trends and technologies in SCM and logistics, and their impact on business operations.

Course Outcome	
CO1	To understand fundamental aspects for strategic supply chain management.
CO2	To acquire the ability to evaluate and design effective sourcing and distribution strategies
CO3	To gain knowledge of essential aspects of packing and packaging
CO4	To gain functional understanding of recent trends in SCM and Logistics

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Strategic Supply Chain Management** 1.1 Meaning and definition of strategic supply chain management, 1.2 Objectives and importance of strategic supply chain management, 1.3 Scope of strategic SCM, 1.4 Difference between traditional SCM and strategic SCM	15
2	**Sourcing strategies in SCM** 2.1 Introduction to Sourcing & Distribution, 2.2 Meaning, definition, objectives, advantages and limitations of sourcing and distribution. 2.3 Role of sourcing and distribution in SCM. 2.4 Types of sourcing: single, multiple, global, local, joint ventures, 2.5 Strategic sourcing process, 2.6 Make-or-buy decisions and supplier selection criteria 2.7 Global Sourcing	15

3	**Packing and Packaging** 3.1 Meaning, definition and objectives, difference between packing and packaging, 3.2 Role of packing in SCM and logistics, 3.3 Sustainable packaging practice, recent trends in packaging. 3.4 Factors affecting the choice of packaging, 3.5 Types of packaging: Primary, secondary and tertiary packaging, packaging 3.6 Materials used in packaging. 3.7 Label designing principles and functions of labelling, 3.8 Regulatory compliances and labelling	**15**
4	**Recent trends in SCM and Logistics Management** 4.1 Meaning, definition, objectives, advantages and disadvantages of Technology driven supply chain management. 4.2 Blockchain, 4.3 Ecommerce logistics, 4.4 Gamification, 4.5 Warehouse Automation, 4.6 Artificial intelligence and Cloud based SCM 4.7 Circular Supply Chain (definition, meaning, advantage and disadvantages of each trend)	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Strategic Supply Chain Management: The Five Disciplines for Top Performance	Shoshanah Cohen & Joseph Roussel	McGraw Hill	Delhi
2	Supply Chain Management: Strategy and Organization	Mikihisa Nakano	Springer	New Delhi
3	Essentials of Packaging	Dimple Basu		
4	Strategic Management: Concepts and cases	Rahul Altekar	PHI Learning	New Delhi

Other Learning Material
E- Resource:

https://pkklib.iitk.ac.in/index.php/resources/e-books/e-text-books/33919:supply-chain-management-strategy-planning-and-operation.

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Major Mandatory 7**	**Marketing Management: Marketing Research**	**4**	**4**

Course Objectives	
1	To develop an in-depth understanding of the concepts, scope, and significance of marketing research in business decision-making.
2	To familiarize students with the marketing research process, including problem identification, research planning, and types of applied research.
3	To explore the practical applications of marketing research in areas like product development, branding, advertising, and customer satisfaction.
4	To introduce emerging tools and ethical considerations in modern marketing research, including AI, big data, and digital survey methods.

Course Outcome	
CO1	Explain the foundational concepts, scope, and challenges of marketing research in the context of consumer behavior and market dynamics.
CO2	Design and plan marketing research projects, including problem definition, research design, and data collection strategies.
CO3	Apply marketing research techniques to real-world business problems such as product testing, brand evaluation, and customer satisfaction analysis.
CO4	Evaluate modern trends in marketing research, including AI, big data analytics, mobile surveys, and ethical issues in consumer data handling.

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction** 1.1 Concept, meaning & significance of marketing research 1.2 Difference between marketing research and market research 1.3 Types and Areas of Marketing Research 1.4 Scope and applications in marketing decision-making 1.5 Role of marketing research in understanding consumer behaviour, market trends, and competition 1.6 Limitations and challenges of marketing research	**15**

2	**Marketing Research Process** 2.2 Setting objectives and developing a research plan 2.3 Data Collection, Analysis and Interpretation, Report Writing 2.5 In-house vs agency research: Pros and cons 2.6 Ethics in Marketing research	**15**
3	**Applications of Marketing Research** 3.1 Product development and concept testing 3.2 Brand tracking and brand health studies 3.3 Advertising effectiveness research 3.4 Customer satisfaction and loyalty measurement 3.5 Retail and shopper marketing research 3.6 Competitive intelligence and market potential analysis	**15**
4	**Emerging Trends in Marketing Research** 4.1 Role of Artificial Intelligence and Machine Learning in marketing insights 4.2 Use of Big Data and analytics in consumer behaviour tracking 4.3 Online panels and mobile-based market surveys 4.4 Sentiment analysis and social media research	**15**

Reference Material:

Reference Books

Sr. No.	**Title of the Book**	**Author/s**	**Publication**	**Place**
1	Marketing (7th Edition)	Philip Kotler, Kevin Lane Keller	Pearson Education	Noida
2	Marketing Research Methods: Quantitative & Qualitative	Mercedes Esteban-Bravo, Jose M. Vidal-Sanz	Cambridge University Press	UK
3	Essentials of Marketing Research	S.A.Chunawala	Himalaya Publishing House	India
4	Marketing Research: Text and Cases (4th Edition)	Rajendra Nargundkar	McGraw Hill Education	New Delhi
5	Marketing Research	David A. Aaker, V. Kumar, George S, Day	Wiley	USA
6	Marketing Research – An applied orientation	Naresh K Malhotra and Satyabhushan Das	Pearson Education	India

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 7**	**Financial Management: International Banking & Insurance**	**4**	**4**

Course Objectives	
1	To provide students with foundational knowledge about international banking.
2	To familiarize students with global banking services, the role of international financial institutions, and the risk management practices in international banking.
3	To develop an understanding of the principles, types, and global scope of insurance, and its role in international business.
4	To equip students with knowledge of the global regulatory framework for insurance and familiarize them with current trends in insurance sector.

Course Outcome	
CO1	To help explain the concept and significance of international banking and differentiate it from domestic banking.
CO2	To help analyse global banking services, functions of key international financial institutions, and major risks and developments in international banking.
CO3	To describe the types and functions of international insurance, compare domestic and international insurance markets, and assess the importance of insurance in global trade.
CO4	To explain the regulatory structure of international insurance, understand reinsurance principles, emerging global insurance trends and challenges.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to International Banking** 1.1 Overview of international Banking: Meaning, Definition, Features and importance, Evolution and growth of international banking. 1.2 Types of International Banking: Correspondent Banking, Offshore Banking, Foreign Bank Branches, Foreign Subsidiary Banks, Representative Offices, International Investment Banks, Multinational Banks (MNBs) 1.3 Difference between International and Domestic banking 1.4 Regulatory norms: Know Your Customer (KYC) and Anti-Money Laundering (AML) guidelines 1.5 Global significance: Importance of International Banking in the Global Economy	**15**

2	**Global Banking Services & Financial Institutions** 2.1 Global Banking Services: Trade financing, foreign exchange services, syndicated lending and project finance, investment banking and advisory services 2.2 International financial institutions: International Monetary Fund (IMF), World bank group, Bank for International Settlements (BIS), Asian Development Bank (ADB) 2.3 Role and functions of international financial institutions 2.4 Risk management in international banking: Political risk and country risk, foreign exchange risk, credit and settlement risks, Regulatory and compliance challenges 2.5 Recent trends and developments in international banking: FinTech and digital, Transformation, cross border digital payments and blockchain, sustainable and green banking initiatives, Impact of global crises.	**15**
3	**Fundamentals of International Insurance** 3.1 Concept and Nature of Insurance 3.2 Definition, need, and scope of insurance 3.3 Evolution and history of insurance across the world 3.4 Global Classification of Insurance: Non-life insurance (General insurance), Commercial insurance (Business insurance) 3.5 Global insurance markets Overview in the US, UK, Europe, India, and Asia-Pacific 3.6 Role of Insurance in Economic Development International Trade, Importance of insurance in global trade 3.7 Comparison between domestic and international insurance 3.8 Globalization of Insurance Industry	**15**
4	**Regulation and Trends in International Insurance** 4.1 Role and functions of international regulatory bodies: International Association of Insurance Supervisors (IAIS), Organisation for Economic Co-operation and Development (OECD), World Trade Organization (WTO) provisions related to insurance 4.2 Reinsurance: Meaning, need, types, principles of reinsurance 4.3 Recent trends in international insurance: Global Partnerships and M&A, personalization through AI and Analytics, increased focus on geopolitical and supply chain risks, cross-border reinsurance growth, rise of embedded insurance, cyber insurance demand growth, climate risk and sustainability insurance	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Banking	Dr. R. Parameswaran	Himalaya Publishing House	Mumbai
2	Banking Theory, Law & Practice	E. Gordon & K. Natarajan	Himalaya Publishing House	Mumbai
3	Indian Financial System	M.Y. Khan	McGraw Hill Education	New Delhi
4	International Financial Management	P.G. Apte	McGraw Hill Education	New Delhi
5	Principles and Practices of Banking	IIBF (Indian Institute of Banking and Finance)	Macmillan Publishers India	New Delhi
6	Banking and Financial System	Dr. S Gurusamy	Tata McGraw Hill	New Delhi
7	International Business Environment	Dr. Francis Cherunilam	Himalaya Publishing House	Mumbai
8	International Finance	Dr. A. V. Rajwade	Academy of Business Studies	Mumbai
9	Insurance and Risk Management	Dr. P.K. Gupta	Himalaya Publishing House	Mumbai
10	Fundamentals of International Insurance	Dr. S. L. Gupta	Himalaya Publishing House	Mumbai

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 8**	**Supply Chain Management: Supply Chain and Risk Management**	**4**	**4**

Course Objectives	
1	To explain the fundamental concepts of risk and risk management.
2	To identify and analyze risks in supply chain management and strategies for managing them.
3	To familiarize students with the role of insurance in risk management.
4	To analyze foreign exchange risk and its control mechanisms.
5	To study resilient and sustainable supply chain strategies.

Course Outcome	
CO1	Apply various tools and techniques for effective risk analysis and mitigation.
CO2	Analyze risks in supply chain management and develop strategic approaches to manage global supply chain risks.
CO3	To know the principles, types, and coverage of insurance policies and assess their role in risk management.
CO4	Evaluate foreign exchange risk exposure and apply appropriate techniques and control measures.
CO5	Design resilient and sustainable supply chains by applying key principles and strategies

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to Risk Management** 1.1 Definition and meaning of risk, scope and objectives 1.2 Types of Risk: Strategic, operational, financial, legal, reputation and environmental risk 1.3 Process of risk management 1.4 Approaches to risk management: Proactive vs. Reactive Risk Management Qualitative vs. Quantitative Methods Traditional vs. Enterprise Risk Management (ERM) 1.5 Tools and techniques of risk management**:** Risk Matrix, SWOT Analysis, Cost-Benefit Analysis, PESTLE Analysis, Root Cause Analysis.	**15**

2	**Supply chain and Risk Management** 2.1 Risks in SCM**:** Types of SCM risks, comprehensive supply chain risk management strategies 2.2 Practical approach to supply chain risk management, global supply chain risk. 2.3 Meaning of insurance, nature, characteristics, principles of insurance, 2.4 Marine insurance meaning, benefits, types and coverage, 2.5 Marine cargo insurance 2.6 Fire insurance	**15**
3	**Foreign Exchange Risk Exposure and Control** 3.1 Meaning of foreign exchange risk 3.2 Types of foreign exchange risk exposure, 3.3 Techniques for managing foreign exchange risk. 3.4 Meaning, definition of foreign exchange control, 3.5 Objectives of foreign exchange control, 3.6 Methods of Foreign exchange control.	**15**
4	**Creating Resilient and sustainable Supply Chains** 4.1 Concept of Resilient Supply Chain, Principles of Designing a Resilient Supply Chain, 4.2 Physical Features of a Resilient Supply Chain, 4.3 Relationships within a Resilient Supply Chain, 4.4 strategies to build a resilient supply chain.	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply chain risk management	David L Olson	Business Expert press	
2	Risk Management and Insurance	P. Periasamy	McGraw Hill Education India	New Delhi
3	Risk Management	Dr. S.K. Bagchi	Jaico Publishing House	New Delhi
4	Supply Chain Management: Strategy, Planning and Operation	Sunil Chopra, Peter Meindl, D.V. Kalro	Pearson India	New Delhi

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 8**	**Marketing Management: International Brand Management**	**4**	**4**

Course Objectives	
1	To develop understanding of the concept of Branding.
2	To understand the key processes and strategies for developing and positioning brands in global markets.
3	To learn the important aspects of brand image and ways to develop, maintain, and refresh it.
4	To understand brand valuation concepts, methods, and how to leverage and manage brands for global growth

Course Outcome	
CO1	Application of core branding concepts
CO2	Apply global brand positioning and communication tactics while considering ethics and stakeholder roles
CO3	Evaluate and strengthen brand image using effective strategies
CO4	Apply brand valuation techniques and strategies to manage brand portfolios and support business decisions.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction** 1.1 Brand: Definition & Importance of Branding, International Branding 1.2 Brand elements 1.3 Brand Equity Models (Aaker’s Model, Keller’s Model) 1.4 Branding challenges and opportunities 1.5 Brand Identity, Image & Personality 1.6 Brand DNA, Kernel, Codes & Promises 1.7 Impact of Branding on Point of Distribution and Point of Purchase	**15**
2	**International Brand Development & Brand Positioning** 2.1 Process of developing a Brand 2.2 Global brand communication tactics (digital, traditional, hybrid) 2.3 Social impact, ethics, and sustainability in global branding 2.4 Points of Parity, Points of Difference 2.5 Brand Positioning & Repositioning 2.6 Digital Branding and Social Media in Global Markets	**15**

	- Role of social platforms, influencers, storytelling - Cross-border digital brand engagement 2.7 Role of Stakeholders in International Brand Development & Positioning 2.8 Risks and Challenges in International Brand Strategy - Legal, cultural, competitive, and logistical risks - Counterfeiting, dilution, repositioning	
3	**Brand Image** 3.1 Meaning & Importance 3.2 Dimensions of Brand Image: Brand identity, Brand Personality, Brand Associations, Brand Behaviours & attitudes, and Brand competence & Benefits 3.3 Factors influencing brand image 3.4 Strategies to build and maintain brand image 3.5 Brand Revitalisation, Brand Rejuvenation 3.6 Brand Audits	**15**
4	**Brand valuation** 4.1 Concept and significance 4.2 Methods of Brand valuation: Cost-based, Market-based, and Income-based approaches 4.3 Leveraging brands for growth and value creation (brand extensions, licensing, co-branding) 4.4 Brand Architecture and Portfolio Management 4.5 Global Branding strategies 4.6 Challenges, limitations, and practical applications of brand valuation in business decisions	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Brand Management	Dr. Gulnar Sharma, Prof. Karan Singh Khundia	Himalaya Publishing House	Pune
2	Brand Management: Principles and Practices	Dutta K	Oxford University Press	USA
3	The Seven Principles of Brand Management	Gupta, N. R	Tata McGraw-Hill Education	Noida
4	Brand Management: The Indian Context	YLR Moorthi	Vikas Publishing House	Mumbai
5	Building Strong Brands	David	Aaker Simon & Schuster	New York
6	International Brand Management	Dr. Dipak Wayal et.al.	Thakur Publication	Pune, India

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 8**	**Financial Management: Auditing and Taxation**	**4**	**4**

Course Objectives	
1	To study the fundamentals of auditing and forensic audit
2	To understand different concepts and definitions under Income Tax Act, 1961
3	To understand the importance of taxation to the students.
4	To update the students with the latest development in the subject of taxation.

Course Outcome	
CO1	Discuss and understand key concepts in auditing and forensic auditing
CO2	Identify key concepts, terms and regulation related to business taxation.
CO3	Explain the principles of taxation, including the different types of taxes and their implications for financial decision making.
CO4	Demonstrate the ability to compute tax liabilities for an individual

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Auditing:** 1.1 Definition, Nature, Objectives, advantages of auditing 1.2 Types of errors and frauds, various classes of audit 1.3 Audit programme, audit note book, working papers 1.4 Internal control, internal check and internal audit. 1.5 Definition, importance of forensic audit 1.6 Process of Forensic Auditing 1.7 Forensic Audit Techniques 1.8 Forensic Audit Report	**15**
2	**Introduction to Income Tax Act, 1961:** 2.1 Income Tax Act-1961 (Meaning, Concepts and Definitions) 2.2 History of income tax in India, fundamental concepts and definitions under Income Tax Act,1961, canons of taxation, objectives of income tax, taxation Structure in India. 2.3 Concept and definitions: Income, Person, Assessee, Assessment Year, Previous Year, Residential Status of an Assessee. 2.4 Permanent Account Number (PAN) - Uses & benefits.	**15**

3	**Heads of Income and Computation of total income as per Income Tax, 1961:** 3.1 Income from salary: Meaning of salary, allowance and tax liability-perquisites and their valuation, deductions from salary. (theory and simple numerical on salary) 3.2 Income from house property: Basis of chargeability, annual value-self occupied and let out property, deductions allowed. (theory and simple numerical on income from house property) 3.3 Profits and gains of business and profession: definitions, deductions expressly allowed and disallowed. 3.4 Capital gains: Chargeability-meaning and concept of short term and long-term capital gains-permissible deductions. (theory and simple numerical on capital gain) 3.5 Income from other sources- Chargeability-meaning and concept. (theory only)	**15**
4	**Computation of Total Taxable Income & Filing of Online ITR.** 4.1 Meaning and concept, Gross Total Income-Deductions u/s 80 C to U. 4.2 Computation of Total Income of an Individual (Old and New Tax Regime under provisions of Section 115 BAC) Computation of Tax Liability of an Individual (Simple Numerical Problem) 4.3 Form 26 AS-Uses, Various types of ITR, Procedure to file various online ITRs, Refund of Tax.	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Taxman's Students' Guide to Income Tax	Dr. Vinod K. singhania and dr. Monica Singhania	Taxmann Publication	New Delhi
2	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Private Limited	New Delhi
3	Indian Income Tax	H.C. Malhotra	Sahitya Bhavan Publication	Mumbai
4	Direct Taxes	B.B. Lal, N. Vashisht	I K International Publishing House Pvt. Ltd.	New Delhi
5	Practical Auditing	Spicer and Peglar	Allied,1975, HFL,1978	
6	Auditing Assurance Standards	ICAI	ICAI	New Delhi
7	Fundamentals of Accounting and Auditing	ICSI	ICSI	New Delhi

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Minor**	**Research Methodology**	**4**	**4**

Course Objectives	
1	To understand the meaning, objectives, types, and significance of research in a business context.
2	To learn the process of designing research and applying appropriate methods for data collection and sampling.
3	To develop skills in data editing, analysis, tabulation, and graphical representation using basic statistical tools.
4	To gain the ability to write structured research reports, cite sources properly, and present findings effectively and ethically.

Course Outcome	
CO1	Identify and explain different types of research, research designs, and the research process.
CO2	Select suitable data sources, sampling methods, and tools for collecting research data.
CO3	Process and analyse research data using basic techniques and present findings using tables and graphs.
CO4	Prepare well-organized research reports with proper citation and deliver clear oral and written presentations.

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Research** 1.1 Meaning, objectives, and significance of research in business 1.2 Types of research: Basic, applied, descriptive, analytical, qualitative, and quantitative 1.3 Research process and its steps 1.4 Criteria of good research 1.5 Ethics in research	**10**
2	**Research Design and Data Collection** 2.1 Meaning and importance of research design 2.2 Types of research design: Exploratory, descriptive, and experimental 2.3 Sampling: Concepts, methods (probability and non-probability), sampling errors 2.4 Sources of data: Primary and secondary 2.5 Methods of data collection: Observation, interview, questionnaire, and schedule 2.6 Design of a good questionnaire	**20**

3	**Data Processing and Analysis** 3.1 Data editing, coding, classification, and tabulation 3.2 Use of tables, charts, and graphs in data presentation 3.3 Measures of central tendency and dispersion (basic overview) 3.4 Hypothesis: Meaning, types, and formulation 3.5 Use of software tools (e.g., Excel/SPSS) – basic introduction & overview	15
4	**Research Report Writing and Presentation** 4.1 Structure and components of a research report 4.2 Guidelines for writing a good research report 4.3 Citation and bibliography 4.4 Plagiarism and how to avoid it 4.5 Presentation of research findings: Oral and written	15

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Research Methods	Donald Cooper and P.S. Schindler	Tata McGraw Hill	New Delhi
2	Research Methodology	C. R. Kothari	New Age International	New Delhi
3	Research Methods for Business	Uma Sekaran	Wiley	New Delhi
4	Research Methodology	Ranjit Kumar	Pearson Education	New Delhi
5	Research Methodology	Michael V. P.	Himalaya Publishing House	Mumbai
6	Foundations of Behavioral Research	Fred N. Kerlinger	Holt, Rinehart and Winston	New York

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Open Elective (OE)	Mercantile Law	2	2

Note: This course is taken from OE basket of Faculty of Humanities – BoS in Law. This course is mandatory for SYBBA – IB Semester III students

Course Objectives	
1	To provide foundational knowledge of the Indian Contract Act, including essential elements, performance, discharge, and remedies, along with the emerging framework of e-contracts.
2	To give an overview of key business laws governing partnerships, LLPs, companies, and consumer protection mechanisms applicable to business operations.

Course Outcome	
CO1	Learners will be able to explain and apply core principles of contract law and distinguish traditional contracts from e-contracts.
CO2	Learners will be able to identify and differentiate between various forms of business entities and understand consumer rights and redressal mechanisms under Indian law.

Unit	Title and Contents	No. of Lecture Hours
1	**Essentials of the Indian Contract Act, 1872** 1.1 Background and Necessity of Contract Law 1.2 Nature of Contract, General Principles of Contract, Essential Elements of Contract 1.3 Types of Contracts 1.4 Performance and Discharge of Contracts 1.5 Remedies (Including damages, meaning, kinds and rules for ascertaining damages) 1.6 E-Contracts: Meaning, Nature, Formation, Validity, Legality and Recognition under the law	15
2	**Overview of Business Laws and Consumer Protection:** 2.1 Partnership Act, 1932: Meaning and definition of partnership Features of Partnership, Types of partners, Introduction to Partnership Act, 1932. 2.2 Law Governing LLP: Meaning and definition of Limited Liability Partnership, Introduction to LLP Act, Basic Features of LLP, Difference between Partnership Firm and LLP. 2.3 Consumer Protection Act, 2019: Objectives and Scope, Definition of Consumer and Consumer Disputes, Consumer Rights and	15

	Responsibilities, Consumer Redressal Agencies: District, State, and National Commission, Procedures and Jurisdiction 2.4 Companies Act, 2013: Meaning, Nature, and Characteristics of a Company, Silent features of the Companies Act, 2013, Applicability and Scope of the Act, Types of Companies (Private, Public, One Person, Section 8, etc.), Differences between Company and Partnership / LLP, Formation of a Company: Incorporation Process and Legal Formalities	

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business law	R.S.N.Pillai Bagavathi	S. Chand & Company Ltd,	New Delhi
2	Elements of Mercantile Law	N.D. Kapoor	Sultan Chand & Sons	New Delhi
3	The Indian Contract and Specific Relief Acts, ed. 17	Pollock & Mulla	LexisNexis India	New Delhi
4	Contract & Specific Relief ed. 13	Avtar Singh	EBC Publication	Lucknow
5	Setting up of Business Entities	ICSI	ICSI	New Delhi
6	Business and Corporate Law	Dr. Kaur Harpreet	Lexis Nexis	New Delhi
7	Business and Commercial Laws	Sen And Mitra	The World Press Pvt. Ltd	Kolkata
8	The Maharashtra Shops & Establishments (Regulation of Employment and Conditions of Service) Act, 2017 and Rules, 2018	S.D Puri	Snow White Publications Private Limited	Mumbai

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Vocational Skill Development Course**	**Digital Marketing**	**2**	**2**

Course Objectives	
1	To introduce the core concepts and processes of digital marketing and its applications.
2	To develop an understanding of visibility, engagement, and traffic conversion in the digital space.

Course Outcome	
CO1	Explain the key components and strategies of digital marketing.
CO2	Analyze the importance of visibility, engagement, and conversion in online marketing.

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Digital Marketing:** 1.1 Concept and meaning of Digital Marketing, Digital Marketing Tools & Process, 1.2 Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility. Concept of Engagement, Visitors Engagement, its importance and examples of engagement. 1.3 Inbound vs Outbound Marketing, Bringing Targeted Traffic Inbound and outbound marketing 1.4 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process.	**15**
2	**Social Media Marketing:** 2.1 Introduction of Social Media Marketing, Google AdWords, YouTube Marketing, Email Marketing 2.2 WWW, Domains, Buying a Domain, Core Objective of Website and Flow, 2.3 Strategic Design of Home Page, Optimization of Websites, SEO Optimization	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing 5.0: Technology for Humanity	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	Wiley	India
2	Digital Marketing	Dr. Babu KG Raja Sabarish , Dr.Anbazhagan B , Dr. Meenakumari S	Sultan Chand & Sons	India
3	Digital Marketing	Seema Gupta	McGraw Hill Education	India
4	Digital Marketing	Vandana Ahuja	Oxford University Press	India
5	Basics of E-Marketing	Dr. Nishant Vachhani, Dr. Sanjay Bhayani	Himalaya Publishing House	India

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
3		Ability Enhancement Course (AEC)	Modern Indian Languages 1 : Marathi/Hindi/Sanskrit	2	2

<u>The details syllabus of each of the languages will be shared by respective board of studies.</u>

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Field Project**	**Business Exposure related to Supply Chain Management**	**2**	**4**

Course Objectives	
1	To provide students with practical exposure to supply chain management concepts through field visits, expert interactions, and group activities.
2	To develop students' research, communication, and teamwork skills through interviews, surveys, and project presentations.

Course Outcome	
CO1	Apply theoretical knowledge of supply chain management in real-world business contexts through field-based observations and interactions.
CO2	Effectively communicate their findings through structured reports and group presentations.

The candidate shall visit the respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carry 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is mandatory).

Unit	Title and Contents	No. of Lecture Hours
1	**1.1 Group Report** Subject Teacher shall provide orientation to the students and form the groups in the class room for report preparation. A sample of project topics is as follows: 1. Designing a Strategic Sourcing Plan Based on Interviews with Small Retail Business Owners 2. Assessing the Role of Packaging in Supply Chain Efficiency: A Study of Local Manufacturers 3. Sustainable Packaging Practices in the Food Industry: Insights from Packaging Suppliers and Retailers 4. Inventory Management Practices in Small Retail Stores: Field Observations and Interviews 5. Challenges in Delivery Timeliness: A Case Study of Local Courier Services	**6**

	Subject Teacher can select any such SCM topic from syllabus relevant to correlate theory and practical working with the permission of Head of Department. **1.2 Conduction of Expert lecture/ visit** 1. Digital Transformation in Supply Chain: Role of AI, IoT, and Blockchain 2. Sustainable Supply Chain Practices in the FMCG Sector 3. Career Opportunities and Skills Required in Modern Supply Chain Management. 4. Challenges and Innovations in Last-Mile Delivery 5. Global Sourcing and Procurement Strategies: Insights from the Industry Subject Teacher can select any such SCM topic from syllabus relevant for expert lecture. **Minimum THREE activities of which ONE must be a field visit must be done.**	
2	**Report Writing:** Report shall be made on following points per activity: 1. Name of organization 2. Objective of activity 3. Points observed/ learned 4. Questionnaire with minimum 10 questions 5. Screen shot, image of activity 6. Suggestions based on objective Subject teacher may add more points in report as per their convenience and requirement of activity. Report should be submitted in spiral copy and PPT presentation	**20**
3.	**Evaluation based on report and viva** Presentation is to be made in groups for evaluation of activity External must be appointed for viva in consultation with the Head of the Institution Marks allocation: 30% marks report 30% marks PPT presentation 40% marks Viva-Voce Examination **Total : 50 marks**	**4**

Guidelines for Field Visits and Interviews

For Students:

- Field visits and interviews will be organized under the guidance of the subject teacher.
- Interviews can be either structured or unstructured, depending on the need. The main aim is to help students collect as much useful information as possible during these interactions.
- Students should carefully observe how theoretical concepts are applied in real-life situations. This will help them understand the practical side of their subject.
- These visits will provide exposure to actual working environments and demonstrate how tasks are carried out in organizations.
- All field visits should be directly related to the subject specialization.

Instructions for Students:

- Each project must be carried out as per the instructions given by the subject teacher.
- Every project should begin with a clear title and objective.
- Wherever necessary, students must attach relevant materials such as documents, samples, questionnaires, or any supporting content in their project work.

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Field Project**	**Business Exposure related to Marketing Management**	**2**	**4**

Course Objectives	
1	To provide students with practical exposure to marketing concepts through field visits, expert interactions, and group activities.
2	To develop students' research, communication, and teamwork skills through interviews, surveys, and project presentations.

Course Outcome	
CO1	Apply theoretical knowledge of marketing management in real-world business contexts through field-based observations and interactions.
CO2	Effectively communicate their findings through structured reports and group presentations.

The candidate shall visit the respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carry 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is mandatory).

Unit	Title and Contents	No. of Lecture Hours
1	**1.1 Group Report** Subject Teacher shall provide orientation to the students and form the groups in the class room for report preparation. A sample of project topics is as follows: 1. Customer Satisfaction Survey of a Local Café 2. Brand Awareness Study for a Local Clothing Store Sustainable 3. Inventory Management Practices in Small Retail Stores: Field Observations and Interviews 4. Advertising Effectiveness of a Local Gym 5. Customer Preferences for Online vs. Offline Shopping Subject Teacher can select any such marketing topic from syllabus relevant to correlate theory and practical working with the permission of Head of Department. **1.2 Conduction of Expert lecture/ visit** 1. Influencer Marketing and Brand Authenticity	**6**

	2. Sustainable Branding: Marketing with Purpose 3. AI and Big Data in Marketing Research 4. Challenges and Innovations in Last-Mile Delivery 5. Global Sourcing and Procurement Strategies: Insights from the Industry Subject Teacher can select any such marketing topic from syllabus relevant for expert lecture. **Minimum THREE activities of which ONE must be a field visit must be done.**	
2	**Report Writing:** Report shall be made on following points per activity: 1. Name of organization 2. Objective of activity 3. Points observed/ learned 4. Questionnaire with minimum 10 questions 5. Screen shot, image of activity 6. Suggestions based on objective Subject teacher may add more points in report as per their convenience and requirement of activity. Report should be submitted in spiral copy and PPT presentation	**20**
3.	**Evaluation based on report and viva** Presentation is to be made in groups for evaluation of activity External must be appointed for viva in consultation with the Head of the Institution Marks allocation: 30% marks report 30% marks PPT presentation 40% marks Viva-Voce Examination **Total : 50 marks**	**4**

Guidelines for Field Visits and Interviews

For Students:

- Field visits and interviews will be organized under the guidance of the subject teacher.
- Interviews can be either structured or unstructured, depending on the need. The main aim is to help students collect as much useful information as possible during these interactions.
- Students should carefully observe how theoretical concepts are applied in real-life situations. This will help them understand the practical side of their subject.
- These visits will provide exposure to actual working environments and demonstrate how tasks are carried out in organizations.

- All field visits should be directly related to the subject specialization.

Instructions for Students:

- Each project must be carried out as per the instructions given by the subject teacher.
- Every project should begin with a clear title and objective.
- Wherever necessary, students must attach relevant materials such as documents, samples, questionnaires, or any supporting content in their project work.

Semester III					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
3		Field Project	Business Exposure related to Financial Management	4	4

Course Objectives	
1	To provide students with practical exposure to financial concepts through field visits, expert interactions, and group activities.
2	To develop students' research, communication, and teamwork skills through interviews, surveys, and project presentations.

Course Outcome	
CO1	Apply theoretical knowledge of financial management in real-world business contexts through field-based observations and interactions.
CO2	Effectively communicate their findings through structured reports and group presentations.

The candidate shall visit the respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carry 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is mandatory).

Unit	Title and Contents	No. of Lecture Hours
1	**1.1 Group Report** Subject Teacher shall provide orientation to the students and form the groups in the class room for report preparation. A sample of project topics is as follows: 1. Savings and Investment Habits of College Students 2. Investment Preferences of Salaried Employees 3. Awareness of Tax Saving Investment Options 4. Preference for Traditional vs. Modern Investment Options 5. Insurance Awareness Among Middle-Class Families Subject Teacher can select any such marketing topic from syllabus relevant to correlate theory and practical working with the permission of Head of Department. **1.2 Conduction of Expert lecture/ visit**	6

	1. Forensic Auditing: Detecting and preventing corporate frauds 2. Recent trends in internal audit and risk-based auditing 3. Role of technology in modern banking (AI, Blockchain & Automation) 4. Audit under Companies Act, 2013 – Key Changes and Challenges 5. Ethics and professional scepticism in auditing practice Subject Teacher can select any such marketing topic from syllabus relevant for expert lecture. **Minimum THREE activities of which ONE must be a field visit must be done.**	
2	**Report Writing:** Report shall be made on following points per activity: 1. Name of organization 2. Objective of activity 3. Points observed/ learned 4. Questionnaire with minimum 10 questions 5. Screen shot, image of activity 6. Suggestions based on objective Subject teacher may add more points in report as per their convenience and requirement of activity. Report should be submitted in spiral copy and PPT presentation	**20**
3.	**Evaluation based on report and viva** Presentation is to be made in groups for evaluation of activity External must be appointed for viva in consultation with the Head of the Institution Marks allocation: 30% marks report 30% marks PPT presentation 40% marks Viva-Voce Examination **Total : 50 marks**	**4**

Guidelines for Field Visits and Interviews

For Students:

- Field visits and interviews will be organized under the guidance of the subject teacher.
- Interviews can be either structured or unstructured, depending on the need. The main aim is to help students collect as much useful information as possible during these interactions.
- Students should carefully observe how theoretical concepts are applied in real-life situations. This will help them understand the practical side of their subject.

- These visits will provide exposure to actual working environments and demonstrate how tasks are carried out in organizations.
- All field visits should be directly related to the subject specialization.

Instructions for Students:

- Each project must be carried out as per the instructions given by the subject teacher.
- Every project should begin with a clear title and objective.
- Wherever necessary, students must attach relevant materials such as documents, samples, questionnaires, or any supporting content in their project work.

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration – International Business (BBA-IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2025-2026

SYBBA - IB Semester IV

Course Type	Course	Course Code	Paper Title	Credits Theory	Credits Practical	Hours / Week	Marks Int.	Marks Ext.
Major Mandatory	Major Mandatory 9	MJ-251-IWM	Supply Chain Management: Inventory & Warehouse Management	4	-	4	30	70
		MJ-251-ISM	Marketing Management: International Service Marketing					
		MJ-251-CA	Financial Management: Corporate Accounting					
	Major Mandatory 10	MJ-252-PQM	Supply Chain Management: Procurement & Quality Management	4	-	4	30	70
		MJ-252-CRM	Marketing Management: Customer Relationship Management					
		MJ-252-FRM	Financial Management: Financial Risk Management					
Minor	Minor	MN-251-IEP	Import Export Procedure	4	-	4	30	70
Open Elective (OE)	Open Elective 5		To be selected from the OE basket of Faculty of S&T, Faculty of Humanities and Faculty of Interdisciplinary Studies	2	-	2	15	35
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	VSC-251-EM	Event Management	2	-	2	15	35
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)		Modern Indian Languages 2– Marathi/Hindi/Sanskrit	2	-	2	15	35
Community Engagement and Service	Project	CEP-251-IB	Community Engagement through Social Awareness	-	2	4	50	-
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)		NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2	-	2	50	-
			Sub-Total	**20**	**2**		**235**	**315**
			Total	**22**			**550**	

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-IWM	Major Mandatory 9	Supply Chain Management: Inventory and Warehouse Management	4	4

Course Objectives	
1	To understand the basics of inventory and warehouse management concepts and their role in the supply chain.
2	To learn how to plan, control, and classify inventory for effective business operations.
3	To apply various inventory models and techniques to optimize stock levels and reduce costs.
4	To gain knowledge of warehouse operations, technology, and performance measurement for improved efficiency.

Course Outcome	
CO1	To understand the fundamental concepts, importance, functions, and types of inventories and warehouse management.
CO2	To explain and interpret essential quantitative inventory models and techniques.
CO3	Apply inventory models and warehouse procedures to solve practical operational problems.
CO4	Analyze warehouse performance and identify areas of inefficiency or risk & understanding of modern warehouse technologies.
CO5	Evaluate strategies, technologies, and performance frameworks to enhance efficiency
CO6	Create an optimized inventory–warehouse management plan with layout, technology, and sustainable practices & understand real-life case studies.

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Inventory & Warehouse Management** 1.1 Introduction, meaning & definition, Importance, Functions & Role of - Inventory Management. 1.2 Types of Inventory Management (Raw Material, WIP, Finished goods ,MRO, Transit Inventory, Buffer Inventory, Anticipation Inventory ,Decoupling Inventory & Cycle Inventory). 1.3 Introduction, meaning & definition, Objective and Functions of - Warehouse Management. 1.4 Types of Warehouses (Private Warehouses, Public Warehouses, Contract Warehouses, Government Warehouses, Distribution Centers, Bonded Warehouses. Cold Storage Warehouses, Automated Warehouses & Fulfillment Centers).	**15**
2	**Inventory Planning & Control:** 2.1. Meaning, Objectives & Importance of Inventory Management. 2.2. Role of inventory in supply chain effectiveness. 2.3. Impact of poor inventory control on business performance. 2.4. Safety Stock Models & Service Levels 2.5. Materials Requirement Planning (MRP/MRP-II) 2.6. Vendor-Managed Inventory (VMI) 2.7. Perpetual Inventory System & Cycle Counting **Inventory Models & Techniques:** 2.1 Economic Order Quantity (EOQ) 2.2 ABC Analysis 2.3 Reorder Point (ROP) 2.4 Just in Time (JIT) 2.5 First in, first out (FIFO) 2.6 Last in, first out (LIFO)	**15**
3	**Warehouse Operations & Technology** **3.1 Key operations/processes in warehouse:** Receiving goods, quality inspection/verification at receipt, put-away, storing, stock-keeping and tracking, order-picking, packing, dispatching/loading, cross-docking **3.2 Stock rotation practices**, especially for perishable items or items with expiry — relevance in Indian retail / FMCG / cold-chain context. **3.3 Concept and necessity of a WMS:** to manage data about inventory, locations, movement, receiving and dispatch, replenishment etc. **3.4 Technology aids:** Barcode scanners, RFID, mobile computers, wireless LAN, Barcoding & RFID technology, Automated Storage & Retrieval Systems (AS/RS) IoT, AI & Robotics in warehousing, Automated Guided Vehicles (AGVs), Conveyors, Smart warehouses & drones, Cloud computing & mobile technologies, Real-time tracking systems **3.5 Performance Measurement and trends in Warehousing**: Key performance indicators (KPIs), Cost efficiency & productivity measures,	**15**

	Green warehousing & sustainability, Trends in e-commerce fulfillment centers, Last-mile delivery integration.	
4	**Performance Measurement & Control in Inventory & Warehousing** **4.1** Meaning and nature of performance measurement, Importance of performance measurement, Meaning and Role of inventory and Warehousing in supply chain performance , FrameWork of Performance Measurement- Balanced Scorecard , SCOR Model, Benchmarking in Logistics, **4.2 Warehouse Performance Measurement** **K**ey Performance Indicators (KPIs)- Storage utilization, Space productivity, Order leadtime, Dock to Stock cycle time, Warehouse Cost Analysis- fixed and variable. **4.3 Case studies-** **I**nventory optimization in retail Warehouse layout Improvement Reduction of picking errors Automation Industry best practices (Amazon, Flipkart, DHL, Walmart)	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Purchasing and Supply Management: Text and Cases	P. Gopalkrishnan and M. Sundaresan	McGraw-Hill Education	India
2	Supply Chain Management- Concepts, Practices and Implementation (Oxford Higher Education)	Sunil Sharma	Oxford University Press	India
3	Inventory Management and Control Tools and Techniques	Dr. P. D. Saini	DND Publications	India
4	Inventory Management	L.C Jhamb	Everest Publication House	India
5	Inventory Management	R. Saxena	India Publication New Delhi	India

Other Learning Material E- Resource:

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	Live examples of FMCG/retail inventory Short videos on inventory flow in retail & e-commerce Case study: "Why inventory matters in business?"	Ability to relate real-life examples with theoretical concepts.
Unit II – 15hrs	Situational analysis: Effect of poor inventory control Videos explaining EOQ, JIT, FIFO/LIFO with real-life illustrations Create an inventory control plan for a small business	Ability to analyze inventory planning and control techniques in business scenarios.
Unit III – 15hrs	Group discussion: "Impact of modern technology on warehousing" Warehouse walkthrough videos (Amazon, DHL, Walmart) Prepare a presentation on any warehouse technology (RFID/WMS/ASRS)	Awareness of technological advancements in warehousing.
Unit IV – 15hrs	Case study discussions (Amazon, Flipkart, Walmart, DHL) Videos explaining various models Analyze a case on inventory optimization or error reduction	Skill to identify improvement areas using industry case studies.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5 Marks	20 Marks
		Match the Pairs	5 Marks	
		Answer in one sentence	5 Marks	
		State True or False	5 Marks	
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

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-ISM	Major Mandatory 9	Marketing Management: International Service Marketing	4	4

Course Objectives	
1	To develop an understanding of key service concepts, characteristics, service marketing mix, and major global service trends.
2	To help students understand global service consumer behaviour, cultural influences, service quality models, and basic service design principles.
3	To help learn & understand global service delivery, branding, and pricing practices.
4	To Recognize emerging global trends including phantomization, gig economy, personalization, and crisis management.

Course Outcome	
CO1	Understand core service concepts, distinguish goods from services, apply the 7Ps, and identify major global service trends.
CO2	Evaluate cultural influences on service consumption, use service design tools, and apply service quality models in global contexts.
CO3	Apply global service delivery, branding, and pricing strategies effectively.
CO4	Identify and interpret emerging trends such as the gig economy, platform ecosystems, and crisis management.

Unit	Title and Contents	No. of Lecture Hours
1	**Foundations of International Service Marketing** 1.1 Meaning and features of International services 1.2 Differences between goods and services 1.3 Characteristics of services (Intangibility, Inseparability, Perishability, Variability) 1.4 Importance of International services in the global economy 1.5 Service marketing mix (7 Ps) overview 1.6 Role of Services in International trade	**15**

2	**Global Service Consumer Behaviour & Service Design** 2.1 Understanding international service consumers 2.2 Cultural factors affecting service expectations 2.3 Cross-cultural communication in service delivery 2.4 Service design and blueprinting 2.5 Service quality models (SERVQUAL, GAP Model) 2.6 Managing customer satisfaction and service encounters across countries 2.7 Factors Influencing International customers	**15**
3	**International Service Delivery, Branding & Pricing** 3.1 Meaning of international service delivery and global service processes 3.2 Standardisation vs. adaptation in global service delivery 3.3 Service recovery strategies in international markets 3.4 International service branding and global brand positioning 3.5 Brand equity in services 3.6 Factors influencing international service pricing 3.7 Pricing strategies and impact of currency fluctuations on global service pricing	**15**
4	**International Service Operations, Strategy & Emerging Issues** 4.1 International Service Operations Management 4.2 Off shoring, Outsourcing & Shared Service Centres 4.3 Global Service Strategy 4.4 Quality & Performance Measurement in International Services 4.5 Technology & Innovation in Global Services 4.6 Sustainability, Ethics & Regulatory Issues 4.7 Emerging Global Service Trends	**15**

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Services marketing: Integrating customer focus across the firm (7th ed.).	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D	Mc Graw-Hill Education.	Delhi
2	Services marketing: People, technology, strategy (8th ed.).	Lovelock, C., Wirtz, J., & Chatterjee, J. (2018).	Pearson Education.	India
3	Services marketing (2nd ed.).	Jha, S. M.	Himalaya Publishing House	India
4	Services marketing and management.	Gupta, S. L., & Govindarajan, M. (2017)	Prentice Hall India.	India
5	"Services Marketing: People, Technology, Strategy"	Lovelock & Wirtz	Pearson	New Delhi

Other Learning Material E- Resource:

- Research on International Service Marketing: https://bookstore.emerald.com/research-on-international-service-marketing-hb-9780762311859.html
- Services Marketing – SGH Warsaw School of Economics: https://www.researchgate.net/publication/314949424_Services_Marketing
- Internationalization of Service Firms (Research Article): https://www.researchgate.net/publication/278408192_Internationalization_of_service_firms

Guidelines on Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Tutorial /Minor project	Expected Outcome
Unit 1- 15 hours	1. Interactive Concept Mapping Students create visual maps connecting service characteristics, 7Ps, and global trade components. 2. Industry Snapshot Videos Short audiovisual case clips on airlines, hospitality, ITES, and global logistics service providers to illustrate the importance of services in the	1. Comparison Chart Prepare a comparative table showing differences between goods and services with real global examples.	1. Students will understand core concepts of international services and their economic relevance. 2. Students will be able to interpret the 7Ps and apply service characteristics to global business scenarios

	world economy.		
Unit 2- 15 hours	1. Cultural Simulation Activities Role play exercises to demonstrate cross cultural communication barriers. 2. Service Blueprint Workshop In class hands on blueprinting for banks, airlines, hospitals, or online services.	1. SERVQUAL Practical Students evaluate a local service using SERVQUAL or GAP Model and compare with international expectations.	1. Students will be able to evaluate global consumer behaviour and cultural differences in service delivery. 2. Students will gain practical skills in blueprinting, service quality assessment, and customer satisfaction management.
Unit 3- 15 hours	1. Live Brand Analysis Examination of global branding strategies of firms like Starbucks, DHL, or Accenture. 2. Currency Simulation Exercise Students perform pricing adjustments based on exchange rate fluctuations.	1. Global Pricing Sheet Prepare a pricing chart for a service company entering 2–3 foreign markets.	1. Students will understand global service delivery strategies, branding, and service recovery methods. 2. Students will be able to apply pricing and positioning concepts in international contexts.
Unit 4- 15 hours	1. Case Based Learning Global service operation cases on Amazon, Uber, Infosys, or Airbnb. 2. Technology Demonstration Sessions Exposure to AI chatbots, CRM software, and service analytics tools.	1. Innovation Audit Evaluate how a global service firm uses technology, sustainability, or ethical practices.	1. Students will understand international service operations, global strategy, and the role of technology. 2. Students will be able to identify global trends, sustainability practices, and performance measurement methods.

Question Paper Pattern:

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	
		State True or False	5	
		Answer in one sentence (five)	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

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-CA	Major Mandatory 9	Financial Management: Corporate Accounting	4	4

Course Objectives	
1	To provide an in-depth understanding of IFRS & Indian Accounting Standards.
2	To develop competency in preparing financial statements as per regulatory requirements.
3	To learn meaning of liquidation, its consequences and prepare the Liquidator's Final Statement of Account and to learn methods of valuation of shares.
4	To enable students to provide knowledge of recent trends in Corporate Accounting.

Course Outcome	
CO1	Apply the Knowledge of IFRS and Indian Accounting Standards.
CO2	Understand the Statutory provisions regarding preparation of Financial Statements of Company.
CO3	Evaluate the impact of Statutory provisions regarding preparation of Liquidator's Final Statement of Account and different methods of valuation of shares.
CO4	Analyze the impact of recent trends in Corporate Accounting.

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to IFRS & Indian Accounting Standards:** **1.1** IFRS: Meaning, Scope. **1.2** Accounting Standards: Concepts and Objectives, Process of Formulation of Accounting Standards in India. **1.3** Indian Accounting Standards (IND AS) (Simple Numericals on Ind AS) Ind AS 1: Presentation of Financial Statements Ind AS 2: Inventories Ind AS 16: Property, Plant and Equipment Ind AS 33: Earnings Per Share	15

	Ind AS 38: Intangible Assets	
2	**Financial Statements of Company:** **2.1** Meaning of Financial Statements of Company (Income Statement and Balance Sheet) As per Schedule III **2.2** Applicability of Schedule III: Prescribed Format of Balance Sheet and Statement of Profit and Loss Account as per Part-I & II of Schedule-III and General Instructions for Preparation of Balance Sheet and Statement of Profit and Loss with Adjustments. **2.3** Preparation of Financial Statements of Company i.e. Balance Sheet and Statement of Profit and Loss as per Part-I and Part-II of Schedule-III (Numerical Problems)	**15**
3	**Liquidation of Companies:** **3.1** Meaning and Mode of Liquidation/Winding Up. **3.2** Consequences of Liquidation/Winding Up **3.3** Preferential Payments/Order of Payments **3.4** Liquidator: Powers and Duties **3.5** Preparation Liquidator’s Final Statement of Account (Numerical Problems) **Valuation of Shares:** **3.6** Concept of Valuation of Shares **3.7** Methods of Valuation (Net Asset Method, Yield Basis Method and Fair Value Method) (Numerical Problems)	**15**
4	**Recent Trends in Corporate Accounting:** 4.1 Forensic Accounting: Meaning, Key Elements, Introduction to Forensic Accounting and Investigation Standards. 4.2 Corporate Governance & CSR Reporting: Meaning, Introduction and Applicability 4.3 Foreign Exchange Accounting: Accounting for Foreign Transactions (Theory) 4.4 Transfer Pricing: Meaning, Methods, Applicability (Theory) 4.5 XBRL Reporting: Meaning, Applicability (Theory) 4.6 Responsibility Accounting: Meaning, Scope, Types of Responsibility Centers. 4.7 Corporate Governance: Meaning, ESG (Environmental, Social and Governance) Criteria, Understanding ESG Accounting, Green Accounting and Sustainability. (Theory) 4.8 AI and Automation in Accounting. 4.9 Cloud Based Accounting	**15**

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advanced Accounts	M.C. Shukla & S.P. Grewal	S. Chand & Co. Ltd	New Delhi
2	Corporate Accounting	Dr. S. N. Maheshwari & S. K. Maheshwari	S. Chand & Co. Ltd	New Delhi
3	Advanced Accountancy-II	S.P. Jain & K.L. Narang	Kalyani Publishers	New Delhi
4	Accounting Standards	ICAI	ICAI	New Delhi
5	International Financial Management	P.G. Apte	Mc Graw Hill Education	Noida, UP
6	Corporate Accounting	M.G. Patkar	Phadke Publication	Kolhapur
7	Corporate Accounting	P.C. Tulsian	S. Chand & Co. Ltd	New Delhi

Other Learning Material E- Resource:

1. https://www.icai.org
2. https://www.icsi.edu
3. SWAYAM/MOOC

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1.Case-based discussions on IFRS & Ind AS 2. Videos on IFRS framework and accounting standards 3. Solving Ind AS numerical in groups 4. Brainstorming on IFRS vs Ind AS differences 5. Visit / virtual session with industry accountant	1.Students understand IFRS & Ind AS. 2. Students apply Ind AS to simple numerical problems.
Unit II – 15hrs	1.Preparation of company financial statements using caselets 2. Numerical on Schedule III adjustments 3. Hands on practice with sample Balance Sheets 4. Use of Excel for preparing corporate financial statements	1. Students understand statutory format of Financial Statements. 2. Students independently prepare Balance Sheet & P/L.

Unit III – 15hrs	1. Case studies on liquidation situations 2. Numerical for Liquidator's Final Statement 3. Interactive activity: Liquidator & Creditors Role-play 4. Step by step explanation of valuation of shares	1. Students understand liquidation process & order of payments. 2. Students compute Liquidator's Statement & Share Valuation.
Unit IV – 15hrs	1.PPT-based teaching on recent corporate accounting trends 2. Evaluation of CSR/ESG reports from companies 3. Student presentations on modern accounting concepts 4. Demo of cloud-based accounting tools	1. Students understand emerging trends in Corporate Accounting. 2. Students relate real-world examples with theory.

Question Paper Pattern:

Q. 1. (A) Multiple Choice Questions (05 Marks)
(B) State True or False (05 Marks)

Q. 2. (i) Numerical Problem on Ind AS (Unit No. 1) (08 Marks)
(ii) Numerical Problem on Ind AS (UnitNo.1) (07 Marks)
Q.3. Numerical Problem on Preparation of Financial Account of Company (Unit No. 2) (15 Marks)
Q.4. Numerical Problem on Preparation of Liquidator's Final Statement of Account (15 Marks) (Unit No. 3)
Q.5. Numerical Problem on Valuation of Shares (Unit No. 3) (15 Marks)
Q.6. Write Short Notes (Unit No. 4) (Any 3 Out of 5) (15 Marks)

Semester IV					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
4	MJ-252-PQM	Major Mandatory 10	**Supply Chain Management: Procurement & Quality Management**	4	4

Course Objectives	
1	To provide students with a clear understanding of procurement principles, processes, and their role in supply chain management.
2	To develop knowledge of supplier selection, vendor evaluation, contract management, and negotiation techniques.
3	To introduce the fundamentals of quality management, including quality tools, standards, and quality assurance practices.
4	To enable students to integrate procurement and quality management concepts for effective decision-making and performance improvement.

Course Outcome	
CO1	Explain procurement processes and demonstrate the role of procurement in supply chain operations.
CO2	Assess and evaluate suppliers using appropriate criteria and manage procurement contracts effectively.
CO3	Apply key quality management tools, techniques, and standards to improve product and service quality.
CO4	Integrate procurement and quality concepts to analyze risks, ensure quality compliance, and enhance organizational performance.

Unit	Title and Contents	No. of Lecture Hours
1.	**Fundamentals of Procurement** 1.1 Meaning, Definition and Scope of Procurement 1.2 Objectives and Importance of Procurement 1.3 Procurement Cycle / Process ● Need identification ● Specification development ● Supplier search ● RFQ / RFP ● Supplier selection ● Purchase order	15

	● Delivery & Inspection ● Payment 1.4 Types of Procurement — Direct, Indirect, Goods, Services 1.5 Role of Procurement Department 1.6 Procurement in Supply Chain Management 1.7 Ethics and Legal Aspects in Procurement 1.8 Green Procurement & Sustainable Sourcing	
2.	**Supplier & Contract Management** 2.1 Supplier Selection and Evaluation 2.2 Vendor Rating and Vendor Development 2.3 Supplier Relationship Management (SRM) 2.4 Negotiation Strategies in Procurement 2.5 Make or Buy Decisions 2.6 E-Procurement ● E-tendering ● E-auction ● ERP systems 2.7 Contract Management ● Types of contracts ● Contract terms ● Service Level Agreements (SLAs)	**15**
3	**Fundamentals of Quality Management** 3.1 Meaning, Definition and Dimensions of Quality 3.2 Quality Control vs. Quality Assurance 3.3 Cost of Quality — Prevention, Appraisal, Failure Costs 3.4 Seven Quality Tools (7 QC Tools) 3.5 Quality Standards ● ISO 9001 ● Six Sigma – DMAIC ● TQM Principles ● Kaizen 3.6 Quality Inspection, Sampling & Testing 3.7 Statistical Process Control (Basic Concepts)	**15**
4	**Integrated Procurement & Quality Practices** 4.1 Supplier Quality Assurance 4.2 Incoming Material Quality Control 4.3 Quality Requirements in Procurement 4.4 Risk Management in Procurement & Quality 4.5 Performance Measurement in Procurement ● KPIs: Cost, Quality, Delivery, Reliability 4.6 Lean Management & Waste Reduction 4.7 Recent Trends: ● AI in Procurement ● Blockchain in Supply Chain IoT-based Quality Monitoring	**15**

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	*Procurement and Supply Chain Management*	Kenneth Lysons & Brian Farrington	Pearson Education Limited	10th Edition, 2020
2	*Materials Management: A Supply Chain Perspective – Text & Cases*	A. K. Chitale & R. C. Gupta	PHI Learning Pvt. Ltd.	3rd Edition, 2014 (Delhi, India)
3	*World Class Supply Management: The Key to Supply Chain Management*	David N. Burt, Donald W. Dobler & Stephen L. Starling	McGraw-Hill / Irwin (also published in India)	7th Edition, 2003 (original), soft-cover reprint edition published in India c. 2017
4	Quality Control	V. A. Kulkarni & A. K. Bewoor	Wiley-Blackwell / Wiley India	Edition for Indian universities
5	Total Quality Management – Principles, Practice and Cases	D. D. Sharma	Sultan Chand & Sons	2004, India
6	Quality Control & Total Quality Management	P. L. Jain	McGraw-Hill Education (India) Pvt. Ltd.	First Edition (2001), India

Other Learning Material E- Resource:

Coursera — *Operations Management: Quality and Supply Chain*	Focuses on process improvement, quality control & supply-chain integration. Useful for quality inspection, SPC concepts and supply-chain operations.
Coursera — *Supply Chain Management: A Learning Perspective*	Good foundational course covering supply-chain basics, procurement and value creation; helps link procurement with overall supply-chain.
Alison — *Quality Engineer – Supplier Quality Evaluation & Management*	Free course focused on supplier evaluation, vendor management — directly relevant to supplier management and procurement-quality integration from your syllabus.
SWAYAM (Govt of India MOOC portal) — *Supply Chain Management (MOOC)*	India-context supply-chain / procurement / logistics course — good for students in India; helps build foundational SCM + procurement understanding.

Great Learning — *Procurement Management*	Short online course offering basic procurement concepts — useful for quick revision or introduction to procurement processes and supplier management.

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1. Use diagrams and flowcharts to explain the procurement cycle (need identification → sourcing → tendering → ordering → delivery → payment). 2. Show real or sample procurement documents such as RFQs, quotations, purchase orders, and invoices. 3. Conduct a small activity where students prepare a basic purchase request or quotation comparison sheet. 4. Use case studies to explain procurement challenges such as delays, wrong deliveries, or price fluctuations. 5. Demonstrate digital procurement platforms (e.g., GeM or private e-procurement portals) through short videos or screenshots. 6. Conduct a group discussion on real-life procurement examples (school purchases, office supplies, household purchases).	1. Students understand the complete procurement process and its importance in business operations. 2. Students learn to identify procurement needs and prepare basic procurement documents. 3. Students gain skills in comparing quotations and selecting the best supplier. 4. Students develop awareness of common procurement problems and how to manage them. 5. Students become familiar with digital procurement systems and online purchasing methods. 6. Students build basic analytical skills useful for purchasing and supply chain roles.
Unit II – 15hrs	1.Use flowcharts and diagrams to explain the supplier selection and contract management cycle. 2. Conduct a mock activity where students evaluate suppliers using criteria (cost, quality, delivery time, reliability). 3. Show sample documents like RFQ (Request for Quotation), Purchase Order, and Contract Agreement. 4. Use short case studies on contract disputes, supplier failures, or delayed deliveries. 5. Conduct role-play exercises where students act as buyers and suppliers negotiating contract terms. 6. Demonstrate e-contracting and vendor management systems through videos or screenshots	1. Students understand the complete process of selecting, evaluating, and managing suppliers. 2. Students learn how to prepare and interpret basic procurement and contract documents. 3. Students gain practical knowledge of supplier evaluation techniques. 4. Students develop negotiation and communication skills essential for contract management. 5. Students understand common challenges in supplier relationships and contract execution. 6. Students become familiar with digital tools used in supplier and contract management.

Unit III – 15hrs	1.Use videos and animations to explain basic concepts like quality control, quality assurance, and total quality management (TQM). 2. Demonstrate simple quality tools such as checklists, flowcharts, and Pareto charts using classroom examples. 3. Show sample ISO certificates and explain the meaning of ISO 9001 standards in simple language. 4. Conduct an activity where students identify defects from images of products or packaging. 5. Use real case studies of quality failures (food contamination, vehicle recalls, product defects) to explain the importance of quality management.	1.Students understand the basic concepts and importance of quality in manufacturing and services. 2. Students learn how quality tools are used to identify and solve problems. 3. Students gain awareness of ISO standards and global quality requirements. 4. Students develop the ability to recognize defects and understand inspection methods. 5. Students understand how poor quality leads to customer dissatisfaction and business losses.
Unit IV – 15hrs	1. Use diagrams to show the integration of procurement and quality functions. 2. Present case studies where procurement issues affected product quality. 3. Conduct a group activity to prepare an integrated procurement–quality improvement plan. 4. Demonstrate digital tools like RFID, barcoding, and vendor rating systems.	1.Students understand how procurement and quality management are connected. 2.Students learn the impact of supplier selection on product quality. 3.Students develop problem-solving and planning skills through integrated activities. 4.Students become familiar with digital tools that support procurement–quality integration.

Question Paper Pattern:

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	
		State True or False	5	
		Answer in one sentence (five)	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

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-252-CRM	Major Mandatory 10	Marketing Management: Customer Relationship Management	4	4

Course Objectives	
1	To explain the meaning, scope and evolution of CRM
2	Understanding the framework and CRM strategies adopted by organizations to build relationships and retain customers
3	Highlight the importance of CRM Planning and to critically analyse the Market and its impact on profitability
4	Primarily focus on technology for CRM application and the CRM implementation process.

Course Outcome	
CO1	Explain the fundamentals and evolution of CRM.
CO2	Evaluate CRM strategies used by brands across industries to enhance customer acquisition, retention and loyalty.
CO3	Design a CRM plan for a product or service to improve profitability
CO4	Work with CRM tools and applications to increase efficiency and value to the organization

Unit	Title and Contents	No. of Lecture Hours
1.	Introduction to CRM 1.1 Meaning, Definition, Objectives and Significance of CRM 1.2 Evolution of CRM and its current trends and future scope 1.3 Types of CRM and its Key Role in Marketing Management 1.4 Future trends in CRM and its Cost Benefit Analysis 1.5 Demand and Supply side Factors 1.6 CRM Process Framework 1.7 Distinguish between transactional and relationship Marketing	15

2.	CRM Strategies 2.1 Explain the IDIC (Identify, Differentiate, Interact and Customize) framework. 2.2 Discuss the steps in the ladder of loyalty. Bonding Strategies 2.3 Relationship between ladder of loyalty and Relationship Marketing 2.4 Meaning of Customer Defections 2.5 Impact of Customer Defections 2.6 Types and Strategies to reduce Customer Defections 2.7 Customer Lifetime Value, Customer Experience Management, Customer Satisfaction Measurement, Web based Customer Support	**15**
3	Planning for CRM 3.1 Steps in Planning - Building Customer Centricity. 3.2 Setting Customer Objectives, Defining Data Requirement, Planning Desired Outputs. 3.3 CRM in Business Markets - Market structure and demand. CRM & B2B Markets 3.4 Types of decision making and decision process 3.5 Discuss the concept of customer equity- Market Share vs. Customer Share Orientation 3.6 Markov Analysis - Factor the uncertainty related to profitability. 3.7 Activity Based Costing - High Cost to serve vs. Low Cost to serve Customers.	**15**
4	Applications of CRM 4.1 Applications of CRM in various industries. 4.2 E-CRM and Omnichannel customer experience. Social CRM-Using social media for customer engagement.Real-time customer interactions 4.3.Chatbots, AI & CRM Mobile CRM 4.4.Cross-selling and upselling strategies.Case studies of successful CRM implementation. 4.5.Ethical issues & data privacy 4.6.Future of CRM : AI, ML, predictive analytics. 4.7.Challenges in CRM Implementation, CRM Implementation Roadmap.	**15**

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Customer Relationship Management: A Strategic Approach to Marketing	Lakshman Jha,	Global India Publications	New Delhi
2	Customer Relationship Management	N.H. Mullick	Oxford University Press	UK
3	Customer Relationship Management	Kaushik Mukerjee	PHI Learning	New Delhi
4	Customer Relationship Management	Prof. Antony Lawrence, Dr. Sharda Gangwar, Dr. Shamsher Singh	Himalaya Publishing House	Mumbai
5	Customer Relationship Management: An AI-driven Approach	Anjali Kausik	Wiley India	New Delhi

Other Learning Material E- Resource:

https://www.life-global.org/course/35-customer-relationship-management
https://nchm.gov.in/sites/default/files/2025-01/E_Book_Customer_Relation_Management_0.pdf

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	Students create interactive CRM mind maps showing how CRM enhances customer loyalty & retention. Demonstrate how chatbots handle customer queries, personalized responses.	Understand how CRM supports segmentation, targeting, retention & promotion.
Unit II – 15hrs	Students design loyalty programs, service recovery systems & feedback dashboards. Web-Based Customer Support Demos	Students adopt retention-driven marketing rather than short-term sales mindset.
Unit III – 15hrs	Decision Tree Game-Students use branching paths to decide CRM responses. Decision Tree Software (Miro, Lucidchart, Creately)	Students interpret Markov probability shifts & CRM decision impacts.
Unit IV – 15hrs	E-CRM, Omnichannel & Social CRM Social CRM Screens (Meta Business Suite, X Dashboard, Instagram Insights)	Students design omnichannel journeys that reduce customer drift & boost long-term value.

Question Paper Pattern:

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	
		State True or False	5	
		Answer in one sentence (five)	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

Semester IV					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
4	**MJ-252-FRM**	**Major Mandatory 10**	**Financial Management: Financial Risk Management**	**4**	**4**

Course Objectives	
1	To explain the fundamental concepts, types of financial risks, and the overall process of risk management.
2	To develop understanding of key financial risks—market, credit, and operational—and the techniques used to measure and mitigate these risks.
3	To familiarize students with derivative instruments and their application in hedging various financial and international business risks.
4	To enable students to understand foreign exchange exposures, country risks, and global risk management techniques used in international business.

Course Outcome	
CO1	Students will be able to identify different types of financial risks and explain the basic process of financial risk management.
CO2	Students will be able to analyze market, credit, and operational risks and apply basic tools for evaluating and mitigating these risks.
CO3	Students will be able to understand and use derivative instruments such as forwards, futures, options, and swaps for hedging financial risks.
CO4	Students will be able to assess foreign exchange exposures and apply suitable hedging and insurance techniques for managing risks in international business.

Unit	**Title and Contents**	**No. of Lecture Hours**
1.	Introduction to Financial Risk Management 1.1 Meaning, Nature, Scope and Importance of Financial Risk Management 1.2 Types of Risks: Business Risk, Financial Risk, Market Risk, Credit Risk, 1.3 Operational Risk, Liquidity risk, Exchange Rate Risk, Interest Rate Risk 1.4 Risk Identification and Measurement Techniques 1.5 Risk Management Process and Objectives 1.6 Regulatory framework: RBI, SEBI, Basel norms (overview)	**15**

2.	Market and Credit Risk Management 2.1 Market Risk, Types of Market Risk: Equity Risk, Commodity Risk, Foreign Exchange Risk 2.2Value at Risk (VaR): Concept and applications 2.3 Hedging Market Risk Credit Risk 2.4 Meaning and sources, Credit Risk Assessment and Credit Scoring, Credit Rating Agencies 2.5 Operational Risk, Causes and Examples, Tools for Managing Operational Risk 2.6 Internal Controls and Risk Mitigation Techniques	**15**
3	3.1 Derivatives and Hedging 3.2 Introduction to derivatives 3.3 Types: Forwards, Futures, Options, Swaps 3.4 Hedging with futures and options (Basic Numerical Examples) 3.5 Currency Derivatives in International Business 3.6 Interest Rate Swaps (IRS) & Currency Swaps 3.7 Use of derivatives for Risk Mitigation in Global Trade	**15**
4	International Risk Management 4.1 Foreign exchange risk: Types – Transaction, Translation & Economic Exposure 4.2 Techniques of managing forex risk: Forward Contracts, Options, 4.3 Futures, Money Market Hedging 4.4 Country Risk Analysis: Political, Economic & Legal risks 4.5 Risk in International Trade: Payment Risks, Counterparty Risk, 4.6 Documentation Risk 4.7 Insurance in risk management: Marine Insurance, Export Credit Guarantee, ECGC 4.8 Recent trends in Financial Risk Management	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk	Steve L. Allen	Wiley	New York
2	Risk Management and Financial Institutions	John C. Hull	Wiley	New Jersey
3	Derivatives and Risk Management	Rajiv Srivastava	Oxford University Press	India
4	Treasury Management in India	V. S. Datey	Taxmann Publications	New Delhi

Other Learning Material E- Resource:

- SEBI Regulations – Risk Management Framework
- NSE Academy modules (Derivatives, Risk Management)
- ICAI Guidance Notes on Derivatives & Forex Risk
- BIS (Bank for International Settlements) papers

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1. Use diagrams and flowcharts to explain types and nature of financial risks. 2. Show videos or examples of real-life risk events (market crashes, credit defaults). 3. Conduct classroom discussion on risk identification techniques in businesses. 4. Explain regulatory frameworks (RBI, SEBI, Basel norms) using simplified charts.	1. Students understand the meaning, scope, and importance of financial risk management. 2. Students can identify different types of risks and their measurement techniques. 3. Students gain awareness of the risk management process and objectives. 4. Students become familiar with regulatory frameworks and guidelines.
Unit II – 15hrs	1. Use case studies to explain equity, commodity, and foreign exchange risks. 2. Demonstrate Value at Risk (VaR) calculations through simple numerical examples. 3. Conduct group activity on credit risk assessment and credit scoring. 4. Explain internal controls and operational risk mitigation using flowcharts and examples.	1. Students understand market and credit risk concepts and their types. 2. Students learn practical applications of VaR and risk hedging techniques. 3. Students gain skills in credit risk assessment and operational risk management. 4. Students understand tools for risk mitigation and internal control mechanisms.
Unit III – 15hrs	1. Use simple diagrams to explain forwards, futures, options, and swaps. 2. Demonstrate basic numerical examples of hedging using futures and options. 3. Show videos/examples of currency and interest rate swaps in international business. 4. Conduct group exercises to simulate risk mitigation strategies using derivatives.	1. Students understand types of derivatives and their role in risk management. 2. Students can apply basic hedging techniques with futures and options. 3. Students learn about currency derivatives, IRS, and their use in global trade. 4. Students develop problem-solving skills to mitigate financial risks using derivatives.
Unit IV – 15hrs	1.Use diagrams and charts to explain foreign exchange and country risks. 2.Demonstrate risk management techniques like forward contracts, options, and money market hedging. 3. Use case studies on payment risks, counterparty risks, and documentation errors. 4. Explain insurance tools like Marine Insurance, ECGC, and export credit guarantees using examples.	1.Students understand types of foreign exchange and international trade risks. 2. Students gain knowledge of forex risk management techniques. 3.Students become aware of country risk analysis and risk mitigation in international trade. 4.Students understand the role of insurance and emerging trends in financial risk management.

Question Paper Pattern:

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	
		State True or False	5	
		Answer in one sentence (five)	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

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-IEP	Minor	Import Export Procedure	4	4

Course Objectives	
1	Understand the world Trade environment. Develop a foundation understanding of world trade dynamics including the key economic, political, and legal factors that influence international Business
2	To learn the documentation process involved in import and export transactions, including regulatory compliance, customs procedures, and statutory requirements.
3	To provide learners with a clear understanding of the essential procedures, documentation, and regulatory requirements involved in the import process.
4	To understand various schemes

Course Outcome	
CO1	Recall and explaining the key components of world trade, including the major import and export procedure and documentations
CO2	Understand fundamental concepts and procedures of export operations
CO3	Explain the key steps, documents, and formalities involved in the import procedure.
CO4	To know the pros and cons of various schemes.

Unit	Title and Contents	No. of Lecture Hours
1.	**Introduction to export import framework** 1.1 Meaning of export, import. Categories of export, 1.2 Overview of import export policy. 1.3 Understanding Import export code (IEC) licensing, and regulations. Trade policy. 1.4 Strategy and preparation of foreign trade. 1.5 Identifying the foreign market. 1.6 DGFT related documentation at single place 1.7 Methods of entering in international market 1.8 Role of Technology in Foreign Trade, Digital documentation, Online portals like DGFT, ICEGATE, RBI-EDPMS/IDPMS	15

<table>
<tr><td>2.</td><td>Export Procedure
2.1 Meaning of export and foreign trade Objectives and importance of exports
2.2 Steps involved in export procedure, Basic Documentation for Export
2.3 Payment Terms and Export Financing (Letter of Credit, advance payment, open account, collection basis)
2.4 Excise Clearance for Export (Documentation for excise/GST clearance)
2.5 Pre-Shipment Inspection (Export Inspection Council (EIC) functions)
2.6 Packaging, Labelling, and Marking for Export (export packaging norms, Product labelling requirements and international standards, Handling marks, barcodes, eco-friendly packaging)
2.7 Export packaging norms, Product labelling requirements and international standards</td><td>15</td></tr>
<tr><td>3</td><td>Import procedure
3.1 Meaning & types of imports,
3.2 Import licensing & restrictions
3.3 IEC (Import Export Code) relevance for imports,
3.4 Steps in import procedure
● Placing an import order
● Letter of Credit
● Customs clearance
● Bill of Entry
● Arrival of goods
● Payment terms (advance, LC, DA/DP, etc.)
3.5 Role of CHA (Customs House Agent)
3.6 Import documentation (Bill of Lading, Insurance Certificate, etc.)
3.7 Import financing and banking formalities</td><td>15</td></tr>
<tr><td>4</td><td>Duty Drawback & Remittance Scheme
4.1 Duty Drawback; Export Promotion Mission (EPM) and major schemes like RoDTEP Scheme (Remission of Duties and Taxes on Exported Products), RoSCTL Scheme (Rebate on State and Central Taxes and Levies)
4.2 Advance License, Special Interest License, Advance Authorization Scheme, EPCG Scheme (Export Promotion Capital Goods)
4.3 Export–import finance and credit: LC, pre/post-shipment finance, guarantee schemes.
4.4 DEPR Scheme [Duty Entitlement Pass Book Scheme] · DFRC Scheme [Duty Free Replenishment Certificate]</td><td>15</td></tr>
</table>

Reference Material:
Reference Books:

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
4	Export Import Procedure and Documentation	Neelam Arora	Himalaya Publication	Mumbai
5	Export Import Management	Parul Gupta	McGraw Hill	Mumbai

Other Learning Material E- Resource:

https://www.dgft.gov.in/CP/?opt=export-import-guide,
https://indiantradeportal.in/
https://www.trade.gov.in/
https://importexportfederation.com

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	Power Point presentations, chart making on classification of export	1. To be able to classify export. 2. To understand the methods of entering the international market. 3. To know documentation done digital
Unit II – 15hrs	Power Point presentations, flowchart making, informative video making on procedure of Export	To understand functioning of export procedure

Unit III – 15hrs	Power Point presentations, flowchart making, informative video making on procedure of Import	To understand functioning of import procedure
Unit IV – 15hrs	Study of different scheme	To know the pros and cons of various schemes.

Question Paper Pattern:

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	
		State True or False	5	
		Answer in one sentence (five)	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

Semester IV					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
4	VSC-251-EM	Vocational Skill Development Course (VSC)	Event Management	2	2

Course Objectives	
1	Define the concept, its advantages & disadvantages & types of events.Understand the process of organizing an event.
2	Obtain a sense of responsibility for the multidisciplinary nature of event management.
3	Develop detailed event plans, covering budgeting, programming, scheduling, logistics, venue selection, and resource allocation.
4	Incorporate sustainability and innovation in event planning and execution, focusing on environmentally responsible practices.

Course Outcome	
CO1	Students will get acquainted and equipped with the knowledge and understand of Events
CO2	Students will develop their ability to implement effective event project management.
CO3	Demonstrate leadership, teamwork, and communication skills in event operations and stakeholder coordination.
CO4	Integrate sustainability and innovative practices to improve the environmental and social impact of events.

Unit	Title and Contents	No. of Lecture Hours
1.	Introduction to Event Management – 1.1 Meaning, Nature, Scope, Significance, Types of Events (Corporate, Private, or Charity, Indoor Events, Out Door Events, Celebrity Events). 1.2 Creativity and implications of Events - Organization Structure of Event Management -Functions of a Multifaceted Event Management 1.3. Event Manager – Qualities, Roles and Responsibilities of event manager, Social and Business Etiquette Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location. Vendor management, Onsite Management and Coordination, Crowd management and traffic flow - Hospitality and Guest management	15

	1.4. Event Planning & Design - Five essential stages of event planning—Research, Design, Marketing, Execution, and Evaluation**,** Event concept development & feasibility analysis, Client requirements & target audience profiling, Venue selection: criteria and site layout, Scheduling, timeline preparation, resource planning, Budgeting & financial management (sponsors, revenue models). Safety, security, and risk management. Legal compliances: licenses & permissions.	
2.	**Execution of Event:** Evaluation & Sustainability 2.1 **Execution of Events** : Planning, Organizing, Staffing, Leading and Coordination, Controlling of events. Measuring event success: KPIs & ROI 2.2 **Networking Components**: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media. Event branding & positioning. Media relations & public relations 2.3 **Promotion of Events** - Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Digital marketing: social media campaigns, influencers, email 2.4 **Technology in Event Management**- Role and Importance. Uses of AI in event management. Innovative practices to improve the environmental and social impact of events. Trends & future developments in the industry	

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Event Management : an integrated & practical approach	By Razaq Raj, Paul Walters & Tahir Rashid	University of Salford,	UK
2	Event Management	Wagen, lynn Van Der,	Pearson Education, 2012	Canada
3	Event Marketing and Management	Gaur, Sanjaya Singh	Vikas Publishing House Pvt Ltd. 2003	
4	Business Management	G. M. Dumbre	Success Publications	Pune
5	Event Planning And Management	Sharma, Diwakar,	Deep & Deep Publication Pvt Ltd. 2005	Pune

6	Events Management	Raj, Razaq	SAGE Publication India Pvt. Ltd. 2009	Pune
7	Event Management	S.R Singh	APH Publication	New Delhi, India

Other Learning Material E- Resource:

1. "Events Management" by Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell.

2. "The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events" by Judy Allen.

3. "Event Management For Dummies" by Laura Capell.

4. "Special Events: Creating and Sustaining a New World for Celebration" by Dr. Joe Goldblatt.

5. "Events Management: An International Approach" by Joe Goldblatt, Fiona Wilson.

6. "Strategic Event Creation" by Joe Goldblatt.

7. "Events: A Conceptual Approach" by Donald Getz.

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1.Use case studies and mini-projects to explain different types of events and management processes. 2. Conduct classroom simulations and role-play exercises for planning, organizing, and budgeting events. 3. Integrate digital tools for event planning, registration, and coordination. 4. Discuss ethical, safety, and legal considerations in event management through real-life examples.	1.Students understand the fundamentals and scope of event management. 2. Students develop skills in planning, organizing, and budgeting for events. 3. Students gain awareness of professional ethics, safety norms, and legal compliance. 4. Students improve teamwork, communication, and basic leadership skills.
Unit II – 15hrs	1. Conduct live or simulated events to teach execution and coordination skills. 2. Use post-event reflective reports, feedback analysis, and presentations for evaluation. 3. Introduce digital tools and technologies for sustainable event practices. 4. Discuss case studies on risk management, environmental responsibility, and stakeholder satisfaction.	1.Students acquire practical skills in event execution and coordination. 2. Students learn to evaluate event outcomes and measure success. 3. Students understand sustainable practices and ethical responsibilities in event management. 4. Students develop problem-solving, leadership, and communication skills for real-world events.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	5 Marks
2	Solve any 2 out of 5	Long Answer Question	2*10 Marks	20 Marks
3	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			35 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	CEP-251-IB	Community Engagement Program	Community Engagement Program through Social Awareness	2	4

This will be of 60 Hrs. Duration and to be conducted on field in collaboration with any NGO. Detail guidelines will be shared soon.