

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Principles of Human Resource Management**  
**Course Code– GC - 301**  
**Credits - 3**

**Depth of the Course:** Fundamental knowledge

**Course Objectives:**

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	<b>Introduction to HRM</b>	<b>Introduction to HRM-</b> Meaning, Definition, Features, Scope, Objectives, Importance, Principles of HRM, Evolution of HRM, Functions of HRM, Challenges of HRM, Role of HR Manager, Difference between HRM& Personnel Management, Challenges before HRM	<ol style="list-style-type: none"> <li>1. To understand the basic concept of HRM and develop knowledge about the various functions of HRM.</li> <li>2. To understand the different roles the HR performs in an organisation</li> </ol>
2	<b>Job Analysis &amp; Planning for Human Resources</b>	<b>Job Analysis-</b> Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation <b>Human Resource Planning(HRP)-</b> Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation, Advantages & Limitations/Barriers of HRP. <b>Caselets on Job Analysis &amp; Human Resource Planning</b>	<ol style="list-style-type: none"> <li>1. To make the students understand how Job Analysis &amp; Human Resource Planning play an important role in the Organisation.</li> <li>2. To develop an understanding of the different methods of Job Evaluation &amp; Process of HRP in Specific Organisational functioning.</li> </ol>
3	<b>Career Planning , Employee Morale &amp; Job Satisfaction</b>	<b>Career Planning-</b> Meaning, Definition, Objectives, Process, Benefits and Stages. <b>Employee Morale &amp; Job Satisfaction-</b> <b>Employee Morale-</b> Meaning, Definition, causes of low Morale, Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction	<ol style="list-style-type: none"> <li>1. To cultivate the knowledge about Career Planning, Employee Morale &amp; Job Satisfaction among students.</li> <li>2. To provide knowledge to the students regarding Career Planning which will help/motivate them to</li> </ol>

		<b>Caselets on Career Planning, Employee Morale &amp; Job Satisfaction.</b>	climb-up the Career Ladder through higher performance in the organisation. 3. To study the factors contributing to Job Satisfaction and its benefit in the Organisation.
4	<b>HRM in Changing Environment &amp; Trends in HRM</b>	Work force Diversity, Technological Changes & HRM, International HRM, E- Human Resource Management, Human Resource Information System (HRIS), HRM in Virtual Organisations, Work from Home, Out-Sourcing, Changing Role of HRM.	<ol style="list-style-type: none"> <li>1. To make the students aware about Changing Environment of HRM.</li> <li>2. To understand the different HRM trends.</li> </ol>

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
<b>Unit 1 (13 hrs)</b>	Interactive teaching methods to be adopted. Role-Play on Challenges before HRM & Ice breaking sessions can be conducted for effective learning. Student Presentations.	<ol style="list-style-type: none"> <li>1. Describe the basic concept of HRM.</li> <li>2. Develop knowledge about the functions and different roles of HR Manager.</li> <li>3. Understand the challenges before HRM</li> </ol>
<b>Unit 2 (13 hrs)</b>	Job Analysis Report. Caselets solution sessions and discussion on the same.	<ol style="list-style-type: none"> <li>1. Understanding the importance of Job Analysis &amp; Human Resource Planning in the Organisation.</li> <li>2. Develop the Problem- solving and decision making skills.</li> </ol>
<b>Unit 3 (13 hrs)</b>	Employee Morale & Job Satisfaction Survey-its basic analysis & Presentation. Caselets solution sessions and its discussion.	<ol style="list-style-type: none"> <li>1. Development of basic ability to think about Employee Morale and Job Satisfaction.</li> <li>2. Development of problem-solving and decision-making skills.</li> </ol>

<b>Unit 4 (9 hrs)</b>	Student Presentations. Lab Activity.	<ol style="list-style-type: none"> <li>1. Understand the Changing Environment of HRM and its effects.</li> <li>2. The students must learn the recent HRM trends with the help of Lab Activities.</li> </ol>
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### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
<b>I</b>	<b>1. Role Play.</b>	<b>30</b>	<b>25% MCQ 35% short notes 40% long answers</b>
<b>II</b>	<b>1. Report. 2. Caselet Solution &amp; Discussion</b>		
<b>III</b>	<b>1. Survey Analysis &amp; Presentation. 2. Caselet Solution &amp; Discussion.</b>		
<b>IV</b>	<b>1. Lab Activity 2. Presentation</b>		
<b>Total –</b>		<b>30</b>	<b>70</b>

### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
<b>1</b>	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
<b>2</b>	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
<b>3</b>	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
<b>4</b>	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House	Mumbai
<b>5</b>	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

**S.Y. BBA Semester III (CBCS) Pattern 2019**

**Supply Chain Management**

**Course Code: GC - 302**

**Credits -3**

**Depth of the Course-** Reasonable working knowledge.

**Course Objectives:**

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

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
1	<b>Introduction to Supply Chain Management (SCM)</b>	Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect, Concept, Importance and Objectives of Green Supply Chain Management.	<ul style="list-style-type: none"><li>• To understand the functions of Supply Chain Management.</li><li>• To know what is Bull-Whip Effect.</li><li>• To understand the concept of Green Supply Chain Management.</li></ul>
2	<b>Manufacturing and Warehousing</b>	Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation, Material Handling System Design and Decision.Warehousing and Store Keeping, Strategies of Warehousing and Storekeeping, Space Management.	<ul style="list-style-type: none"><li>• To know the process of Work Flow Automation.</li><li>• To understand Space Management.</li><li>• To acquaint the students with different Strategies of Warehousing.</li></ul>
3	<b>Logistics Management and IT in Supply Chain Management</b>	Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. Information and Communication Technology	<ul style="list-style-type: none"><li>• To learn the methods of Logistics Planning.</li><li>• To know the role of Inventory Management in Customer Service.</li></ul>

		in SCM, Role of IT in SCM, Current IT Trends in SCM, RFID, Barcoding. Retail SCM, Problems and Prospects.	<ul style="list-style-type: none"> <li>To understand the role of Information Technology in SCM.</li> </ul>
4	<b>Key Operation Aspects in Supply Chain</b>	Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design, Role and Importance of Distributors in SCM, Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, Linkage between HRM and SCM.	<ul style="list-style-type: none"> <li>To learn the Supply Chain Network Design.</li> <li>To know the Role of Distributors in SCM.</li> <li>To understand Relationship Management with Customers and Employees</li> </ul>

### Teaching Methodology:

Unit No.	No. of lectures	Innovative Methods to be used		Expected Outcome
1	12	Visit any industry and list out the activities which come under Supply Chain Management  Role play of Bull-Whip Effect. Group discussion on Green Supply Chain Management.	Prepare a chart on Manufacturing Flow System	<ul style="list-style-type: none"> <li>The students must understand the functions of Supply Chain Management.</li> <li>The students must gain practical knowledge of Bull-Whip Effect</li> </ul>
2	10	Take students out to different Plant Locations to make them understand the Work-Flow Automation Visit a company and List out Space Management techniques used by them.	Prepare a write-up on storekeeping with a live example .	<ul style="list-style-type: none"> <li>The students must understand the importance of Space Management.</li> <li>The students must understand different types of Plant layout and their SCM</li> </ul>

3	13	<p>With the help of case study teach different methods of Logistic Management in an industry.</p> <p>Analysis of role of Inventory Management in Customer Service.</p> <p>List out the functions of IT in SCM</p>	A mini presentation on Current IT Trends in SCM	The student must learn different methods of Logistic Management. The students must understand the role of Information Technology in SCM
4	13	<p>Group discussion Role of Human Resources in SCM.</p> <p>Describe the Functions of Quality Circles in an industry</p>	Prepare a research based report on Issues in Workforce Management and Relationship Management with Suppliers,	<p>To understand the various Operation Aspects in Supply Chain</p> <p>To understand the linkage between HRM and SCM</p>

### Evaluation Methods:

Unit No	Internal Evaluation	External Evaluation
1	<p>1 MCQ on concept meaning, classification of SCM</p> <p>2 Open Book Test</p> <p>3 Presentation on Value Chain and Value Delivery Systems for SCM.</p>	<p><b>25% MCQ</b></p> <p><b>35% Short notes</b></p> <p><b>40% Long answers</b></p>
2	<p>1 Presentations on Different Material Handling System Design used by companies.</p> <p>2 Case Study on actual factors affecting Store Keeping.</p> <p>3 Chart making on Manufacturing Flow System.</p>	
3	<p>1 MCQ on Logistics Management</p> <p>2 Situation Analysis- Problems and Prospects of Retail in</p>	

	SCM. 3 Presentations on Role of IT in Supply Chain Management	
4	1 Case study on: Issues in Workforce Management 2 Situation Analysis of actual factors affecting Distributors in SCM	
<b>Total</b>	<b>30</b>	<b>70</b>

### Suggested References:

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

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Global Competencies and Personality Development**  
**Course Code-GC- 303**  
**Credits – 03**

**Depth of the course:** Reasonable knowledge about Competencies and Personality Development.

**Course objectives:**

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behaviour in social and professional circles.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	<b>Introduction to Personality and its Development</b>	<ul style="list-style-type: none"> <li>• Definition and nature of personality</li> <li>• Characteristics of good personality</li> <li>• Determinants of personality development</li> <li>• Theories of personality development               <ol style="list-style-type: none"> <li>i. Psychoanalytical Theory by Sigmund Freud</li> <li>ii. Trait Theory by Allport and Big Five model</li> <li>iii. Social Cognition Theory by Albert Bandura</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• To study the nature and meaning of personality.</li> <li>• To understand various factors affecting personality development of an individual.</li> <li>• To learn various theories of personality development.</li> </ul>
2	<b>Global Competence and Self Development</b>	<ul style="list-style-type: none"> <li>• Meaning and need of global competence.</li> <li>• Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change,</li> </ul>	<p>To understand the concept of Global Competence.            To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves.            To develop self- esteem and self-confidence of the students.</p>



		<p>problem-solving ability, critical and comparative thinking).</p> <ul style="list-style-type: none"> <li>• Building self-esteem and self confidence</li> <li>• SWOC Analysis and Personal Goal Setting</li> </ul>	<p>To introduce the concept of SWOC Analysis and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.</p>
3	<b>Development of Social and Interpersonal Skills</b>	<ul style="list-style-type: none"> <li>• Effective communication skills, Preparation for self-introduction.</li> <li>• Working on attitude i.e. Aggressive, assertive and submissive</li> <li>• Development of leadership skills and introduction to Leadership styles.</li> <li>• Team Building; develop ability to work under pressure, flexibility at workplace.</li> <li>• Social empathy, building blocks of social empathy and development of social empathy.</li> <li>• Social Responsibilities</li> <li>• Workplace ethics</li> </ul>	<ul style="list-style-type: none"> <li>• To explain various techniques for effective communication.</li> <li>• To train students for impressive self- introduction.</li> <li>• To introduce various methods for positive attitude development.</li> <li>• To explain various styles and qualities of leaders and encourage students for effective leadership.</li> <li>• To understand the structure of team and to develop ability to work under pressure and flexibility at workplace.</li> <li>• To develop social empathy and explain social responsibilities of the individual.</li> <li>• To introduce various workplace ethics.</li> </ul>
4	<b>Projecting a Positive Social Image</b>	<ul style="list-style-type: none"> <li>• Definition and importance of social image</li> <li>• Grooming basics and use of body language</li> <li>• Time management</li> <li>• Public-speaking</li> <li>• Proper e-mail and telephone etiquettes</li> <li>• International and social etiquettes</li> <li>• Social graces and table manners</li> </ul>	<ul style="list-style-type: none"> <li>• To explain the importance of positive social image of the individual.</li> <li>• To introduce basics of grooming and effective use of body language.</li> <li>• To explain the importance of the time management.</li> <li>• To develop ability of effective public speaking.</li> <li>• To train the students for writing e-mails and explain various telephone etiquettes.</li> <li>• To study various social and international etiquettes and table manners.</li> </ul>

### Teaching Methodology:

Teaching Hours	Innovative methods to be used	Expected Outcome
<b>Unit 1-12</b>	Selected video films on the theories of personality. Interactive sessions. Reading of reference books, magazines and articles and preparing notes by students.	To learn various theories of personality development.
<b>Unit 2-11</b>	Flipping the classroom- students will gather information by using various tools and techniques available. Activities for SWOC and goal setting, Expert Talk can be organized.	To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.
<b>Unit 3-13</b>	Collaboration-few selected students can take responsibility to guide other students through the role play as a mentors, supervisors for the students. It also teaches students empathy, negotiation skills, teamwork, and problem-solving skills. Work together as a team- Project work can be given to the students in groups.	<ul style="list-style-type: none"> <li>• To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place.</li> <li>• To develop social empathy and explain social responsibilities of an individual.</li> </ul>
<b>Unit 4-12</b>	Classes outside the classroom to understand social etiquettes, visit to corporate offices, seminars and conferences, public speech event etc. Activity of e-mail writing can be given to the students.	<ul style="list-style-type: none"> <li>• The students should groom themselves and effective use of body language.</li> <li>• To develop the skills of managing the time.</li> <li>• To develop ability of effective public speaking.</li> <li>• To train the students for writing e-mails.</li> </ul>

### Evaluation:

Unit No.	Internal Evaluation	External Evaluation
<b>Unit – I</b>	<b>Presentation on Theories of Personality</b> <b>Prepare a chart on successful personalities</b>	

<b>Unit – II</b>	<b>Open book test. Assignments</b>	<b>Fill in the blanks True and False Short answer question - 25% Short notes-35% Long answer questions- 40%</b>
<b>Unit – III</b>	<b>Small project on Effective Communication, Social Empathy and Team Building in a group with time limitation Prepare a small handbook on workplace ethics of by visiting some organization or on the basis of collected information through newspapers, corporate magazines and internet.</b>	
<b>Unit – IV</b>	<b>Power point presentation on international etiquettes, Writing of an e-mail.</b>	
<b>Total –</b>	<b>30</b>	<b>70</b>

#### Suggested references:

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	India
<b>2</b>	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju,	Himalaya Publishing House.	New Delhi,India
<b>3</b>	Effective Life Management.	Swami Amartyananda	Advaita Ashrama	India
<b>4</b>	Personality Development and Soft Skills.	BarunMitra	Oxford University Press	New Delhi,India
<b>5</b>	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	New Delhi, India
<b>6</b>	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	New York

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Fundamentals of Rural Development**  
**SY BBA Course Code: GC - 304**  
**Credit: 3**

**Depth of the Course: Functional Knowledge about Rural Development**

**Course Objectives:**

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose and Skills to be develop</b>
1	Introduction to Rural Development	1.1 Concept of Rural Development- Meaning and Definition. 1.2 Scope and Importance of Rural Development. 1.3 Approaches of Rural Development. 1.4 Need of Rural Development.	<ul style="list-style-type: none"> <li>• To provide sound knowledge about rural development.</li> </ul>
2	Rural Development Planning & Management	2.1 Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure 2.2 Functions of DRDA 2.3 NGO's and Rural Development 2.4 Self Help Groups (SHG's) formation	<ul style="list-style-type: none"> <li>• The unit will help to gain knowledge regarding working in various Government and NGO's transformation.</li> </ul>

3	Agriculture Enterprise & Agro-based industries.	3.1 Agricultural Entrepreneur- Meaning, Definition and Importance. 3.2 Agri-business Enterprises-Issues and prospectus 3.3 Micro-financing 3.4 Food and Agricultural Marketing and Management of agro products. 3.5 Agro-based industries	<ul style="list-style-type: none"> <li>• It gives opportunities to students to develop good communication skills, gain knowledge of local languages, ability to handle masses and leadership skills.</li> <li>• They should develop problem-solving skills and the ability of working with clients with diverse interests.</li> <li>• Creation of interest of thereby planning for n farming.</li> </ul>
4	Information Technology and Rural Development	4.1 Rural Development and Internet. 4.2 Information & Communication Technology (ICT) for Rural Development 4.3 IT –Enable Services for an e-village 4.4 Challenges of Rural Development	<ul style="list-style-type: none"> <li>• To develop IT Skills.</li> <li>• To develop awareness regarding the challenges of Rural Development.</li> </ul>

### Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
<b>Unit 1 (8 hrs)</b>	<ol style="list-style-type: none"> <li>1. Presentations.</li> <li>2. Group Discussion on scope and importance of rural development.</li> </ol>	<ol style="list-style-type: none"> <li>1. Describes the importance of rural development</li> <li>2. Better understanding of need for rural development</li> </ol>
<b>Unit 2 (14 hrs)</b>	<ol style="list-style-type: none"> <li>1. Debate/ Group discussion on “Role of SHG groups and their effectiveness”.</li> <li>1. Caselets solution sessions and discussion on same.</li> </ol>	<ol style="list-style-type: none"> <li>1. Describes determinants of Rural Development Planning</li> <li>2. Develop the knowledge &amp; ability of the students about the concepts of NGO’s and Rural Development</li> <li>3. Development of understanding of Functions of DRDA</li> </ol>
<b>Unit 3 (14 hrs)</b>	<ol style="list-style-type: none"> <li>1. Visit to Bhimthadijatra to understand concept of agropreneuership</li> <li>2. Visit to financial institutions to understand Micro financing</li> <li>3. Caselets solution sessions and discussion on same.</li> </ol>	<ol style="list-style-type: none"> <li>1. Describes determinants of agropreneuership</li> <li>2. Understanding of problems associated with rural entrepreneurship.</li> <li>3. Understanding the implementation of marketing initiatives</li> </ol>

<b>Unit 4 (12 hrs)</b>	<ol style="list-style-type: none"> <li>1. Role Play on role of internet and rural development.</li> <li>2. Chart presentation on(ICT) for Rural Development</li> <li>3. Project competition on IT –Enable Services for an e-village</li> <li>4. Caselets solution sessions and discussion on same.</li> <li>5. Students should collect the information about any one scheme of rural development and analyse it.</li> </ol>	<ol style="list-style-type: none"> <li>1. Understanding role of internet in rural development.</li> <li>2. Develop the knowledge &amp; ability of the students about the concepts ICT and e-development in villages.</li> <li>3. Understanding challenges of rural development.</li> <li>4. Candidates willing to for further research work, also suitable for the project.</li> </ol>
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### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
<b>I</b>	<b>1. Power point presentations on sub points</b>	<b>30</b>	<b>25% MCQ</b> <b>35% short notes</b> <b>40% long answers</b> <b>Fill in the blanks</b> <b>True and False</b> <b>Short answer question -25%</b> <b>Short notes -35%</b> <b>Long answer questions -40%</b>
<b>II</b>	<ol style="list-style-type: none"> <li>1. Debate/ Group Discussion Activities.</li> <li>2. Caselets Solution &amp; Discussion</li> </ol>		
<b>III</b>	<b>1. Visit to Bhimthadijatra and other rural initiatives</b>		
<b>IV</b>	<ol style="list-style-type: none"> <li>1. Role Play.</li> <li>2. Caselets Solution &amp; Discussion</li> </ol>		
<b>Total –</b>		<b>30</b>	<b>70</b>

**Suggested references:**

<b>Sr.No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication</b>	<b>Place</b>
1	Fundamentals of Rural Development	Mary Tahir & Tahir Hussain	I.K International Publishing House	India
2	Rural Development : Concept and Recent Approaches	A .Thomson William A.J.Christopher	Rawat Publications	Jaipur,India
3	Rural Poverty in India	Sib Nath Bhattacharya	Ashish Publishing House	New Delhi
4	Rural Development; Principles, Policies and Management	Katar Singh	SAGE Publication	India
5	Economic Policy and Development	B.L.Mathur	RBSA Publishers	Jaipur,India
6	Indian Economy	V.K.Puri S.K.Sharma	Himalaya Publishing House	Mumbai

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**

**Discipline Specific Electives (DSE- A- MM)**  
**Consumer Behaviour & Sales Management**  
**SY BBA Course Code- A 305 MM**  
**Credits 3+1=4**

**Depth of the Course-**Reasonable Knowledge & Insights in Consumer Behaviour & Sales Management.

**Course Objectives:**

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour & Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

Unit No	Unit Title	Contents	Purpose & Skills to be develop
1.	<b>Introduction and Determinants of Consumer Behaviour</b>	<p><b>Basics:</b> Meaning of Customers &amp; Consumers, Consumer Roles, Consumerism &amp; De-marketing.</p> <p><b>Culture &amp; Sub- Culture:</b> Meaning, Characteristics &amp; Relevance to Marketing Decisions.</p> <p><b>Social Class:</b> Meaning, Measurement, Effect on Lifestyles.</p> <p><b>Social Groups:</b> Meaning &amp; Group Properties &amp; Reference Groups.</p> <p><b>Family:</b> Family Life Cycle &amp; Purchasing Decisions.</p> <p><b>Marketing Mix: Influence</b> of marketing mix variables.</p> <p><b>Personality &amp; Self Concept:</b> Meaning of Personality, Influence on Purchase Decisions.</p> <p><b>Motivation &amp; Involvement:</b> Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement.</p> <p><b>Learning &amp; Memory:</b> Meaning &amp; Principal Elements of Learning, Characteristics of Memory Systems, Recall.</p>	<ul style="list-style-type: none"> <li>• To know the Role &amp; Importance of Consumer Behaviour.</li> <li>• Ability to learn how Consumer Behaviour impacts the Sales of an Organization.</li> <li>• To understand how consumer behaviour is influenced by different environment.</li> <li>• To know about determinants of consumer behaviour affects the marketing system.</li> <li>• To understand the overall effect of concepts upon the consumer behaviour</li> <li>• To develop strategy to influence consumer behaviour.</li> </ul>



		<b>Attitudes:</b> Meaning & Characteristics, Strategies for Changing Attitudes, Intentions Behaviours.	
2	Consumer Decision Making Process	<p><b>Problem Recognition:</b> Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information</p> <p><b>Search &amp; Evaluation:</b> Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications</p> <p>Situational Influences on Purchase Decisions</p> <p><b>Purchasing Process:</b> Why do people shop? Store &amp; Non-store Purchasing Processes, Purchasing Patterns.</p> <p><b>Post-purchase Evaluation &amp; Behaviour:</b> Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post- Purchase Dissonance.</p>	<ul style="list-style-type: none"> <li>• To develop the conceptual decision making insights.</li> <li>• To have the right understanding of situations as they influence the consumer behaviour.</li> <li>• To develop the habit of taking calculated risks towards decision making process.</li> </ul>
3	Basics to Sales Management & its Organization	<p><b>Sales Management:</b> Definition and meaning, Objectives, Sales Research, Sales Forecasting methods,</p> <p><b>Sales Planning and control:</b> Goal setting, Performance measurement, diagnosis and corrective actions.</p> <p><b>Sales Organization:</b> Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.</p>	<ul style="list-style-type: none"> <li>• To provide the basic understanding of the processes followed in sales management</li> <li>• To understand the importance of sales organizations &amp; its impact upon the performance of the organizations.</li> </ul>
4	Training, Managing & Motivating the Sales Force	<p><b>A. Recruiting, Selection and Training of Sales force:</b> Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description</p> <p><b>B. Areas of sales Training:</b> Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added Selling</p> <p><b>C. Motivating the Sales Team:</b> Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary</p>	<ul style="list-style-type: none"> <li>• To provide an understanding of the tools and techniques necessary to effectively Manage &amp; Control the sales function - organization - sales individual.</li> <li>• To understand the importance of target based marketing to achieve desired results for sales organization.</li> </ul>

		compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising, <b>D. Evaluating Sales Force Performance and Controlling Sales activities:</b> Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.	
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### Teaching Methodology

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Tutorials /Project for 1 credit –	Expected Outcome
Unit I – 10Hrs	Group wise presentation to understand the nuances of Consumer behaviour.	<b>Assignments</b> to practice the basic concepts in consumer behaviour.	To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges.
Unit II– 14Hrs	Unguided session based upon the Case Studies, in which strategies are adopted by organizations.	Suggesting an adequate strategy to organizations based upon the analysis of the <b>case study</b> .	To help students develop an understanding towards Strategy building & its effectiveness.
Unit III– 14 Hrs	Group discussion amongst the students for developing innovative sales strategy to be followed by organizations.	<b>Discussion &amp; Analysis</b> of success or failure factors behind the strategies implemented.	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit IV – 10Hrs	Skit, Role Play, Presentation to propose relevant solutions to overcome dynamic challenges for sales organizations.	Suggestion & implementation of creative strategies designed to cope against distorting challenges of sales environment through <b>role play or skit</b> .	Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

## Evaluation

Subject	Internal Evaluation	External Evaluation
<b>Unit – I</b>	MCQ on Consumer Behavioural Concepts Analysis of Marketing Mix, Motivation & Attitude.	<b>25% MCQ</b> <b>35% short notes</b> <b>40% long answers</b> <b>Fill in the blanks</b> <b>True and False</b> <b>Short answer question -25%</b> <b>Short notes -35%</b> <b>Long answer questions -40%</b>
<b>Unit – II</b>	MCQ on Problem Recognition, Search & Evaluation, Purchase Process, Post Purchase evaluation & Behaviour through short answers.	
<b>Unit – III</b>	MCQ on Sales Mgmt, Sales Planning & Control, Sales Organization. Short answers to evaluate the Sales strategy formation & its implementation.	
<b>Unit – IV</b>	MCQs and short answers	
<b>Total –</b>	<b>20+30</b>	<b>50</b>

## Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Consumer Behaviour & Sales Management	Still, Cundiff & Govani,	Pearson Education	New Delhi/Mumbai
2	Consumer Behaviour & Sales Management	Havaladar & Cavale	TMGH	Pune
3	Consumer behavior & Sales Mgmt	SL Gupta	Excel books	Pune
4	Consumer behavior & Sales Mgmt	David L.	Tata McGraw Hill	Mumbai
5	Consumer behavior & Sales Mgmt	Batra, Kazmi	Excel books	Mumbai
6	Sales Management,	Bill Donaldson	Palgrave Publications	UK
7	Consumer Behavior - An Indian perspective	Dr. S.L Gupta, Sumitra Pal	Sultan Chand and Sons	New Delhi

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Discipline Specific Electives (DSE- A- MM)**  
**Retail Management**  
**Course Code- DSE A 306 MM**  
**Credits 2+2=4**

**Depth of the course-** Reasonable knowledge of Retail Management

**Course Objectives**

- 1.To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy
3. To provide understanding of opportunities and challenges in retail industry

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
1	<b>Introduction to Retailing</b>	Structure of retail industry, types of retailers, market segments and channels, market trends, retail life cycle.	Retailing aims to develop students' understanding of retail strategy, retail operations management, innovation in retail, and the key issues impacting growth in retail firms
2	<b>Retailing Strategy</b>	Identifying and Understanding Customers, Customer segmentation, Selecting Target Market, Identifying Market Segments, selecting site locations, Strategic positioning and execution. Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)	To explore the strategic options available to retailers. To analysis the factors impacting store design and location selection.

3	<b>Managing the Retail Business</b>	Implementing Retail Marketing Plan, Brief Human Resource Requirements, Developing Product and Branding Strategies, Developing Merchandise Plans, Merchandising Strategy,	To study store operations, merchandising and customer management.
4	<b>Future of Retailing</b>	Introduction to recent trends and Technological Advancements in retailing. Omni Channel Retailing, shopping with AR (Augmented reality), Pop up shops, social shopping, private label brands.	To get conversant with the latest tool used in retail industry. To understand the innovative channels to reach out the target customers to sustain in new markets.

### Teaching Methodology

Teaching Hours Theory + /Project	Innovative methods to be used		Expected Outcome
Unit I –10Hrs	Group presentation to understand the perspectives of students of retail industry.	Assignments for practice of basic concepts in retail management.	To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.
Unit II – 14Hrs	Presentation to understand the lay out and customer flow on the floor.	Take an example of a retail store of any MNC to study in store dynamics.	To help students understand the planning process behind a retail business.
Unit III – 14Hrs	Discussion of examples of innovative methods adopted by companies to execute their retail strategy	On the same project find the reasons for the success or failure while analysing the execution strategies adopted by the organization.	Giving insights to the challenges while implementing a plan, in context of retail management.
Unit IV –10Hrs	Demonstration of current trends in retail sector. Brain storming sessions to propose solutions to recent challenges in retail sector.	Application of the innovative methods and their possible outcomes, opportunities and challenges, for the above implemented project.	Developing critical thinking ability to explore various angles while facing challenges in the retail sector.

## Evaluation

Subject	Exposure project Evaluation	External Evaluation
Unit – I	Students are expected to visit Minimum 5 Retail Business Outlets covering all categories like Food & Beverages, Clothing & Apparel, Daily Essentials, Automobile & Electronics Retail and Medicines, etc. Students shall prepare project report on the points like: Store layout, Product display, logistics and SWOC analysis, etc. and Viva-voce will be conducted on the submitted project report.	<b>25% MCQ</b> <b>35% short notes</b> <b>40% long answers</b> <b>Fill in the blanks</b> <b>True and False</b> <b>Short answer question -25%</b> <b>Short notes -35%</b> <b>Long answer questions -40%</b>
Unit – II		
Unit – III		
Unit – IV		
Total –	50	50

## Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retail Management	Chetan Bajaj, Rajnish Tuli	Oxford University Press	New Delhi, India
2	22 immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd.	UK
3	Retail Management	Gibson	Pearson Publication	UK
4	Fundamentals of Retailing	KVS Madaan	Mc Graw Hill	USA
5	Retail Marketing	Swapna Pradhan	TMGH	India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH	India
7	Retail Marketing Management	David Gilbert	Pearson Publication	UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Uniyal	Oxford University Press	New Delhi, India

**Savitribai Phule Pune University**  
**S.Y. BBA Semester III (CBCS) Pattern 2019**  
**Discipline Specific Electives (DSE- B- FM)**  
**Course Title – Management Accounting**  
**Course Code- B 305 FM**  
**Credit 3+1=4**

**Depth of the Course-** Functional knowledge of Management Accounting

**Course Objectives: -**

1. To impart basic knowledge of management accounting.
2. To understand the implications of various financial ratios in decision making.
3. Application and use of various tools of management accounting in the business.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
1	Introduction	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations. Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting	To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting. To develop decision making skill of the managers with the use of various management accounting tools.
2	Analysis and interpretation of Financial statement	Introduction of Schedule III as per Company Act 2013, (Statement of Profit & Loss, Statement of Balance sheet format) Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement. Introduction of ratio Analysis- meaning, necessity & advantages of ratio analysis. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios	To study schedule III as per Company Act 2013 and understand the format of Statement of Profit & Loss & Statement of Balance sheet of company. To study different methods of analysis. Application of various methods of analysis. Analytical skill for comparing financial position of any business will be developed.

		(Introduction and Problems on following ratios only) Current ratio, Quick ratio, Gross profit ratio, Net profit ratio, Operating expenses ratio, Debt equity ratio, Debtors turnover ratio Stock turnover ratio	
3	Marginal Costing	Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP), Margin of Safety, problems on contribution, P/Ratio, BEP and MOS	To understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.
4	Budget & Budgetary control	Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budgetary control, Problems on cash budget.	To understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed. To study the concept of budget and its various types. On the basis of past data, future growth and plans, estimated cash inflow and cash outflow can be prepared. Estimated requirement of funds in future and its application in business can be calculated.



## Teaching Methodology

Teaching + Tutorials Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1- 8	PPT, Group discussion	NA	To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting.
Unit 2- 14	PPT, Video, Case study , Group discussion	<ul style="list-style-type: none"> <li>➤ Financial Analysis of any company of three years using trend percentage, comparative statement, ratio analysis.</li> <li>➤ Financial Analysis of two different companies using trend percentage, comparative statement, ratio analysis.</li> </ul>	To understand different methods of analysis and classification of various ratios and its application.
Unit 3- 13	PPT, Video, Case study , Group discussion	NA	To calculate contribution and breakeven point to reach profitability level of any business.
Unit 4- 13	PPT, Video, Case study , Group discussion	<ul style="list-style-type: none"> <li>➤ To prepare budget of any activity or event to be organized in the college.</li> </ul>	To learn how to make various types of budgets as per need and requirement of business.

## Evaluation

<b>Subject Management Accounting</b>	<b>Internal Evaluation</b>	<b>External Paper Pattern (50 Marks)</b>
Unit – I	MCQ/ long question/ short notes	<b>Q.1 A Fill in the blanks 5M)</b> <b>Q.1 B Write Short Notes (Any 2) (10M)</b> <b>Q.2 Long Answer (15M)</b> <b>OR</b> <b>Q.2 Problems on ratio analysis</b> <b>Q.3 Problem on marginal costing (10M)</b> <b>Q.4 Problem on Cash budget(10M)</b> <b>OR</b> <b>Q.4 Long Answer</b>
Unit – II	MCQ/Long questions/ problem/ short notes	
Unit – III	MCQ/Long questions/ problem/ short notes	
Unit – IV	MCQ/Long questions/ problem/ short notes	
<b>Total –</b>	<b>30+ 20 marks for project= 50 Marks</b>	

## Suggested references

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Management Accounting	L.M.Pandey	Vikas Publishing House	Delhi
<b>2</b>	Management Accounting	S.K.R.Paul	New Book Central Agency	
<b>3</b>	Accounting for Management	S.N.Maheshwari, S.K.Maheshwari, Sharad K. Maheshwari	Vikas Publishing House	Delhi
<b>4</b>	Management Accounting	M.Y.Khan, P.K.Khan,	Mcgraw Hill Education	Delhi
<b>5</b>	Management Accounting	AnthonyA.Atkinson, Robert S.Kaplan, Ella Mac Matsumura,G. Arun Kumar, S.mark. Young	Pearson Education	Delhi

**Savitribai Phule Pune University**  
**S.Y. BBA Semester III (CBCS) Pattern 2019**  
**Discipline Specific Electives (DES- B- FM)**  
**Course Title – Banking & Finance**  
**Course Code- B 306 FM**  
**Credits 2+2= 4**

**Depth of the course-** Functional knowledge of banking Operations and various Regulatory Authorities in India.

**Course Objectives**

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be develop</b>
1	Introduction	Introduction- Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India	Overview of evolution and banking structure in India
2	Functions of Banks	Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services	Students will understand various functions and activities of banks.
3	Regulatory Authorities in India	Reserve Bank of India (RBI) – Role and functions of RBI, Credit control measures, Qualitative and quantitative credit control Insurance Development Authority (IRDA)- Objectives, Powers and functions of IRDA SEBI- Objectives, power and functions of SEBI	Knowledge of functioning and powers various Regulatory Authorities in India.
4	Technology in banking	Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift (Society for	Use of technology in banking and study of security measures while using E- banking

		worldwide interbank financial telecommunication) cyber security in E- banking	
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### Teaching Methodology

Teaching Hours Theory + Project -Practical	Innovative methods to be used		Expected Outcome
Unit 1- 10 Lectures	PPT, Video, Group discussion,	Applicable(Project)	Students will understand structure of banking system in India.
Unit 2- 12 Lectures	PPT, Video, Group discussion	Bank Visit	Students will understand functions and operations of banks.
Unit 3- 13 Lectures	PPT, Video, Group discussion	Applicable(Project)	Students will get basic knowledge of function of various regulatory Authorities in India
Unit 4- 13 Lectures	PPT, Video, Group discussion	Applicable(Guest lecture)	Knowledge of how to use new technology in banking operations along with its cyber security.

### Evaluation

<b>Subject Management Accounting</b>	<p><b>Guidelines regarding Exposure project (50 marks)</b>  <b>Students need to prepare Exposure project on the following topics- (Any 3)</b></p> <ol style="list-style-type: none"> <li>1. Guest lecture/ workshop on any topic mentioned in the syllabus.</li> <li>2. Visit to any bank and observe banking functions and operations. (group project)</li> <li>3. PPT on any topic from the syllabus.</li> </ol> <p><b>Conducting survey/ project based on the following themes-</b></p> <ul style="list-style-type: none"> <li>▪ Study of different types of banks &amp; their performance</li> <li>▪ Comparative study of performance of nationalized banks, co- operative banks &amp; foreign banks.</li> <li>▪ Conducting customer survey of banks customers of any specific bank.</li> <li>▪ Awareness &amp; conducting financial literacy among different stake holders of the society (e.g. students, house wives, rural area etc.)- Student can conduct a survey by framing a small questionnaire.</li> </ul> <p><b>Note: Colleges can change the project topics according to their convenience.</b></p>	<p><b>External Evaluation</b>  <b>25% MCQ</b>  <b>35% Short Notes</b>  <b>40% Long Answers</b></p>
	<b>SPPU Project viva= 50 marks</b>	<b>Theory paper = 50 marks</b>

**Suggested references**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd	Delhi
<b>2</b>	Banking and Insurance	O.P.Agarwal	Himalaya	Delhi
<b>3</b>	The Indian Financial System	Vasant Desai	Himalaya	Delhi
<b>4</b>	Financial services and Markets	Dr. S.Gurusamy	Thomas	Delhi
<b>5</b>	Banking Law and Practice in India	Maheshwari	Kalyani publisher	Delhi

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Discipline Specific Electives (DES- C- HRM)**  
**Organisational Behaviour (OB)**  
**Course Code: DSE- C -305 HRM**  
**Credits: 3+1=4**

**Depth of the Course-**Comprehensive Knowledge of Organisational Behaviour

**Course Objectives:**

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Organisational Behaviour (OB)	Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that contribute to the OB field, Models of OB, Challenges for OB	<ol style="list-style-type: none"> <li>1. To understand and explain how and why Organisational Behaviour study is important to students.</li> <li>2. To make use of the models of Organisational Behaviour in Specific Organisational Settings.</li> </ol>
2	Individual Determinants of Organisational Behaviour	<p><b>Individual Behaviour-</b> Influencing factors- Personal, Psychological, Organisational System &amp; Resources &amp; Environmental Factors.</p> <p><b>Personality-</b> Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality</p> <p><b>Value &amp; Attitude-</b> Meaning, Definition and Types.</p> <p><b>Motivation-</b> Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X &amp; Theory Y, Herzberg's Two- Factor Theory</p> <p><b>Caselets on Personality, Motivation, Value &amp; Attitude</b></p>	<ol style="list-style-type: none"> <li>1. To explain determinants of Organisational Behaviour at Individual Level.</li> <li>2. To make use of the Theories of Personality by adding new perspective for overall development of the Organisation.</li> <li>3. To make students understand how Values and Attitudes play a vital role in the Organisation.</li> <li>4. To make use of Theories of Motivation to motivate employees to achieve higher performance in Organisation.</li> </ol>

3	Group Interaction & Organisational Behaviour	<p><b>Group Dynamics-</b> Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness</p> <p><b>Conflict -</b> Meaning, Definition, Traditional &amp; Modern View of Conflict, Organisational Performance &amp; Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating.</p> <p><b>Leadership-</b> Meaning, Definition, Leader V/S Manager, Styles of Leadership</p> <p><b>Caselets on Group Dynamics, Conflict Management &amp; Leadership</b></p>	<ol style="list-style-type: none"> <li>1. To explain determinants of Organisational Behaviour at Group Level.</li> <li>2. To understand the Group Behaviour by learning Theories of Group Formation.</li> <li>3. To enable students to understand the relation between Organisational Performance &amp; Conflict.</li> <li>4. To explicate students, the different styles of Leadership.</li> </ol>
4	Dynamics of Organisation	<p><b>Organisational Culture-</b> Meaning, Definition, Levels, Formation &amp; Sustaining Organisational Culture</p> <p><b>Organisational Change-</b> Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change</p> <p><b>Caselets on Organisational Culture &amp; Change Management</b></p>	<ol style="list-style-type: none"> <li>1. To explain determinants of Organisational Behaviour at Organisational Level.</li> <li>2. To identify the factors that create and sustain Organisation's Culture.</li> <li>3. To identify and manage the forces that act as stimulants to change.</li> </ol>
5	Project/ Tutorial	<p><b>Students can prepare project on any topic which they have learnt under this subject.</b></p>	<ol style="list-style-type: none"> <li>1. To develop better understanding of theoretical concepts by undergoing the project.</li> </ol>

## Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
<b>Unit 1 (10 hrs)</b>	3. Presentations. 4. Group Discussion on Models of OB.	----	3. Describes importance of Organisational Behaviour. 4. Better understanding of Models of Organisational Behaviour.
<b>Unit 2 (14 hrs)</b>	2. Role Play on different types of Personality. 3. Debate/ Group discussion on Motivation (Monetary Motivation v/s Non-Monetary Motivation). 4. Caselets solution sessions and discussion on same.	----	1. Describes determinants of Organisational Behaviour at Individual Level. 2. Develop the knowledge & ability of the students about the concepts of Personality, Motivation, Value & Attitude. 3. Development of Problem-solving and decision making skills of students.
<b>Unit 3 (14 hrs)</b>	4. Role Play on Stages in Group Formation & Group Cohesiveness. 5. Role Play on Conflict Management. 6. Debate/ Group Discussion on Leader v/s Manager. 7. Caselets solution sessions and discussion on same.	----	4. Describes determinants of Organisational Behaviour at Group Level. 5. Develop the knowledge & ability of the students with respect to the concepts of Group Dynamics, Conflict Management & Leadership. 6. Development of Problem solving and decision making skills.
<b>Unit 4 (10 hrs)</b>	5. Role Play on Resistance to Change. 6. Caselets solution sessions and discussion on same.	----	4. Describes determinants of Organisational Behaviour at Organisational Level. 5. Develop the knowledge & ability of the students about the concepts of Organisational Culture & Change. 6. Development of Problem solving and decision making skills.



<b>Exposure</b>	<ol style="list-style-type: none"> <li>1. Preparation of Google Form for Questionnaire of Project, Collection of data and Submission of Project.</li> <li>2. Power Point Presentation.</li> </ol>	Project evaluation of the students on the basis of Project Submission & Presentation of Project	<ol style="list-style-type: none"> <li>1. Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.</li> </ol>
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### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
<b>I</b>	<b>1. Role Play, Debate/ Group Discussion Activities.</b>	<b>30</b>	<b>25% MCQ 35% short notes 40% long answers</b>
<b>II</b>	<b>1. Role Play, Debate/ Group Discussion Activities. 2. Caselet Solution &amp; Discussion</b>		
<b>III</b>	<b>1. Role Play, Debate/ Group Discussion Activities. 2. Caselet Solution &amp; Discussion.</b>		
<b>IV</b>	<b>1. Role Play. 2. Caselet Solution &amp; Discussion</b>		
<b>Project</b>	<b>1. Project Submission. 2. Presentation.</b>		
<b>Total –</b>		<b>50</b>	<b>50</b>

### Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House	Mumbai
2	Organisational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson Education, Inc	New Delhi
3	Organisational Behaviour	S. S. Khanna	S. Chand & Company Ltd.	New Delhi
4	Organisational Behaviour: Text & Cases	Suja R, Nair	Himalaya Publishing House	Mumbai
5	Organisational Behaviour	Jit S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi

Savitribai Phule Pune University  
 SY BBA Semester III (CBCS) Pattern 2019  
 Legal Aspects in Human Resources DSE - C 306 (HRM)  
 Course Code: DSE - C 306 (HRM)  
 Credits: 2+2=4

**Depth of the course- Functional Knowledge**

**Course Objectives:**

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Employer, employee, Rights of an employee at work place. <b>HR Policy-</b> Meaning and its importance. <b>Legal issues related to HR in the Organisation</b>	<ol style="list-style-type: none"> <li>1. To study and explain rights of employees at work place.</li> <li>2. To understand the legal issues related to HR in an organisation.</li> </ol>
2	Wage & Salary Administration and The Workmen's Compensation Act, 1923	<b>Wage &amp; Salary Administration-</b> Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels <b>The Workmen's Compensation Act,1923-</b> Introduction,Main Features of the Act, Definitions, Provisions under the Act.	<ol style="list-style-type: none"> <li>1. To understand the basic concepts of Wage &amp; Salary Administration.</li> <li>2. To understand the Applications of The Workmen's Compensation Act, 1923.</li> </ol>
3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention,	<b>The Payment of Gratuity Act,1972</b> Introduction, Scope and Application, Definitions and Provisions under this Act.	<ol style="list-style-type: none"> <li>1. To gain knowledge &amp; Applications of The Payment of Gratuity Act,1972</li> <li>2. To understand the Applications of Sexual Harassment of Women at</li> </ol>

	Prohibition and Redressal) Act 2013	<b>Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013</b> Introduction, Main Features of the Act, Provisions, Vishaka Guidelines	Workplace (Prevention , Prohibition And Redressal) Act 2013
4	Business Exposure in HR		<ol style="list-style-type: none"> <li>1. To introduce the students to the general HR practices in the organisation.</li> <li>2. To enhance the awareness of the students towards different Acts and its application.</li> </ol>

### Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project in Legal Aspects 2 Credits	Expected Outcome
<b>Unit 1 (6 hrs)</b>	1. Presentations	<ol style="list-style-type: none"> <li>1. Students are required to visit and collect data from HR department of any small/ medium or large scale industry individually or in groups and study HR policies, Legal issues, calculations of Wage Differentials.</li> <li>2. Students can visit regional gratuity office to understand its functioning.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of the rights of employees at workplace.</li> <li>2. Describes understanding of the legal issues related to HR in organisation.</li> </ol>
<b>Unit 2 (12 hrs)</b>	<ol style="list-style-type: none"> <li>1. Exercise on Wage Differentials</li> <li>2. Caselets solution sessions and discussion on same.</li> <li>3. Group Discussion on The Workmen's Compensation Act,1923</li> </ol>		<ol style="list-style-type: none"> <li>1. Develop the knowledge &amp; ability of the students about the concepts Wage &amp; Salary Administration.</li> <li>2. Better understanding of Workmen's Compensation Act,1923.</li> </ol>

<b>Unit 3 (12 hrs) &amp; Project work</b>	1. Exercise on Calculation of Gratuity. 2. Caselets solution sessions and discussion on same. 3. Role play on Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013	<b>3.</b> Students are required to prepare Project on collected data.  Note – Colleges can change the topics for projects as per the requirements of the course.	1. Better understanding of The Payment of Gratuity Act,1972 2. Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013
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### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	--	<b>25% MCQ</b>
<b>Unit – II</b>	<b>Project 30 marks &amp; Viva 20 marks</b>	<b>35% short notes</b>
<b>Unit – III</b>		<b>40% long answers</b>
<b>Project VIVA</b>		<b>(50 marks)</b>
<b>Total –</b>	<b>50 marks</b>	<b>50 marks</b>

**Suggested References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Labour & Industrial Laws	S.N.Mishra	Central law publication	Allahabad
2	Industrial and Labour Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co. (P) LTD.	New Delhi
3	Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013	-	Professional book publishers	Delhi
4	Labour and Industrial laws	H L Kumar	Universal Publication	Delhi
5	Labour and Industrial laws	P.K. Padhi	PHI learning Private Ltd	Delhi

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Discipline Specific Electives (DSE- D- SM)**  
**Fundamentals of Services Management**

**Course Code: D-305 SM**

**Credits: 3+1=4**

**Depth of the Course:** Basics and Overall Perspective of Service Management

**Course Objectives:**

1. To introduce services as a Business Function.
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
I	Understanding Various Aspects of Services	<p><b>Introduction to services:</b> Concept, Scope, Classification &amp; characteristics of services, Service as key differentiator for manufacturing industries. Functions of Service Management. Changing dynamics &amp; challenges of service sector.</p> <p><b>Growth in service sector :-</b> Importance, Growth &amp; Development of service sector in India.</p>	<p><b>Purpose: -</b></p> <ul style="list-style-type: none"> <li>-To understand the basic concept of services.</li> <li>-To highlight upon new revolution in services.</li> <li>-To understand recent trends &amp; new developments in Service Sector.</li> </ul> <p><b>Skills to be developed: -</b>Positive approach towards service sector, Identifying opportunities in services.</p>
II	Service Mix Elements- Introduction	<p><b>Product: -</b> The service products, Service Product Life-Cycle and its Strategies.</p> <p><b>Place: -</b>Managing Distribution Channels in Service Industry, Factors affecting</p>	<p><b>Purpose: -</b></p> <ul style="list-style-type: none"> <li>- To understand various elements of service mix.</li> <li>- To gain practical knowledge of various tools of sales promotion in service sector.</li> <li>- Understanding of difference between products and service sector.</li> </ul>

		<p>choice of channel, Strategies for distribution.</p> <p><b>Promotion:</b> - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.</p> <p><b>Physical Evidence:</b> - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy.</p>	<p><b>Skills to be developed:</b> - Professionalism in the area of services.</p>
III	Service Environment	<p><b>Micro &amp; Macro Service Environment:</b> PESTEL Analysis of Service Sector, Six Market Model.</p> <p><b>Market Analysis &amp; Segmentation:</b> - Planning process, Rethinking the customer service function, Focusing &amp; positioning target customers.</p> <p><b>Service Design:-</b> Introduction , Building a service blueprint and its benefits.</p>	<p><b>Purpose:</b> -</p> <ul style="list-style-type: none"> <li>- To learn various models of service market analysis.</li> <li>- To understand the service environment.</li> </ul> <p><b>Skills to be developed:</b> -</p> <ul style="list-style-type: none"> <li>- Developing Analytical ability for proper market analysis.</li> <li>- Innovation &amp; creativity.</li> </ul>
IV	Research in Service Industry	<ul style="list-style-type: none"> <li>- Environmental changes leading to service boom.</li> <li>- Impact of globalisation on service Sector: An Overview</li> <li>- New Economic policy &amp; its impact on service sector.</li> <li>- Preparation of small report based on service market analysis.</li> </ul>	<p><b>Purpose:</b> -</p> <ul style="list-style-type: none"> <li>-Overview of changing dynamics &amp; challenges of service sector.</li> <li>- To gain knowledge of New economic policy &amp; its impact on service sector.</li> </ul> <p><b>Skills to be developed:</b> -</p> <p>Enhancement of service leadership skills through practical learning.</p>

**Teaching Methodology: (Pedagogy for Course Delivery): -**

<b>Teaching Hours</b>	<b>Innovative Methods to be used</b>	<b>Practical for 1 credit</b>	<b>Expected outcome</b>
12	Interactive Sessions followed by feedback, You Tube Videos for better understanding.	Preparing small reports on field visit experience as assigned by subject faculty	Learning will be more practical based on theory, thereby aid students in better understanding.
12	Visits to various service oriented units(organisations) to gain practical knowledge w.r.t service elements and its effective implementation.	Asking students to prepare report on any of the service organisation of their own choice w.r.t Service elements.	Development of interest in service sector and implementation of various concepts in practice.
12	Preparation of PPT and Use of PPT based on field work for service Market analysis by Using different models like PESTEL, Six Market Model etc.	Assigning students with tasks based on current situation and its impact on service sector.	Ability to collect relevant data and its analysis and interpretation.
12	Arranging Sessions of experts from service industry (Guest lecture series)	Maintaining record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. service operations and its management.



**Evaluation: -Internal (30+20=50) and External – 50 Marks**

<b>Subject : Service Management (305)</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	Various aspects like assignment, presentation, GD etc. as decided by college authorities(30 marks)	<b>25% MCQ</b>  <b>35% Short Notes</b>  <b>40% Long Answers</b>
<b>Unit – II</b>	Class tests , PPT	
<b>Unit – III</b>	Notes preparation	
<b>Unit – IV</b>	Field visit / project report for 20 marks	
4	30+20=50 marks	50 marks

**Suggested References: -**

Sr.No	Title Of the Book	Author/s	Publication	Place
1.	Service Marketing Operations & Management	Vinnie J. Juhari, Kirti Dutta	Oxford University Press	Delhi
2.	Service Marketing Management: An Indian Perspective	Dr. B. Balaji	S. Chand & Co.	Delhi
3.	Service Management: Strategy & Leadership in Service business	Richard Normann	Wiley & Sons,Ltd	NewYork
4.	Service Management: The New Paradigm in Retailing	Jay Kandmpully	Springer	New York

Savitribai Phule Pune University  
 SY BBA Semester III (CBCS) Pattern 2019  
 Principles & Functions of Services Management- DSE - D-306 SM  
 Course code DSE - D-306 SM  
 Credits: 2+2=4

**Depth of the Course:** Understanding Core Aspects of Service Management

**Course Objectives:**

1. To recognise & understand different types of service based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
<b>I</b>	Understanding Consumer/Customer Behaviour	<p><b>Customer expectation</b>, strategies for managing customer expectation, 4C's of customer service mix.</p> <p><b>-Creating the right service philosophy:</b> - Customer service pre &amp; post transaction elements, Meeting the service challenges.</p> <p><b>-Fundamentals of Customer satisfaction:</b> -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight.</p> <p><b>-Managing demand &amp; supply of services:</b> - Managing demand, Patterns &amp; determinants of demand, Strategies of managing demand, waiting line strategies.</p>	<p><b>Purpose -:</b> -</p> <p>-Learning &amp; understanding the concept of customer satisfaction.</p> <p>-Understanding efficient management of demand &amp; supply of services.</p> <p><b>Skills to be developed: -</b></p> <p>-Development of Behavioural Skills.</p> <p>- Management Skills such as facing Risk, challenges, etc.</p>
<b>II</b>	ITES Introduction	<p><b>-Outsourcing:</b> -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage</p>	<p><b>Purpose: -</b></p> <p>- Learning significance of ITES.</p>

		outsourcing, types & stages of outsourcing, global trends in outsourcing & role of India in outsourcing. - <b>KPO/BPO</b> :- Introduction, significance, third party service providers, future of KPO/BPO, challenges faced.	-Understanding the working & challenges faced by KPO/BPO. - Availing opportunities available in outsourcing. <b>Skills to be developed:</b> - -Adaptability to New /Recent trends and Flexibility.
<b>III</b>	Delivering Quality Services and Value Process	-Service based components of quality, perceived quality, Implementing TQM in service sector & its effect. -Service performance failure – concept of service failure & recovery, customer response to service failure & recovery, service recovery following customer complaints, solving problems & preventing recurrence. Creating service value and defining its benefits. - Service Value Chain: Introduction, significance. -Case studies related to service value chain in Banking & Insurance, Hospital & Health Care, Travel & Tourism, Hotel& Catering.	<b>Purpose:</b> - -To understand the importance of quality in service chain. -To learn the concept of service failure & techniques of recovery from it. <b>Skills to be developed:</b> - - Development of service providing abilities and skills. <b>Purpose:</b> - -Learning various service providing sectors through case study. -Understanding key factors for success & failure of service sectors. <b>Skills to be developed:</b> - -Problem Solving Ability, Case study analysis.
<b>IV</b>	Business Exposure in services		<b>To help students understand the core aspects of service management with reference to different service industries.</b>

**Teaching Methodology: -**

<b>Teaching and Project Hours</b>	<b>Innovative Methods to be used</b>	<b>Business Exposure for 2 credits (50 Marks)</b>	<b>Expected outcome</b>
6	Interactive Sessions followed by feedback, You Tube Videos for better understanding.	Visit to Five different Service sector organisations as mentioned in syllabus is mandatory.	Learning will be more practical based on theory, thereby aid students in better understanding.
12	Visits to various service oriented units (organisations) to gain practical knowledge w.r.t service elements and its effective implementation.	Preparing reports by selecting different service sector organisations based on visits in consultation with subject expert.	Development of interest in service sector and implementation of various concepts in practice.
12	Use of PPT Use of Microsoft word and Excel for project preparation	Students are required to prepare consolidated report of all five visits and appear for viva-voce.	Ability to collect relevant data and its analysis and interpretation.
(2 credits)	Arranging Sessions of experts from service industry (Guest lecture series)	Maintaining record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. service operations and its management.

**Evaluation: - Internal 50 and External 50**

<b>Subject : Service Management (306)</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b> 50 marks Paper
Unit – I	Exposure Report and Viva-Voce (50 marks)	(Based on Theory) <b>25% MCQ or Objective type, 35% short notes ,40% long answers</b>
Unit – II	-Project report 30 marks and Viva 20marks and total 50 marks	
Unit – III		
Unit – IV		
Total = 4 credits	50 Marks	50 Marks

**Suggested References: -**

<b>Sr. No.</b>	<b>Title Of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1.</b>	i) Competitive Advantage	Porter,Michael E.	The Free Press	New York
	ii) Service Marketing and Management	Dr. B. Balaji	S. Chand & Co.	Delhi
	iii) Service Sector Management: An Indian Perspective	C.Bhattacharjee	Google Book library	Online source
<b>2.</b>	i)Management of Service Organisations	SassersR..P.	Allyn and Bacon	Boston
<b>3</b>	ii) Service Marketing	Hellen	W.Macmilan India Ltd.	New Delhi

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Course Title: Agriculture and Indian Economy- DSE - E 305 ABM**  
**Course Code DSE – DSE - E 305 ABM**  
**Credits: 3+1=4**

**Depth of the Course:** Functional Knowledge about Indian Agriculture and rural India

**Course Objectives-**

- 1.To understand importance of agriculture in Indian economy.
- 2.To impart knowledge in the field of agriculture marketing.
- 3.To understand various problems and prospects Indian agriculture.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
I	Agriculture and economic Development	1.1 Importance and role of Agriculture in Indian economy 1.2 Green revolution 1.3 Interdependence between agriculture and industry. 1.4 Trends in agriculture production and productivity.	For the rural development and industrialization which helps to maximize the production and also essential to economic progress.
II	Agricultural Credit	2.1 Co-Operative credit system; NANBARD 2.2 Role of commercial bank, Self-Help Group- meaning and Impact 2.3 Agriculture Finance 2.4 Agricultural credit: Challenges, Opportunities, Strategies,	To know the functioning of NABARD and micro-credit institutions for augmenting flow of credit to self-employed and rural sector.

III	Agricultural Marketing and Prices	<p>3.1 Agricultural Market, Marketing policy  3.2 Regulated market, Marketing channels  3.3 Behaviour of agricultural prices  3.4 Objectives of agricultural price policy.</p>	<p>To achieve a correct balance between the demand and supply of money.   Candidate should know the structure and objectives of regulated market.</p>
IV	Agricultural Growth in India	<p>4.1 Recent trends in agricultural growth in India.  4.2 Inter-regional variations in growth of output and productivity  4.3 Cropping Pattern shifts  4.4 Problems and prospects of Indian agriculture.  4.5 International trade in agricultural commodities.</p>	<p>For the liberalized agro-industries policy with maintain sustained growth in productivity and gainful employment.   To know the problems of Indian agriculture to accelerate the future growth and prospectus of economy.  To know the issues related to import and exports of agriculture commodities.</p>

## Teaching Methodology-

Teaching Hours Theory +Tutorials/Project Practical	Innovation methods	Tutorials For 1 Credit	Expected outcome
<b>4 credit</b> Unit 1 – 12 hours Unit 2 – 11 hours Unit 3 – 12 hours Unit 4 – 13 hours	<ul style="list-style-type: none"> <li>• Discussion method</li> <li>• Guest lecture method</li> <li>• Workshop/Seminar</li> <li>• Website visits</li> <li>• Preparing Charts on agri development in India and comparison within the state</li> </ul>	Students can collect information on <ul style="list-style-type: none"> <li>• Tutorial on Green Revolution</li> <li>• Study of local agricultural market. And conducting surveys on Difficulties faced by the farmers, supply chain management, shortage and surplus of Farm products</li> <li>• Data Collection on behaviour of agricultural prices</li> </ul>	<ul style="list-style-type: none"> <li>• Concept clarity regarding Agriculture and Indian Economy</li> <li>• Easy understanding of interdependence between industry and agriculture</li> </ul>

## Evaluation

Topics	Internal evaluation 30+20 = 50	External evaluation 50 marks	Suggested add on course
UNIT 1	<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Practical survey of agricultural market</li> <li>• Oral expression of agricultural development in India</li> </ul>	<b>25% MCQ</b> <b>35% short notes</b> <b>40% long answers</b> <b>(50 marks)</b> --	<ul style="list-style-type: none"> <li>• Certificate course on Indian Agricultural Developments</li> <li>• Certificate course on Agricultural Management</li> </ul>
UNIT 2			
UNIT 3			



UNIT 4	<ul style="list-style-type: none"> <li>• Oral presentation by using (charts/Placards/Newspaper cutting/colourful images)</li> <li>• Group presentation on agri based Indian economy</li> </ul>		<ul style="list-style-type: none"> <li>• Agriculture income and Indian economy.</li> </ul>
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**Suggested references:**

Sr.No.	Title of the Book	Author	Publication	Place
1	Agricultural Economics	Bilgrami S.A.	Himalaya Publishing House	Delhi
2	Indian Economy	Dhingra, I.C	Sultan Chand	Delhi
3	Indian Agricultural Development since Independence	Dantwala M.L. et.al	Oxford & IBH	New Delhi
4	Trade Liberalization and Indian Agriculture	Gulati A. and t. Kelly	Oxford University Press	New Delhi
5	Agriculture Price Policy in India	Kahlon A. S. and Tyagi D. S.	Allied Publisher	New Delhi
6	Agricultural growth, Rural poverty and Environmental Degradation in India	Rao C.H.Hanmantha	Oxford University press	New Delhi
7	Banking Reforms and Agricultural Finance in India	Akhtar S.M.andSidhiqi N.A.,	-	-
8	Reserve Bank of India-Hand book of statistics on Indian economy			

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Rural Development: Principles and Practice DSE - E 306 (ABM)**  
**Course Code DSE - E 306 (ABM)**  
**Credits: 2+2=4**

**Depth of the course:** Functional Knowledge about rural development

**Course Objectives:**

1. To develop appropriate attitude and values required of a rural manager.
2. To develop conceptual and exploratory skills to work for rural development

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basic elements of Rural Development	Meaning of Rural Development, Need for Rural and its importance. Features of Rural Economy. Size and Structure of Rural Economy, Rural versus Urban development, Growth versus Development. Rural Poverty and Rural Income.	<ol style="list-style-type: none"> <li>1. To study and explain various concepts of Rural Development</li> <li>2. To understand sectoral Development of rural India</li> </ol>
2	Rural Development Policies in India	Need for Rural Development Policy, Goals of Rural Development Policy. Characteristics of Growth and equality orientation Program, Poverty and Unemployment eradication programs. Cooperative Sector and Rural Development, Features of Co-operative Sector and advantages and limitations of Co-operative Sector.	<ol style="list-style-type: none"> <li>1. To understand the basic rural developmental policies in India.</li> <li>2. To understand the various programs of rural Development and initiatives taken the Government.</li> </ol>
3	Role of Agriculture and Sustainable development.	Role of Agricultural and Non-Agricultural sector in rural development. Impact of globalization on rural development. Need, Advantages and limitations of globalization	<ol style="list-style-type: none"> <li>1. To develop the insights for equal development and opportunities</li> <li>2. To understand the linkages and dependency on each other.</li> </ol>

		Sustainable development - Various initiatives taken by Government for agriculture and industry linkages, rural and urban linkages, advantages and effects, Challenges and opportunities for linkages. Initiatives for rural sustainable development. Gandhian Model of Rural Development	
4	<b>Business Exposure in Agri Business Management</b>		

### Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project for 2 credits Project and Viva for 50 marks	Expected Outcome
<b>Unit 1 (6 hrs)</b>	1. Presentations	<ol style="list-style-type: none"> <li>Students are required to visit and collect data on various aspects of rural development.</li> <li>Visit to nearby villages and identify problems faced by them.</li> <li>Collecting data about various Government initiatives and creating awareness in rural areas.</li> <li>This course requires the students to read a number of syllabus related articles, both old and recent.</li> <li>Visit and interview an Agri-exporter to understand the opportunities in Agri-business</li> </ol>	<ol style="list-style-type: none"> <li>Better understanding to need for rural development.</li> <li>Describes need for equal distribution of resources. .</li> </ol>
<b>Unit 2 (12 hrs)</b>	<ol style="list-style-type: none"> <li>Exercise on Differentiating aspects</li> <li>Discussion on same.</li> <li>Group Discussion on Government initiatives.</li> </ol>		<ol style="list-style-type: none"> <li>Develop the knowledge &amp; ability of the students about the concept mentioned in the syllabus.</li> </ol>
<b>Unit 3 (12 hrs)</b>	<ol style="list-style-type: none"> <li>Charts will be prepared on Global agri development.</li> <li>Case lets solution sessions and discussion on same.</li> </ol>		<p>Importance of sustainable agriculture and Learning agricultural ecosystem</p>
<b>Business Exposure</b>			<ol style="list-style-type: none"> <li><b>Project outcome</b> Better understanding of theoretical concepts by visit of students in agri- product Industries. Agri-export Houses.</li> </ol>

			2. To expose students while engaging in experiential learning to internalize rural environment institutions and initiatives
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### Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	--	<b>25% MCQ 35% short notes 40% long answers (50 marks)</b>
<b>Unit – II</b>	--	
<b>Unit – III</b>	--	
<b>Project VIVA</b>	<b>Project 30 marks VIVA 20 marks</b>	--
<b>Total –</b>	<b>50 marks</b>	<b>50 marks</b>

**Suggested references:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Agricultural Economics,	.Bilgrami S.A.R.	Himalaya Publishing House, (1996)	Delhi.
<b>2</b>	“Indian Economy”	Dhingra,I.C	sultan chan.	<b>Delhi</b>
<b>3</b>	Agricultural growth, Rural poverty and Environmental Degradation in India	Rao C.H.Hanmantha (1975)	Oxford University press ,	New Delhi
<b>4</b>	Agriculture Price Policy in India ,	Kahlon A. S. and Tyagi D. S.( (1983)	Allied Publisher	New Delhi
<b>5</b>	Trade Liberalization and Indian Agriculture,	Gulati A. and t. Kelly(1999)	Oxford University Press ,	New Delhi
<b>6.</b>	Rural Development: Principles, Policies and Management	Katar Singh	Publication Year: 2009 DOI: <a href="http://dx.doi.org/10.4135/9788132108399">http://dx.doi.org/10.4135/9788132108399</a>	Online Book

**Savitribai Phule Pune University**  
**SY BBA Semester IV ( CBCS ) Pattern 2019**  
**Subject: Entrepreneurship and Small Business Management- GC-401**  
**Course Code – 401**  
**Credits – 3**

**Depth of the Course:** Basic and functional knowledge of entrepreneurship and small business management

**Course Objectives:**

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Entrepreneurial Perspective	<ul style="list-style-type: none"> <li>• Concept of Entrepreneur, Manager, Intrapreneur</li> <li>• Entrepreneur and Entrepreneurship</li> <li>• Meaning, Definition, Evolution.</li> <li>• Types of Entrepreneurs, Qualities and Functions of Entrepreneur.</li> <li>• Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors.</li> <li>• Role of Entrepreneur in growth and development of the small business.</li> <li>• Problem of Unemployment and Importance of wealth creation.</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>• Learning &amp; understanding the concept of Entrepreneur and process of Entrepreneurship.</li> <li>• Highlighting the role of entrepreneurs in growth and development.</li> <li>• Understanding importance of Entrepreneurial as career</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>• Inculcating Entrepreneurial skills and abilities.</li> <li>-</li> </ul>

2	Business Opportunity Identification	<ul style="list-style-type: none"> <li>• -Definition of business, industry &amp; commerce and their interrelationship in today's environment.</li> <li>• Opportunity Search:</li> <li>• Divergent Thinking Mode: Meaning Objectives</li> <li>• Tools and Techniques: Environmental scanning for business opportunity Identification.</li> <li>• Opportunity Selection:</li> <li>• Convergent Thinking Mode: Meaning, Objectives ,Tools And Techniques: Market Survey</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>• Environmental Scanning for identification of Business opportunities.</li> <li>• Learning various tools and techniques of opportunity search and its appropriate selection.</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>• Development of Divergent and Convergent thinking abilities.</li> </ul>
3	Management of MSMEs and Sick Enterprises :	<ul style="list-style-type: none"> <li>• Meaning, Objectives and Functions of MSMEs</li> <li>• Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units.</li> <li>- Financial Assistance for Small</li> <li>• Enterprise: Institutional:</li> <li>• a)Bank Loan</li> <li>• b) Angel Funding c) Venture Funding</li> <li>• d) Self Employment Schemes of Government of Maharashtra.</li> <li>• e) Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi UdyamiMitraYojana (RUGMY)</li> <li>• f) Prime Minister Employment Generation Programme (PMEGP).</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>• To understand the concept of MSME and its challenges.</li> <li>• Creating awareness about financial assistance of various institutions</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>• Learning about fund raising for small businesses.</li> <li>• Knowledge about self-employment schemes.</li> <li>• Development of practical approach towards new businesses.</li> </ul>
4	Study of Women-founded Start-ups in India and Entrepreneurs' biography	<ul style="list-style-type: none"> <li>• -UpasanaTaku, Anisha Singh, Sabina Chopra.</li> <li>• Azim H. Premji, Ratan Tata, DR. Shiva Nadar.</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>• Understanding key factors for success &amp; failure</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>• Problem Solving Ability</li> <li>• Qualities/Skills can be acquired from these business leaders to become successful.</li> </ul>

**Teaching Methodology (Pedagogy for Course Delivery) :-**

<b>Teaching Hours</b>	<b>Innovative Methods to be used</b>	<b>Expected outcome</b>
<b>Unit 1 -12 Hours</b>	Interactive Sessions followed by feedback, Role Play for various types of entrepreneur.	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.
<b>Unit 2 -12 Hours</b>	Group Discussion and Brain Storming sessions for generation of innovative ideas. Theory lectures for conceptual understanding.	Development of interest and positive approach towards entrepreneurship and new start ups.
<b>Unit 3 -12 Hours</b>	Use of PPT for better understanding of various financial institutions and Schemes	Ability to collect relevant data and its analysis and interpretation.
<b>Unit 4 -12 Hours</b>	Arranging Sessions of experts from service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.

**Evaluation :- Internal Marks 30**

<b>Subject :</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	Evaluation of the students on the basis of various criteria of assessment as prescribed by college	70 Marks Final Examination based on pattern of question papers as prescribed by SPPU.
<b>Unit – II</b>		
<b>Unit – III</b>		
<b>Unit – IV</b>		
<b>Total =4</b>	<b>30 Marks</b>	<b>70 Marks</b>



**Suggested References :-**

<b>Sr. No</b>	<b>Title Of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Delhi
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Entrepreneurship and Small Business Management**  
**Course Code - 401**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV (CBCS) Pattern 2019**  
**Course: Production and Operation Management- 402 GC**  
**Course Code -402 GC**  
**Credits - 3**

**Depth of Course:** Reasonable Working knowledge.

**Course Objectives:**

1. To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	<ul style="list-style-type: none"> <li>• <b>Introduction to Production and Operation Management</b> – Meaning, Nature, Scope,</li> <li>• Objectives, Importance, Functions of Production and Operation Management,</li> <li>• Variety of business, Methods of manufacturing, Plant layout, Service layout,</li> <li>• Safety considerations and environmental aspects.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept of Production and Operation Management and various methods of manufacturing.</li> <li>• To understand the different layout and safety considerations used for production management.</li> </ul>
2	Production Design, Planning , Control	<ul style="list-style-type: none"> <li>• <b>Production Design:</b> Meaning, Objectives, product policy, Techniques of product development.</li> <li>• <b>Production Planning</b> - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up.</li> <li>• <b>Production Control</b> –Meaning, Objectives, Factors affecting production control.</li> <li>• <b>Caselets on design, planning and control.</b></li> </ul>	<ul style="list-style-type: none"> <li>• To make the students understand how product developed, planned and controlled in manufacturing.</li> </ul>

3	Productivity and Ergonomics	<ul style="list-style-type: none"> <li>• <b>Productivity and Quality Control-</b> Meaning, Definition, Importance,</li> <li>• Measurement techniques, Quality control, Quality circles, TQM.</li> <li>• Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the concept of productivity and quality management.</li> <li>• To provide knowledge to the students regarding Ergonomics and safety measures.</li> </ul>
4	Maintenance Management	<ul style="list-style-type: none"> <li>• Maintenance Management : Introduction , Meaning, Types,</li> <li>• Planning, Scheduling, Techniques.</li> <li>• Modern Scientific maintenance methods ,</li> <li>• Automation and computer integrated manufacturing.</li> </ul>	<ul style="list-style-type: none"> <li>• To make the students aware about Changing Environment, Production and operation maintenance methods.</li> </ul>

### Teaching Methodology

Teaching Hours Theory	Innovative methods to be used	Expected Outcome
<b>Unit 1 - 12 Hours</b>	Interactive teaching methods to be adopted. Role-Play.	<ol style="list-style-type: none"> <li>1. Describe the basic concept of production and operation management.</li> <li>2. Understanding the manufacturing methods and various plant layouts used in industries.</li> </ol>
<b>Unit 2 - 12 Hours</b>	Production Design , Planning and Control Caselets solution sessions and discussion on the same.	<ol style="list-style-type: none"> <li>1. Understanding the importance of product design, production planning and Control.</li> <li>2. Develop the Problem- solving and decision making skills.</li> </ol>
<b>Unit 3 - 12 Hours</b>	Student Presentation. Caselets solution sessions and its discussion.	<ol style="list-style-type: none"> <li>1. To understand the peoples efficiency in their working condition</li> </ol>
<b>Unit 4 - 12 Hours</b>	Student Presentations.	<ol style="list-style-type: none"> <li>1. Understand the Changing Environment, maintenance methods of production and operation .</li> </ol>

## Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	2. Role Play.	30	25% MCQ 35% short notes 40% long answers
II	3. Caselet Solution & Discussion		
III	3. Students Presentation. 4. Caselet Solution & Discussion.		
IV	1.Presentation		
<b>Total –</b>		<b>30 Marks</b>	<b>70 Marks</b>

## Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House	New Delhi
2	Production and Operation Management	Chase	Irwin Professional Publishing	U. S.
3	Production and Operation Management ( With skill development- caselets and cases)	N.Suresh	Newage International publication	New Delhi
4	Operation Management	B.Mahadevan	Pearson Education India	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Production Operations Management**  
**Course Code - 402**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV ( CBCS ) Pattern 2019**  
**Course: Decision Making and Risk Management- 403 GC**  
**Course Code – 403 GC**  
**Credits – 3**

**Depth of the Course: Functional Working Knowledge**

**Course Objectives:**

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

<b>Unit No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose and Skills to be Developed</b>
<b>1</b>	Introduction to Decision making and Risk Management	<ul style="list-style-type: none"><li>• Decision Making and Risk Management – Introduction, Concept, Problem definition and framing.</li><li>• Rational Models of decision making, Other models - Myers Briggs, Bounded Rationality model, Retrospective decision model, OODA Loop Model, Ladder of Inference etc.</li></ul>	<ul style="list-style-type: none"><li>• To understand the role and scope of Decision making and Risk management in organisations.</li></ul>

		<ul style="list-style-type: none"> <li>• Types of Decisions, Steps in Decision making process, Creative decision making process.</li> <li>• Why rational models fail ?, Traps and cognitive barriers that lead to sub-optimal decisions</li> </ul>	
2	Decision making Tools and Models	<ul style="list-style-type: none"> <li>• Decision Making - Groupthink versus the wisdom of crowds, Avoiding decision-making traps.</li> <li>• Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis.</li> <li>• EQ (Emotional Intelligence) versus IQ as essential decision making traits to manage risks</li> <li>• Dealing with conflict and Risk - Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision making leadership and brain chemistry</li> <li>• Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept.</li> </ul> <p>Decision Models in strategic management, Decision making systems.</p>	<ul style="list-style-type: none"> <li>• To understand the importance of Decision making tools and models in business.</li> </ul>
3	Role of Decision Making and leadership	<ul style="list-style-type: none"> <li>• Definitions of leadership and followership, Motivational theory; common motives of leaders and followers.</li> <li>• Identifying resources that affect your power and influence; use and misuse of power, Role of competition and conflict in leadership roles.</li> <li>• Charisma, heroes, bullies and jerks – aspects to be considered in decision making and leadership.</li> <li>• Decision making and Leadership - Values as underpinnings of leadership.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the role of leadership and its allied aspects while making decisions.</li> </ul>

4	Organizational Values in Decision Making and Risk Management	<ul style="list-style-type: none"> <li>• Importance of Team composition, Understanding your own value system and how it influences choices, political views, personal and organizational decisions</li> <li>• Organizational values –examples of values for well-known corporations. Importance of shared values in decision making and avoiding risks.</li> <li>• Vision statements as organizing templates for where organizations or individuals are aiming., Examples of individual and corporate vision statements</li> <li>• Developing and communicating your own view of what needs changing or what is possible to avoid risks.</li> <li>• Risk communication, Risk Sharing, Strategic and integral planning of projects,</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the role and importance of organizational values in Decision making and Risk Management</li> </ul>
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### Teaching Methodology

Teaching Hours Theory	Innovative Methods to be used/ AV Applications	Expected Outcome
Unit 1 - 12 Hours	Case Studies/ Videos/ Discussions on various models of Decision making and Risk management.	To understand the role and scope of Decision making and Risk management in organisations.
Unit 2 - 12 Hours	Case Studies/ Videos/ Discussions on Decision making tools and techniques.	To understand the importance of Decision making tools and models in business.
Unit 3 - 12 Hours	Case Studies/ Videos/ Discussions on Leadership tools and techniques.	To understand the role of leadership and its allied aspects while making decisions.



<b>Unit 4 - 12 Hours</b>	Case Studies/ Videos/Discussions on Organizational values and its importance in decision making and risk management.	To understand the role and importance of organizational values in Decision making and Risk Management
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### Suggested References:

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Decision and Risk Analysis for Construction Management	Melvin W. Lifson, Edward F. Shaifer	John Wiley & Sons 1st.	U.S.
<b>2</b>	Credit appraisal, risk analysis and decision making	D.D. Mukherjee,	Snowwhite Publications 9 <sup>th</sup> Edition.	India
<b>3</b>	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward,	Wiley Publications.	Newyork
<b>4</b>	Process Systems Risk management	Ian Cameron, Raghu Raman	Elseveir Academics Press	
<b>5</b>	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill	New Delhi
<b>6</b>	Hand book of Environmental Risk Assessment and Management	Calow P	Blackwell Science Ltd	Oxford, UK

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**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Decision Making and Risk Management**  
**Course Code - 403**

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

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

**Savitribai Phule Pune University**  
**SY BBA Semester IV ( CBCS ) Pattern 2019**  
**Course: International Business Management- 404 GC**  
**Course Code – 404 GC**  
**Credits – 3**

**Depth of the Course:** Functional Working Knowledge

**Course Objectives:**

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze International trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
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1	Introduction to International Business	<ul style="list-style-type: none"> <li>• Meaning, Nature and Scope of International Business</li> <li>• Globalization – Effects on Economy, Advantages and Challenges</li> <li>• International Trade Theories and its applications – Reasons for international trade Ricardo’s Theory, Hecksher Ohlin Theory, Michael Porter’s Diamond model.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the Role and Scope of International Business.</li> <li>• Understand the concepts and role of International trade theories.</li> </ul>
2	International Business Environment	<ul style="list-style-type: none"> <li>• International Corporations – Meaning, Scope and Nature</li> <li>• Role and Importance of Multi National Corporations in International Business.</li> <li>• Foreign Direct Investment – Meaning, Concept, Importance.</li> <li>• Legal Aspects of FDI from Indian Context.</li> <li>• Cultural and Demographic Environment – Meaning and Importance in International Business</li> </ul>	<ul style="list-style-type: none"> <li>• Role of International Business and its importance at National and International Level.</li> <li>• International Business study in Business Environment.</li> </ul>
3	International Finance	<ul style="list-style-type: none"> <li>• Meaning of Exchange Rate</li> <li>• Determination of exchange rate – Fixed, flexible and managed.</li> <li>• Concept of Spot Rate, Forward rate and Futures</li> <li>• Balance of Trade and Balance of Payments – Introduction, Concept and Importance.</li> <li>• Documentation in International Trade and EXIM Finance.</li> <li>• Financing Techniques and Export Promotion Schemes</li> <li>• World Bank and International Monetary Fund – Objectives and Functions</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding terms of trade in the International Market.</li> <li>• Understanding various Finance and Trade techniques at International level.</li> <li>• Understand the Global Finance Institutions functioning.</li> </ul>
4	International Economic Zones and Foreign Trade	<ul style="list-style-type: none"> <li>• World Trade Organization (WTO) – Evolution and Functions</li> <li>• Regional Trading Agreements, India and Trade Agreements, Regional Integration.</li> <li>• Global Sourcing – Introduction, Concept, Challenges,</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the functions of International Organizations.</li> <li>• Understand the opportunities and risks for India with respect to financial globalization.</li> </ul>

		<p>Advantages ( Indian Context )</p> <ul style="list-style-type: none"> <li>• Composition and Direction of India’s Foreign Trade since 2000.</li> <li>• Case Studies in International Business with reference to Indian Economy on – <ul style="list-style-type: none"> <li>➤ International Marketing</li> <li>➤ International Finance</li> <li>➤ International Human Resource Management</li> <li>➤ International Strategic Management</li> <li>➤ Ethics in International Business</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Understand the world economy and factors affecting it through Case Studies.</li> </ul>
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## Teaching Methodology

Teaching Hours Theory	Innovative Methods to be used/ AV Applications	Expected Outcome
<b>Unit 1 - 12 Hours</b>	Films/Videos of International trade/ Business practices adopted by different countries. Videos on financial ministers of different countries explaining the International trade scenario	To understand the basics of International Business concept and its role.
<b>Unit 2 - 12 Hours</b>	Films/Videos on International Trade theories and its importance. Case Studies on various International trade theories and its impact.	To understand the various International trade theories’ use and experiments on the world trade.
<b>Unit 3 - 12 Hours</b>	Case Studies on International trade and its concept. Case studies on MNC’s and Foreign Direct Investment Policies. Case studies/Videos on the importance of balance of payments and	To understand the International trade concepts and various key concepts affecting the terms of trade.  To understand how a country can gain through International trade practices.

	International money standards concept. Case studies/videos on Cultures and Demographics of different countries.	
<b>Unit 4 - 12 Hours</b>	Case Studies/ Quiz/ Discussion on policies adopted by International trade organizations. Case Study/Debate on Financial globalization and its impact. Films/videos/Case study/ Discussion on the 2008 world crisis/recession. Films/Videos on the India's Foreign Trade Policies. Case studies and discussions on free trade and protection policies. Case studies and discussions on Regional Trade Agreements.	Understand the concept of currency exchange rate in the International market.  To understand the role and contribution of International trade organizations.  Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role.  Understand the Regional Integration and Regional groups' concept in International trade.

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	3. Role Play. MCQs ,Presentations	30	25% MCQ 35% short notes 40% long answers
II	4. Caselet Solution & Discussion		
III	5. Students Presentation. 6. Caselet Solution & Discussion.		
IV	1.Presentation		
<b>Total –</b>		<b>30</b>	<b>70</b>

### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	International Economics –,	Francis Cherunilam	Tata McGrawHill.1999	New Delhi
2	International Economics –	Salvatore D.L.	Prentice Hall. 7th Edn.2001	U. S.
3	International Economics –	Sodersten Bo,	Macmillan Press Ltd.1981	New Delhi
4	International Economics	Dr. D. M. Mithani2000	Macmillan Press Ltd.1981	New Delhi
5	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006	New Delhi
6	International Business	K Aswathappa	Tata McGrawHill.1999	New Delhi

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**University Examination Sub: International Business Management**  
**Course Code - 404**

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks

		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

**Savitribai Phule Pune University**  
**SY BBA Semester IV (CBCS) Pattern 2019**  
**Course: Advertising and Promotion Management- DSE- 405 A-MM**  
**Course Code - 405 A-MM**  
**Credits – (3+1)=4**

**Depth of Course:** Reasonable Working knowledge.

**Course Objectives:**

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.
3. To know about promotion management.



4. To understand the process of online advertising.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction and Advertising Effectiveness.	<ul style="list-style-type: none"> <li>• Meanings, Definition, Functions, Criticism, Ethics, Social issues.</li> <li>• Strategic advertising decisions -advertising budget, advertising framework planning and organisation.</li> <li>• Advertising agency- Definition, functions, types structure.</li> <li>• Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept of advertising and social issues, ethics.</li> <li>• To understand how to measure the effectiveness of advertising.</li> </ul>
2	Copy and medias decisions	<ul style="list-style-type: none"> <li>• Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format.</li> <li>• Copy creations, pre-testing methods and measurements.</li> <li>• Media decisions – advertising media, media planning , media research , media selection .</li> </ul>	<ul style="list-style-type: none"> <li>• To provide the knowledge regarding copy creations and media selection.</li> </ul>
3	Promotion Management	<ul style="list-style-type: none"> <li>• Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, Media technology used for promotions.</li> <li>• Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion.</li> </ul>	<ul style="list-style-type: none"> <li>• To make the student aware about promotion techniques.</li> </ul>
4	Online advertising	<ul style="list-style-type: none"> <li>• Online advertising – pre-requisites of online advertising, Internet Advertising Today, purpose, types, advantages, social media advertising.</li> </ul>	<ul style="list-style-type: none"> <li>• To cultivate the knowledge regarding online advertising and various types.</li> </ul>

**Teaching Methodology:**

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Projects	Teaching Outcome
<b>Unit 1 -10 Hours</b>	Understanding concept of advertising and its effectiveness. Read, Watch and analyse the advertise effectiveness	A report on advertising policies used by any one company.	To learn the effectiveness of advertising on performance and profit.
<b>Unit 2 -14 Hours</b>	Case lets solutions and discussion on the same.	Make a PPT on different modes advertising layouts, components, layout format.	Understanding the copy creations, medias planning and media selection.
<b>Unit 3 - 14 Hours</b>	Students' presentation on sales promotion, techniques, caselets solution, group discussion.	A mini project on types promotion techniques	To understand the effectiveness of promotion.
<b>Unit 4 - 10 Hours</b>	Presentation and display on online advertising .discussion on the same.	Draw a flow chart of online advertising	To understand the advantages of online advertising.
<b>And Tutorial -</b>			

## Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
<b>I</b>	<ul style="list-style-type: none"> <li>• Role Play.</li> </ul>	30	25% MCQ 35% short notes 40% long answers
<b>II</b>	<ul style="list-style-type: none"> <li>• Caselet Solution &amp; Discussion</li> </ul>		
<b>III</b>	<ul style="list-style-type: none"> <li>• Students Presentation.</li> <li>• Caselet Solution &amp; Discussion.</li> </ul>		
<b>IV</b>	<ul style="list-style-type: none"> <li>• Presentation and viva – 20</li> </ul>		

<b>Total –</b>	<b>50 Marks</b>	<b>50 Marks</b>
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**Suggested References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Marketing management	Philip kotler , kellerjha-	Pearson education	New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill	New Delhi
3	Advertising Management	<i>Rajeev batra and davidaaker</i>	Pearson education	New Delhi
4	Sales Promotion	M.N.Mishra	Himalaya publishing house	New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and sandra, pearson	Pearson education	New Delhi

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**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Advertising and Promotion Management**  
**Course Code – 405 A**  
**Credit - 4 (3+1)**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV ( CBCS ) Pattern 2019**  
**Course: Digital Marketing- DSE 406 A- MM**  
**Course Code – 406 A-MM**  
**Credit –(2+ 2) = 4**

**Depth of the Course:** Reasonable Knowledge and Insights in Digital Marketing.

### Course Objectives:

1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.
3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.

Unit No	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Digital Marketing	<ul style="list-style-type: none"> <li>• Concept and meaning of Digital Marketing, Digital Marketing Process</li> <li>• Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility.</li> <li>• Concept of Engagement, Visitors Engagement, its importance and examples of engagement.</li> <li>• Bringing Targeted Traffic</li> <li>• Inbound and outbound marketing</li> <li>• Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process</li> <li>• Tools of Digital Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the role &amp; Importance of Digital Marketing.</li> <li>• To learn how Digital Marketing impacts the Sales of an Organization</li> <li>• To understand the overall effect of Digital Marketing upon the sales of an Organization.</li> <li>• To develop digital strategy to influence consumer behaviour.</li> </ul>
2	Digital Marketing Planning and Structure	<ul style="list-style-type: none"> <li>• Creating initial digital marketing plan, Target group analysis, Inbound vs Outbound Marketing,</li> <li>• Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.</li> <li>• WWW, Domains, Buying a Domain, Website Language &amp; Technology, Core Objective of Website and Flow,</li> <li>• One Page Website, Strategic Design of Home Page, Optimization of Web sites, Design of WordPress web, SEO Optimization, Introduction to Web analytics, Web analytics – levels</li> </ul>	<ul style="list-style-type: none"> <li>• To develop the conceptual insights for Digital Marketing.</li> <li>• To develop the right understanding of the situations as they are influenced under Digital Marketing.</li> </ul>

3	Social Media Marketing	<ul style="list-style-type: none"> <li>• Introduction of Social Media Marketing, Procedure and Fundamentals of –</li> <li>• Facebook Marketing,</li> <li>• Google AdWords, YouTube Marketing,</li> <li>• Email Marketing - Content Writing</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the role of Facebook, Google Ad words, YouTube and Email in digital marketing.</li> <li>• To understand the importance of Digital Platforms &amp; its impact upon the performance of the organizations in complex &amp; varied environment.</li> </ul>
4	Computer Laboratory Work	<p>Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. (UI and UX)</p> <p>PPC Advertising With Google Ad-words          Create Search Campaigns          Creating Display Campaign          Optimising Display Campaign          Remarketing Google Ad-words          Social Media Marketing like .....</p> <ul style="list-style-type: none"> <li>• Creating Search Engine Campaign Ads</li> <li>• Creating Display Campaign</li> <li>• Optimising Display Campaign</li> <li>• Creating Facebook Advertising Campaign and other social media campaign</li> <li>• Create Remarketing Campaign</li> <li>• PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience</li> <li>• Use of Marketing Communication tools effectively</li> <li>• Prepare the MARCOM strategy</li> </ul>	<ul style="list-style-type: none"> <li>• To have the hands on the designing of website and use of it</li> <li>• To know the optimum use of various social media platforms.</li> </ul>

**Teaching Methodology :**

Teaching Hours Theory + Project	Innovative methods to be used		Expected Outcome
Unit I –10 Hours	Group wise presentation to understand Digital Marketing concept.	Individual Assignments to practice the basic concepts in Digital Marketing.	To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges.
Unit II–14 Hours	Case Study based session in which strategies are adopted by organizations.	Inviting Suggestions through an effective strategy to organizations based upon the analysis of the Case Study.	To help students develop an understanding towards Digital Strategy building & its effectiveness.
Unit III–14 Hours	Group discussion amongst the students for developing innovative Digital sales strategy to be followed by organizations in digital era.	Discussion & Analysis of success or failure factors behind the strategies implemented digitally.	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit IV-10 Hours		Designing digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.	To use the digital tools effectively for marketing
Computer training Project		Anyone of the above	

### Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Practical Examination to be conducted in Computer Lab.Good combination of Oral+ Written Exam + Actual Practical Work can be conducted.	25% MCQ 35% short notes 40% long answers 25% MCQ	Basics & Tools of Digital Marketing.
Unit – II			
Unit – III			Hands on Web site creation, SEO, etc
Unit – IV			

<b>Total –</b>	<b>50 Marks</b>	<b>50 Marks</b>	
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**Suggested References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Digital Branding	Daniel Rowles	Kogan Page	New Delhi/Mumbai
<b>2</b>	Digital Marketing	Dave Chaffey	Pearson	Pune/ Mumbai
<b>3</b>	Marketing 4.0	Philip Kotler/Herman Kartajaya	Pearson	Pune/ Mumbai
<b>4</b>	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page	Mumbai
<b>5</b>	Digital Marketing	Dave Chaffey/Fiona Ellis	Pearson	Mumbai
<b>6</b>	Social Media Marketing All-In-One for Dummies,	Jan Zimmerman and Deborah		

**A 406 - Guidelines for Computer Training Courses**

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

**Objectives of Computer Enabling Activities:**

- To familiarize Computer Applications used in particular department and understanding jargons of that respective field.
- To understand various concepts and steps relating to designing of Computer Technologies and its applications in various fields.

**Method of Conducting Practical Training.**

**Requirement** – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

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

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



## **Project Guidelines for Students:**

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

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, which also includes mobile phones, display advertising, and any other digital medium. (UI and UX)

PPC Advertising With Google Adwords

Create Search Campaigns

Creating Display Campaign

Optimising Display Campaign

Remarketing Google Adwords

Social Media Marketing like .....

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign

- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience
- Use of Marketing Communication tools effectively
- Prepare the MARCOM strategy

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Digital Marketing**  
**Course Code – 406 A**  
**Credit - 4 (2+2)**

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

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

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Course: Business Taxation- 405- B-FM**  
**Course code 405 –B-FM**  
**Credits: (3+1) = 4**

**Depth of the Course: Understanding Core Aspects of Business Taxation.**

**Course Objectives:**

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.

4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be developed</b>
<b>I</b>	Introduction to Income Tax act 1961.	<ul style="list-style-type: none"> <li>• Income Tax Act -1961 (Meaning, Concepts and Definitions)</li> <li>• History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961,</li> <li>• Canons of Taxation,</li> <li>• Objectives of Income Tax,</li> <li>• Taxation structure in India,</li> <li>• Concept and definitions- Income, Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee. Permanent Account Number (PAN)- Uses &amp; Benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concepts of Income tax act.</li> <li>• To know &amp; study the tax structure of India.</li> <li>• Understanding the historical background of Indian Income tax structure.</li> </ul>
<b>II</b>	Heads of Income and computation of total income as per Income Tax 1961.	<p>Different heads of Income: -</p> <p>a) Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)</p> <p>b) Income from House Property: Basis of Chargeability- Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Basic Practical Cases).</p> <p>c) Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.</p> <p>d) Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Only Theory).</p>	<ul style="list-style-type: none"> <li>• To understand &amp; study different heads of income under income tax act 1961.</li> <li>• To know various exemptions &amp; deductions under Income tax act 1961.</li> <li>• To know the tax compliances of business &amp; Individual person.</li> </ul>

		e) Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.( only Theory).	
<b>III</b>	Computation of Total Taxable Income & Filing of Online ITR.	<ul style="list-style-type: none"> <li>• Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year.</li> <li>• Form 26 AS- Uses</li> <li>• Various types of ITR,</li> <li>• Procedure to file various online ITRs.</li> <li>• Refund of Tax.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the computation of total taxable income.</li> <li>• To know &amp; understand the procedure of online ITR filing.</li> </ul>
<b>IV</b>	Other important aspects of Income tax act 1961	<ul style="list-style-type: none"> <li>• Tax deducted at source (TDS), (TDS section 192-194)</li> <li>• Tax Collection at Sources (TCS)</li> <li>• Advance payment of Tax,</li> <li>• Methods of payment of Tax, (Theory Only).</li> </ul>	<ul style="list-style-type: none"> <li>• To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.</li> </ul>

**Teaching Methodology: -**

<b>Teaching Hours Theory + Tutorials /Project</b>	<b>Innovative Methods to be used</b>	<b>Practical/tutorials</b>	<b>Expected outcome</b>
<b>Unit 1 -10 Hours</b>	Interactive Sessions followed by feedback, You Tube Videos for better understanding of history of Indian Income tax structure.	Group discussion on tax structure of India can be conducted. Use of PAN & its benefits & applications can be discussed.	Learning will be more practical based on theory, thereby aid students in better understanding.

<b>Unit 2 -14 Hours</b>	Use of e-content to understand different forms of Income under income tax act 1961. Conceptual short videos can be given to the students for better understanding.	Short videos of different heads of income can be created. Practical assignments to be given to students, students may collect comprehensive data regarding all the heads of income, it can be studied in a group.	Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961.
<b>Unit 3 - 14 Hours</b>	Use of Income tax website/portal to show students all types of ITR utilities. Comprehensive list of exemptions U/S 80 can be prepared & be given to students for study.	Students are required to prepare consolidated ITR of all five heads of income. Students can take any assumption based example of having income from all the sources.	Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961.(as per the union budget of every financial year by Government of India).
<b>Unit 4 - 10 Hours</b>	Arranging Sessions of tax experts to understand various important concepts of Income tax act.	To understand various types of TDS & it's sub-sections, it can be divided among the group of students, their PPT presentations can be taken to make everyone understand.	Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.
<b>Tutorial</b>			

**Evaluation: - Internal 50 and External 50**

<b>Subject : Business Tax</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b> 50 marks Paper
<b>Unit – I</b>	Internal Assessment 30 marks and Practical based Viva 20 marks total 50 marks	<b>50% Theory &amp; 50% Practical Problems</b> (Based on Theory & Practical)
<b>Unit – II</b>		
<b>Unit – III</b>		
<b>Unit – IV</b>		
	50 Marks	50 Marks

**Notes: 1. Amendments made prior to commencement of every Academic Year in the above act should be considered.**

**2. Theory questions will carry 50% marks.**

**3. Problems will carry 50 % marks.**

**Suggested References: -**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Taxmann's Students' Guide to Income Tax.	Dr. Vinod K Singhania and Dr. Monica Singhania	Taxmann Publication.	New Delhi.
<b>2</b>	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Private Limited	New Delhi.
<b>3</b>	Indian Income Tax Act	H.C. Malhotra	Sahitya Bhavan Publication.	Mumbai.
<b>4</b>	Income Tax Laws	V K Singhania,	Taxmann Publication.	New Delhi.
<b>5</b>	Direct Taxes	B. B. Lal, N. Vashisht.	I K International Publishing House Pvt. Ltd.	New Delhi.
<b>6</b>	Students Handbook on Taxation	T N Manoharan & G R Hari	Snow White	--
<b>7</b>	Direct Tax Laws and Practice	Vinod Singhania	Taxmann Publication.	New Delhi.

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Business Taxation**  
**Course Code – 405 B**  
**Credit - 4 (3+1)**

<b>Q.No.</b>	<b>Compulsory / Choice</b>	<b>Nature of Question</b>	<b>Marks</b>	<b>Total Marks</b>
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1	Compulsory Question	<b>Objective Type Questions</b> Multiple Choice Questions	5	5 Marks
2	Solve any 1 out of 2	Problem on income for salary with computation of tax liability	1*15 Marks	15 marks
3	Solve any 1 out of 2	Problem on house property with basic adjustment	1*10 Marks	10 Marks
4	Solve any 1 out of 2	Long answer question	1*10 Marks	10 Marks
4	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			50 Marks

**Savitribai Phule Pune University**  
**SY BBA Semester IV (CBCS) Pattern 2019**  
**Course: Financial Services. 406 B- FM**  
**Course code: 406 B-FM**  
**Credits: 4 = (2+2)**



**Depth of the Course:** Fundamental knowledge of financial services.

**Course Objectives:**

1. To Study in detail financial services in India.
2. To study & Understand working of Indian financial system.
3. To make the students well acquainted regarding financial markets.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose &amp; Skills to be developed</b>
1	Indian Financial system: an overview	<ul style="list-style-type: none"> <li>• Introduction to Indian Financial System</li> <li>• Structure of Financial system- financial institutions, markets, financial instruments and financial services.</li> <li>• Overview of Indian Financial System</li> <li>• Financial intermediaries in Financial System- Merchant Bankers, underwriters, depositors, Brokers, Sub brokers, bankers.</li> </ul>	<ul style="list-style-type: none"> <li>• To study &amp; understand the basic concepts of Indian Financial system.</li> <li>• To take an overview of Financial structure of the nation.</li> </ul>
2	Fundamental of Financial Markets	<ul style="list-style-type: none"> <li>• Primary Markets: Meaning, functions, Role in Economic Development.</li> <li>• Secondary markets: Meaning, functions, Role in Economic Development.</li> <li>• Issue &amp; Management of IPOs</li> <li>• Role of stock Exchanges in economic development. BSE, NSE, OTCEI- Functions.</li> <li>• Money Market Instruments.</li> <li>• Difference between Money Market &amp; Capital Market.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the functioning of primary &amp; secondary market.</li> <li>• To study the role of stock exchanges in India.</li> </ul>
3	Financial Services in India and Derivatives & Commodity Market	<ul style="list-style-type: none"> <li>• Mutual Funds- Meaning, Types, Advantages and Disadvantages, Factors affecting investment in mutual fund. Mutual fund investment- Selection of best mutual funds.</li> <li>• Factoring- Meaning, types, advantages and disadvantages.</li> </ul>	<ul style="list-style-type: none"> <li>• To Study &amp; examine various financial services provided by various financial institutions in India</li> </ul>

		<ul style="list-style-type: none"> <li>• Venture Capital- meaning, importance, process.</li> <li>• Credit rating Agencies-Importance &amp; Role. Derivatives- Meaning &amp; Definition, Importance.</li> <li>• Future and Options- meaning, types, importance.</li> <li>• basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc.</li> <li>• Commodities, Multi Commodity Exchange of India Limited (MCX)- Functioning &amp; Importance.</li> <li>• Exchange traded funds- Functioning &amp; Importance.</li> </ul>	<ul style="list-style-type: none"> <li>• Basic knowledge of derivatives &amp; Commodity market.</li> </ul>
4	Computer laboratory work	<ul style="list-style-type: none"> <li>•</li> </ul>	

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project/ Practical	Innovative methods to be used	/Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 10 Hours	PPT, Video, Group discussion,	<ul style="list-style-type: none"> <li>• Guest lecture on Indian Financial system</li> <li>• PPT</li> </ul>	Understanding of Financial system of India.
Unit 2- 14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> <li>• Visit to BSE OR NSE</li> <li>• Study of different types of Debt equity listed at stock market</li> <li>• Comparative study of IPO launched in last 5 years</li> </ul>	Understanding of the functioning of Financial markets of India.
Unit 3- 14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> <li>• Different types of Mutual funds introduced in last 5 years</li> <li>• Study of mutual funds on the basis of risk, return and investors preference Opening Demat account and live trading</li> <li>• Virtual trading</li> </ul>	<p>Actual functioning of financial institution of India.</p> <p>Understanding new trends of financial market.</p> <p>Making students aware about derivatives &amp; commodity market.</p>

<b>Unit 4- 10 Hours</b>	PPT, Video, Group discussion	This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.
<b>Project</b>	Computer training	

### **B-406 - Guidelines for Computer Training Courses**

**2 credits for Project Report and evaluation will be based on Project and Viva for 50 marks.**

#### **Objectives of Computer Enabling Activities:**

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

#### **Method of Conducting Practical Training:**

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

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

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

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

### **Project Guidelines for Students:**

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

### **Tentative projects for Financial Services B 406**

**Practical - Course Details (Students can prepare the project individually or in a group and can (select any) five topics from the list.**

- Computers in Banking and Financial Institutes
- Concept of Core Banking Details , standalone system and new integrated system
- Basics of Banking Software , Web server technology , Standards for Core Banking Software
- General Guidelines for using software, Cloud Security
- Online banking , internet banking UPI payments and Payment gateways , Security aspects for the same.
- Demo on free online banking software by using Projects
- For Example - Collect information **There are three core banking software/systems used by different banks in India;**  
**For Example -**
- Finacle by Infosys.
- BaNCS by TCS.
- Flexcube by Oracle.
- Blockchain . ...

- Artificial Intelligence. ...
- Mobile Banking. ...
- Customer Relationship Management (CRM) ...
- Cyber security.
- IT report of Banking technologies on - **Future of Banking** :Fintech firms and bigtech how the information is captured capturing value chain, providing services such as payments, checking etc.
- **IT in banking sector - Technologies** include Artificial Intelligence (AI), big data, robotic process automation (RPA), The Controller of Certifying Authorities, Institute for Development and Research in Banking Technology (IDRBT)
- Certification Authority (CA) for digital signatures. Process of registration authorities (RA) negotiated dealing system (NDS), the electronic clearing service (ECS) and electronic funds transfer (EFT)
- Customer-to-customer one-click payments, the consumer-to-business effortless digital banking system, password-free biometrics, new crypto currency opportunities, location administrations and offers, and conversational Interface

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
30 marks for project+ 20 marks viva= 50 marks	25% MCQ , 35% Short Notes , 40% Long Answers

**Suggested references**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Capital Markets and Financial Services	Srinivasan D.	Everest Publishing House	Delhi
2	The Indian financial System	Vasant Desai	Himalaya	Delhi
3	Financial Markets & Services	Financial Markets & Services	Himalaya	Delhi
4	Financial Services and Markets	Dr.S.Gurusamy	Thomson	Delhi
5	Financial Markets, Institutions, And Financial Services	Clifford Gomez	Online	
6	Financial Institutions & Markets	Bhole	Tata McGraw hill Education Pvt Ltd.	New Delhi.
7	Indian Financial System	M. Y. Khan	Tata McGraw hill Education Pvt Ltd.	New Delhi.

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Financial Services B**  
**Course Code – 406 B**  
**Credit - 4 (2+2)**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV (CBCS) Pattern 2019**  
**Course- Human Resource Management Functions& Practices- DSE 405 C- HRM**  
**Course Code: DSE- 405 –C-HRM**  
**Credits: (3+1) = 4**

**Depth of the Course-**Comprehensive Knowledge of Human Resource Management Functions & Practices

**Course Objectives:**

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to HRM Functions, Performance Appraisal, Training and Executive Development	<ul style="list-style-type: none"> <li>• Introduction to HRM Functions ,</li> <li>• <b>Performance Appraisal:</b> Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal.</li> <li>• Promotion, Demotion, Transfer and Separation.</li> <li>• <b>Training-</b> Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training</li> </ul>	<ul style="list-style-type: none"> <li>• To understand and explain the Concepts of Performance Appraisal, Training and Executive Development.</li> <li>• To make use of Methods Performance Appraisal, Training and Executive Development for overall development of the Organisation.</li> </ul>



		<ul style="list-style-type: none"> <li>• <b>Executive Development</b> - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development.</li> </ul>	
2	Employee Compensation and Other Functions of HRM	<ul style="list-style-type: none"> <li>• <b>Employee Compensation</b> :Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits.</li> <li>• <b>Other Functions of HRM:</b> Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management</li> </ul>	<ol style="list-style-type: none"> <li>5. To understand and explain the Concepts of Employee Compensation and other functions of HRM.</li> <li>6. To make students understand how Employee Compensation and other Functions of HRM play a vital role in the Organisation.</li> </ol>
3	Introduction to HRM Practices, Workers Participation in Management	<ul style="list-style-type: none"> <li>• Introduction to HRM Practices,</li> <li>• <b>Workers Participation in Management:</b> Definitions, objectives, Importance,</li> <li>• Forms,</li> <li>• Workers participation in Management practices in India.</li> </ul>	<ul style="list-style-type: none"> <li>• To develop an understanding about how Workers Participation is an important aspect in an organization and various forms of WPM.</li> </ul>
4	Organisational Development	<ul style="list-style-type: none"> <li>• <b>Organisational Development:</b> Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD –</li> <li>• Organizational learning organizational Development Interventions.</li> </ul>	<ul style="list-style-type: none"> <li>• To develop an understanding among the students regarding OD Programme and its interventions.</li> </ul>

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
<b>Unit 1 -10 Hours</b>	1. Chart preparation and Presentation of Process of Performance Appraisal, Training and Executive Development.	1. Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.

	<ol style="list-style-type: none"> <li>2. Caselets on Performance Appraisal, Training and Executive Development.</li> <li>3. Role plays on Promotion, Demotion, Transfer and Separation.</li> </ol>	2. Development of Problem-solving and decision making skills of students.
<b>Unit 2 -14 Hours</b>	<ol style="list-style-type: none"> <li>1. Project report on Fringe Benefits of anyone organisation.</li> <li>2. Caselets on Employee Compensation and other Functions of HRM.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of Fringe Benefits and its application in Organisation.</li> <li>2. Development of Problem-solving and decision making skills of students.</li> </ol>
<b>Unit 3 - 14 Hours</b>	<ol style="list-style-type: none"> <li>1. Role-Plays on Workers Participation in Management.</li> <li>2. Caselets on Workers Participation in Management.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better Understanding of importance of WPM.</li> <li>2. Development of Problem-solving and decision making skills of students.</li> </ol>
<b>Unit 4 - 10 Hours</b>	<ol style="list-style-type: none"> <li>1. Group Discussion/ Debate on Organizational Power and Politics.</li> <li>2. Caselets on Organisational Development Programme and Interventions.</li> </ol>	<ol style="list-style-type: none"> <li>1. Creation of awareness about Organizational Power and politics.</li> <li>2. Understanding of Application of OD Interventions.</li> <li>3. Development of Problem-solving and decision making skills of students.</li> </ol>
<b>Tutorial</b>	<b>Students can prepare project on any topic which they have learnt under this subject.</b>	Develop better understanding of theoretical concepts by undergoing the project.

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
<b>I</b>	<ol style="list-style-type: none"> <li>1. Role Play</li> <li>2. Chart Preparation and Presentation</li> <li>3. Debate</li> <li>4. Group Discussion</li> <li>5. Caselet Solution &amp; Discussion</li> </ol>	30	25% MCQ 35% short notes 40% long answers
<b>II</b>			
<b>III</b>			
<b>IV</b>			
<b>Project</b>			
<b>Total –</b>		<b>50 Marks</b>	<b>50 Marks</b>

**Suggested references:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House	Mumbai

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Human Resource Management Functions & Practices**  
**Course Code – 405 C**  
**Credit - 4 (3+1)**

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

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

**Savitribai Phule Pune University**  
**SY BBA Semester III (CBCS) Pattern 2019**  
**Course : Employee Recruitment & Record Management DSE- 406 C- HRM**  
**Course Code: DSE-406 C- HRM**  
**Credits: 4 = (2+2)**

**Depth of the course-** Functional Knowledge

**Course Objectives:**

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.

Unit No.	Unit Title	Contents	Purpose & Skills to be Develop
1	Manpower Planning and Forecasting	<ul style="list-style-type: none"> <li>• Manpower planning, Meaning, Definition, Need, Objectives, Levels, Importance,</li> <li>• Process, Techniques of Manpower Forecasting,</li> <li>• Factors influencing estimation of Manpower,</li> <li>• Barriers to Manpower Planning</li> </ul>	<ol style="list-style-type: none"> <li>1. To study and explain Process and Importance of Manpower Planning.</li> <li>2. To understand the Techniques of Manpower Forecasting.</li> </ol>

2	Recruitment and Selection	<ul style="list-style-type: none"> <li>• <b>Recruitment</b> : Meaning, Definition, Need,</li> <li>• Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages,</li> <li>• Traditional and New Methods of Recruitment- E-Recruitment, Talent Acquisition,</li> <li>• Difference between Recruitment and Talent Acquisition.</li> <li>• <b>Selection:</b> Meaning, Definition, Process, Difference between Recruitment and Selection,</li> </ul>	<ol style="list-style-type: none"> <li>1. To Study and Explain the Sources and Methods of Recruitment.</li> <li>2. To understand detailed Process of Selection in the Organisation.</li> </ol>
3	<b>Employee Record Management</b>	Meaning, Definition, Essentials of a Good Record Principles of Record Keeping, Precautions in Maintaining Records, Importance of Employee records, Types of Employee records.	<ol style="list-style-type: none"> <li>1. To gain knowledge &amp; Applications of Employee Record Management in Organisation.</li> <li>2. To understand the types of Employee Records.</li> </ol>
4	<p>Computer Course (Prescribed Course or Online Course)</p> <p>C-406 HRM Tentative –Computer Enabled Project Topics for C-406</p> <p>Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list .</p>	<ul style="list-style-type: none"> <li>• Blockchain integration. ...</li> <li>• People analytics tools. ...</li> <li>• Real-time performance management. ...</li> <li>• Biometric time tracking. ...</li> <li>• Connected platforms in the workplace. ...</li> <li>• Harassment-reporting tools.</li> <li>• HRMS Business Value</li> <li>• HCM cloud application</li> <li>• Employees engagement</li> <li>• Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT).</li> <li>• Data Security and Privacy Controls HRMS to Oracle HCM Cloud, <ul style="list-style-type: none"> <li>• Core Human Resources</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• To familiarise Computer applications used in particular department and understanding jargons of the field.</li> <li>• To understand various concepts and steps relating to designing of computer technologies and its applications in various field.</li> </ul>

		<ul style="list-style-type: none"> <li>• Onboarding</li> <li>• Benefits</li> <li>• Absence Management</li> <li>• Workforce Modeling and Predictions</li> <li>• Workforce Directory</li> <li>• HR Help Desk</li> <li>• Work Life Solutions</li> <li>• Advanced HCM Controls</li> </ul>	
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### Teaching Methodology

Teaching Hours Theory + Practical, Computer Lab	Innovative methods to be used	Expected Outcome
Unit 1- 10 Hours	<ol style="list-style-type: none"> <li>1. Preparation and Presentation of Chart of Process of Manpower Planning and Techniques of Manpower Forecasting.</li> <li>2. Caselets on Manpower Planning and Forecasting.</li> <li>3. Instead of types of Interviews you can state how to face interviews.</li> <li>4. Case studies signifying application of different trends in HRM</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of the Process of Manpower Planning.</li> <li>2. Describes the understanding of Techniques of Manpower Forecasting.</li> </ol>
Unit 2- 14 Hours	<ol style="list-style-type: none"> <li>1. Group Discussion/ Debate on Internal Sources V/S External Sources of Recruitment.</li> <li>2. Project Report on Application Blank Formats and Reference Check Formats of Small scale, Medium Scale and Large Scale Industry.</li> <li>3. Caselets on Recruitment and Selection.</li> <li>4. Newspaper cut outs showing different recruitment adds,</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop the knowledge &amp; ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment .</li> <li>2. Better understanding of Process of Selection.</li> </ol>

<b>Unit 3- 14 Hours</b>	<ol style="list-style-type: none"> <li>1. Guest Lecture on New Trends in Employee record Management.</li> <li>2. Caselets on Employee Record Management</li> <li>3. Students' participation in workshops, conferences to emphasize on and off the job training.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of New Trends in Employee record Management.</li> </ol>
<b>Unit 4- 10 Hours</b>	<ul style="list-style-type: none"> <li>• Teachers will run the software through dummy entries and will explain the process to the students.</li> <li>• Students are expected to learn from online demo modules and its utility in the business</li> </ul>	<ol style="list-style-type: none"> <li>1. This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.</li> </ol>
<b>Computer Training</b>		

### C 406- Guidelines for Computer Training Courses

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

#### **Objectives of Computer Enabling Activities:**

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

#### **Method of Conducting Practical Training:**

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

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

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

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

### Project Guidelines for Students:

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

### Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	Practical Examination to be conducted in Computer Lab.Good combination of Oral+ Written Exam + Actual Practical Work can be conducted.	<b>25% MCQ</b> <b>35% short notes</b> <b>40% long answers</b> <b>(50 marks)</b>
Unit – II		
Unit – III		
Project VIVA		--
<b>Total –</b>	<b>50 marks</b>	<b>50 marks</b>



**Suggested References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Employee Recruitment & Record Management**  
**Course Code – 406 C**  
**Credit - 4 (2+2)**

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

**Savitribai Phule Pune University**  
**SY BBA**  
**Semester IV ( CBCS ) Pattern 2019**  
**Subject: Banking and Insurance Management –DSE 405 D-SM**  
**Course Code – 405 D-SM**  
**Credits – (3+1) = 4**

**Depth of the Syllabus: Functional Working Knowledge**

**Course Objectives:**

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enable students to understand the various services & other developments in the Indian banking and Insurance service sector.
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Customer Relationship Management in Banking and Insurance Sector	<ul style="list-style-type: none"> <li>• Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.</li> <li>• Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.</li> <li>• Customer Relationship Management through Call Centres in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business &amp; market.</li> <li>• Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the Role and concept of CRM services in Banking and Insurance sector.</li> <li>• Understand the role of Ombudsman services offered.</li> </ul>
2	Retail Banking Services	<ul style="list-style-type: none"> <li>• Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the ancillary retail banking services offered and its importance.</li> </ul>

		<p>Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.</p> <ul style="list-style-type: none"> <li>• E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.</li> <li>• Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.</li> </ul>	<p>Understand the electronic services offered by banks as an add on service.</p>
3	Universal Banking Services	<ul style="list-style-type: none"> <li>• Universal Banking Services - Concept, Services to Government, Payment &amp; Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.</li> <li>• Mobile Banking, App based Banking, Point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.</li> <li>• Online opening of bank accounts – savings &amp; current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector</li> </ul>	<p>Understand the services offered by banks for their products other than traditional banking.</p>
4	Insurance Services and Types	<ul style="list-style-type: none"> <li>• Introduction, emerging trends, Need and Importance, Purpose.</li> <li>• Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.</li> <li>• Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the need of emerging types of Insurance plans and policies.</li> <li>• Understand the online and digital medium of services offered by Insurance companies.</li> </ul>

## Teaching Methodology

<b>Teaching Hours Theory + Tutorials /Project Practical</b>	<b>Innovative Methods to be used/ AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>Unit 1 -10 Hours</b>	Films/Videos on CRM policies and services offered on Banking and Insurance sector. Videos/ Discussions on Importance of CRM services.	Listing out various services offered through CRM techniques in the banking and Insurance sector.  List out the functions of Ombudsman.	To understand the role and significance of CRM in Banking and Insurance sector.
<b>Unit 2 -14 Hours</b>	Films/Videos on Importance of ancillary Retail banking and services. Case studies/Discussions on Retail banking services and its growth	List out the significance and evolution and growth of Retail banking and ancillary services offered in financial management.	To understand the functions and significance of Retail banking and its ancillary services.
<b>Unit 3 - 14 Hours</b>	Videos, Case Studies/ Discussions on Universal banking, and mobile banking services.  Analysis of the universal and mobile banking services.	List out the Universal banking policies and services offered.  Evaluate the growth and scope of universal banking services	To understand the concept and various services offered under Universal banking system.
<b>Unit 4 - 10 Hours</b>	Videos, Case Studies/ Discussion on Insurance services offered and its types.  Videos, case studies on digital methods adopted by Insurance sector for offering services.	Identify various Insurance services offered by Insurance companies.  List out various digital platforms rendered to offer services in Insurance sector. Students are expected to visit Minimum 5 banks & insurance organizations covering all business aspects Students shall prepare project report based upon these visits. Viva will be conducted at college level - For 20 marks	To Understand various novel services offered by Insurance companies along with traditional policies  To understand various services of Insurance sector on digital platform.

<b>Tutorial</b>		Anyone of the above	

**Evaluation:**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit – I to IV	Internal evaluation for 30 marks MCQ on Banking Concepts MCQs, Short and long answers based on insurance industry, sales implementation concepts. MCQs  Tutorial – presentation for 20 marks	25% MCQ 35% short notes 40% long answers
<b>Total –</b>	<b>50 Marks</b>	<b>50 Marks</b>

**Suggested References: -**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
<b>1</b>	Retail Banking.	Indian Institute of Banking and Finance,	Macmillan India Ltd (2010/Latest)..
<b>2</b>	Commercial Bank Management	Kanhaiya Singh and VinayDutta.	McGraw Hill
<b>3</b>	Bank management and financial services.	Rose, Peter, and Sylvia Hudgins	The McGraw–Hill,
<b>4</b>	Bank management: text and cases	Hempel, George H., Donald G. Simonson, and Alan B. Coleman,	Taxmann Publication.
<b>5</b>	E-Banking in India: Challenges and Opportunities-	RimpiJatana, R. K. Uppal	-
<b>6</b>	Frontiers of E-Commerce	Ravi Kalakota, Andrew B. Whinston	Pearson Education
<b>7</b>	E-CRM – Concepts and Cases	MadhaviGarikaparthi,	The ICFAI University Press..

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Banking and Insurance Management**  
**Course Code – 405 D**  
**Credit - 4 (3+1)**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV ( CBCS ) Pattern 2019**  
**Course: Social Service and NGO Management DSE- 406 D-SM**  
**Course Code – 406 D-SM**  
**Credits – (2+2) = 4**

**Depth of the Course: Functional Working Knowledge**

**Course Objectives:**

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

<b>Unit No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose and Skills to be Developed</b>
<b>1</b>	Introduction to Professional Social Work	<ul style="list-style-type: none"> <li>• Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.</li> <li>• Contexts of social work practice – Social service, Social welfare, Social reform, Social policy, Social security, Social justice and Social development.</li> <li>• Social Work as a Profession – Qualities of EQ and Ethics in social services ,Philosophy, values, principles and code of ethics of professional social work –</li> <li>• Knowledge and Skills base of social work – Tenets of the social work profession. Registration Process for entering in the social work field.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the Role and Scope of Social Work with various aspects.</li> <li>• Understand the concepts and role Social Work practice.</li> </ul>
<b>2</b>	Social Casework as a method of Social Work –	<ul style="list-style-type: none"> <li>• Concept &amp; Definition – Historical development of Social Casework – Distinctions between needs and wants,</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the role of Social Individual and Group work.</li> </ul>



		<ul style="list-style-type: none"> <li>• Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose.</li> <li>• Tools and Techniques - listening, observation, Interview , home visits, collateral contacts, emotional support, advocacy, role playing, confrontation.</li> <li>• CSR Management – Purpose, Need and Role of Industry.</li> <li>• Fieldwork – Nature and objectives – Importance of field work supervision Professional Associations of social work</li> <li>• Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership</li> <li>• Community organization with vulnerable communities – Migrants, Refugees, Slum dwellers and transgender</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the role of CSR and Community management towards Social Work.</li> </ul>
3	Development and Importance of NGOS and Fundraising and Grant Proposals - Institutional Readiness	<ul style="list-style-type: none"> <li>• Concept of Volunteerism, Charity, Welfare and Development, Historical perspective of Volunteerism in India</li> <li>• NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries.</li> <li>• Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mind-set.</li> <li>• National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO.</li> <li>• Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy</li> <li>• Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals</li> <li>• Elaboration of a grant proposal, with good examples and exercises</li> <li>• NGOs, coordinating agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations.</li> <li>• Schemes for NGOs under various ministries of Government of India</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding the role and importance of NGO in society.</li> <li>• Understanding various Functions, objectives and scope and legal aspects of NGO.</li> <li>• .Understand the process of fundraising and grant proposals to the Institutions.</li> <li>• Understand various schemes of NGO and the structure of grant proposals</li> </ul>
4	Computer based laboratory	<ul style="list-style-type: none"> <li>• Please refer end of syllabus</li> </ul>	<ul style="list-style-type: none"> <li>• .</li> </ul>

## Teaching Methodology

Teaching Hours Practical, Computer Lab –	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1- 10 Hours	Films/Videos/Case Studies on social work done all over the world.	Listing out various kind of social work undertaken all over the world by many organisations.	Understand the Role and Scope of Social Work with various aspects. Understand the concepts and role Social Work practice.
Unit 2- 14 Hours	Films/Videos/Case Studies on Social Individual Group Work and CSR activities done by corporates.	List out the CSR activities carried out by MNC's all over the world.	Understand the role of Social Individual and Group work. Understand the role of CSR and Community management towards Social Work.
Unit 3- 14 Hours	Case Studies NGO management and its functions and role.	List out various NGO's working actively and their contribution to the society.	Understanding the role and importance of NGO in society Understanding various Functions, objectives and scope and legal aspects of NGO
Unit 4- 10 Hours	Computer based laboratory		
Computer training			

## **D406 - Guidelines for Computer Training Courses**

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

### **Objectives of Computer Enabling Activities.**

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

### **Method of conducting practical Training.**

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

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

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

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

### **Project guidelines for students.**

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

### **D 406 Social Service and NGO management (Services Management)**

Tentative –Computer Enabled Project Topics D 406

**Practical - course contents (students can perform the project in the group or individual and can ant five topics from the list .**

Customer relationship - Delight & retain your customers by integrating real-time chat inside your website or mobile apps to provide instant & convenient support to your valuable customers.

Customer Management -Manage all your customer details at a single place with our flexible CRM solution. Build long term relationships with customers by using their order history details in the most effective way.

Business Analytics -Know numbers that matter the most to your business - repeat customers, most ordered items & revenues. Understand your customers' behaviour & target them with your new offerings.

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign
- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience
- Use of Marketing Communication tools effectively
- Prepare the MARCOM strategy

**Recommended Books:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Introduction to social work.	Chowdhry, Paul.	Atma Ram and Sons	New Delhi
2	International social work	Cox, David and Manohar Pawar	Vistar Publications.	New Delhi
3	Towards a philosophy of Social Work in India	Dasguta, S.	Popular Book Services	Mumbai
4	Concepts and methods of social work.	Gore, M. S	Prentice hall of India	Mumbai
5	Social work and social work education	Hepworth, Dean H.	Asia Publication House	Bombay

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Social Service and NGO Management**  
**Course Code – 406 D**  
**Credit - 4 (2+2)**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV ( CBCS ) Pattern 2019**  
**Course : Rural Marketing : Concepts and Practices- DSE-405 E- ABM**  
**Course Code – 405 E-ABM**  
**Credits – (3+1) = 4**

**Depth of the Course:** Conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required to planning of Rural Products.

**Course Objectives:**

1. To develop better understanding of the Indian Rural Economy.
2. Identification of challenges and opportunities in Rural Marketing.
3. To provide exposure to the Rural Marketing Environment and Rural Market.
4. To understand the applications of marketing to Rural Marketing.
5. To understand the application of the Rural Marketing Mix (4 A's) and (4 P's).

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Rural Marketing	<ul style="list-style-type: none"> <li>• Concept, Scope, Nature, and Evolution of Rural Marketing in India.</li> <li>• Factors affecting rural marketing: Socio-cultural, economic, and other environmental factors.</li> <li>• Rural Marketing Strategies: 4 P's and 4 A's., -Challenges and Future of Rural Marketing.</li> <li>• Indian Rural Market: Rural Vs Urban Market.</li> <li>• Rural Infrastructure: Connectivity, Electricity, Communication, Healthcare, Education.</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>-Developing better understanding of Indian rural Economy</li> <li>-Better understanding of Rural Marketing Challenges and Opportunities in India.</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>-Analytical abilities : SWOT, SWAC Analysis etc.</li> </ul>

2	Consumer Behaviour and Rural Marketing	<ul style="list-style-type: none"> <li>• Characteristics of Buying Behaviour :</li> <li>• Awareness, Understanding, Consumer Purchase Decision, Salesmen influence.</li> <li>• Problems of Rural Consumer :</li> <li>• Adulteration, Short Weight and Measures, Behavioural Aspects: lack of awareness due to illiteracy(unfair Warranties and Guaranties).</li> <li>• Distribution Models in Rural Markets :</li> <li>• FMCGs, Durables, Agri-inputs. Haats, Vans.</li> <li>• PDS, Cooperative Societies, NGOs.</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>- Understanding of various characteristics of Rural Consumer Behaviour.</li> <li>- Creating awareness about difference between Urban and Rural Consumer Behaviour.</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>-Development of Divergent and Convergent thinking abilities w.r.t. Rural Marketing and in general.</li> </ul>
3	Agricultural Marketing And Role of Indian Government :	<ul style="list-style-type: none"> <li>• Agricultural Marketing :</li> <li>• Importance, Prospects and Issues.</li> <li>• Role of Cooperative and Self Help Groups(SHG) in Rural Marketing.</li> <li>• Commodity Board:</li> <li>• Role and Contribution of Commodity Board in revenue generation and employment in rural India.</li> <li>• Agricultural Export :Role of (APEDA)</li> <li>• Contribution of Agricultural Export in generating revenue for India: Food Grains, Organic Products, Fruit Export.</li> <li>• Government and Rural India :</li> <li>• NREGA, Jan DhanYojana, Aysuhman Scheme, Skill Development.</li> <li>• Microfinance and Credit Services</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>-Identification of Rural Marketing Opportunities.</li> <li>- Understanding Potential of Rural Marketing.</li> <li>- Awareness of various Government schemes and Financial Assistance</li> </ul> <p><b>Skills to be developed :-</b></p> <ul style="list-style-type: none"> <li>- knowledge about self-employment</li> <li>-En-cashing the opportunities offered by the fund raising of Govt.</li> </ul>
4	Recent Trends in Rural Marketing	<ul style="list-style-type: none"> <li>• E- Commerce: Importance and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.</li> <li>• Online Marketers: Role of online Marketers, Growth and Challenges.</li> </ul>	<p><b>Purpose :-</b></p> <ul style="list-style-type: none"> <li>-Highlighting recent trends in rural marketing.</li> </ul> <p><b>Skills to be developed :-</b></p>



			Knowledge of recent trends in rural Marketing
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**Teaching Methodology (Pedagogy for Course Delivery) :-**

<b>Teaching Hours</b>	<b>Innovative Methods to be used</b>	<b>Expected outcome</b>
<b>Unit I-10 Hours</b>	Interactive Sessions followed by feedback, Practical Assignments.	It enables students to learn the basics of Rural Marketing which will help them to provide vision for new businesses in rural market
<b>Unit II-14 Hours</b>	Group Discussion on opportunities in Rural Marketing, Theory lectures for conceptual understanding, Primary Research on Rural Consumer Behaviour.	Development of interest and positive approach towards Rural Marketing.
<b>Unit III-14 Hours</b>	Use of PPT for better understanding of various financial assistance and Government Schemes.	Ability to collect relevant data and its analysis and interpretation.
<b>Unit IV- 10 Hours</b>	Arranging Sessions of Experts from Rural Marketing and Presentations by students for self-learning.	Practical understanding of recent trends in Rural Marketing
<b>Tutorial</b>	Anyone of the above	

**Evaluation: Internal Marks 50**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit – I</b>	Evaluation of the students on the basis of various criteria of assessment as prescribed by college and guidelines provided by SPPU.	25% MCQ 35% short notes 40% long answers
<b>Unit – II</b>		
<b>Unit – III</b>		
<b>Unit – IV</b>		
<b>Total =4</b>	<b>50 Marks</b>	<b>50 Marks</b>

**Suggested References:-**

<b>Sr.No</b>	<b>Title Of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	The Rural Marketing	PradeepKashyap	Pearson, (Latest)	New Delhi
2	Rural Marketing in India	K.S.Habeeb-Ur-Rahman	Himalaya Publishing House	New Delhi
3	Indian Agricultural Since Independence	M.L.Dantwala	Oxford & IBH Publishing Co. Pvt. Ltd.	-
4	Rural Mraketing : Concepts & Practices	BalramDogra, KarminderGhuman	McGraw Hills	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Rural Marketing : Concepts And Practices**  
**Course Code – 405 E**  
**Credit - 4 (3+1)**

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

**Savitribai Phule Pune University**  
**SY BBA Semester IV (CBCS) Pattern 2019**  
**Course: Banking Operations and Finance-DSE- E406-ABM**  
**Course Code 406 E-ABM**  
**Credits (2+2) =4**

**Depth of the Course:** Reasonable Knowledge about available financial assistance for agriculture sector and rewards and risk associated with it.

**Course Objectives:**

1. To provide the management students with the knowledge of banking and finance in the area of agriculture.
2. To enable students to know various sources to avail agriculture finance.
3. To study computation of risk as well as rewards with respect to agriculture finance.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Agricultural Banking Operations and Finance	<ul style="list-style-type: none"> <li>• Meaning of banking operations and finance</li> <li>• Need, importance and scope of agriculture finance</li> <li>• Various available types of available agriculture finance</li> <li>• Classification of types of finance for agri business</li> <li>• Scope of banking operations and finance in India for modern agriculture and related business</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept of agriculture finance.</li> <li>• To understand the financial operations with respect to agriculture finance.</li> <li>• To study the importance and use of agriculture finance.</li> </ul>
2	Sources of Agriculture Finance	<ol style="list-style-type: none"> <li>3. Various types of finance available for agriculture and its related business</li> <li>4. Traditional and modern sources of finance</li> <li>5. Money lenders and Zamindars</li> <li>6. Institutional credit agencies like NABARD, Government co-operative societies, Commercial banks, Primary agriculture societies, Primary and Central land development banks, Kisan Credit Card</li> </ol>	<ul style="list-style-type: none"> <li>• To understand the various traditional and modern means of finance available for agriculture sector.</li> <li>• To study the benefits and drawbacks if any of various sources of agriculture finance.</li> <li>• To understand the operations with respect to availing finance from</li> </ul>

			various financial institutions for agriculture.
3.	Computation of Risk and Rewards with respect to Agriculture finance	<ul style="list-style-type: none"> <li>• Time value of money</li> <li>• Cost of capital</li> <li>• Capital budgeting decisions like NPV, ARR, IRR. Payback period, Cost of capital and Weighted average cost of capital</li> <li>1. Whether to take or not decision</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the various associated risk prevailing with agriculture finance.</li> <li>• To compute various financial risk using various modern tools of risk assessment.</li> <li>• To find out the real time value of returns or loss with respect to agriculture finance.</li> </ul>
4	Computer Laboratory Work	<ul style="list-style-type: none"> <li>• Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile App by Digital India</li> <li>• Online study of PM Fasal Bima Yojana,</li> <li>• Introduction to Agri-Fintech startup farMart</li> <li>• All Agriculture Technology</li> <li>• Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile App by Digital India.</li> <li>• Online study of PM FasalBimaYojana.</li> <li>• Introduction to Agri-Fintech start-up far Mart.</li> </ul>	<ul style="list-style-type: none"> <li>• To give practical knowledge about the use of technology and applications used for agricultural banking and finance.</li> </ul>

## **E 406 - Guidelines for Computer Training Courses**

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

### **Objectives of Computer Enabling Activities:**

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

### **Method of Conducting Practical Training:**

**Requirement** – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

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

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

### **Project Guidelines for Students:**

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

## Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
<b>Unit 1-10 Hours</b>	1. Interactive teaching methods to be adopted. 2. Practically the importance of finance for agriculture sector should be explained to the students 3. Students belonging to agriculture background are to be requested to share their knowledge with respect to agriculture finance and its banking related experiences	<ul style="list-style-type: none"> <li>• To understand the use of making available finance for agriculture sector in the most profitable manner.</li> <li>• To create interest among the students to take benefits of available finance for agriculture sector.</li> </ul>
<b>Unit 2 -14 Hours</b>	1. Provide project work with respect to various operations of financial institutions in the area of agriculture 2. Government facilities like subsidies, low or no interest loans etc. to be explained through presentation. 3. Visits to various agricultural finance institutions can be planned for better understanding of the topic.	<ul style="list-style-type: none"> <li>• To understand the changing scenario of agriculture finance.</li> <li>• To understand the eligibility and procedure to avail agriculture finance from various financial institutions dealing with it.</li> <li>• To understand the best source of available finance to be availed amongst the various available sources.</li> </ul>
<b>Unit 3 -14 Hours</b>	1. To give live examples of agriculture finance through the source of internet or other available sources. 2. Experts from agricultural finance can be invited for talk with students.	<ul style="list-style-type: none"> <li>• To understand the various calculations which are necessary at or before the time of availing finance.</li> <li>• Development of problem-solving and decision-making skills.</li> <li>• Comparative analysis of various available sources of finance from different sources and find out the best available options amongst them.</li> <li>• To understand the risk and rewards associated with the finance to be availed.</li> </ul>
<b>Unit 4 – 10 Hours</b>	<ul style="list-style-type: none"> <li>• Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off line). They will have to prepare requirements sheet of various industry and will analyse computer enabled activities. They will study various</li> </ul>	<ul style="list-style-type: none"> <li>• To familiarise Computer applications used in particular department and understanding jargons of the field.</li> </ul>

	difficulties faced and identify probable solutions for the same.	<ul style="list-style-type: none"> <li>To understand various concepts and steps relating to designing of computer technologies and its applications in various field.</li> </ul>
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### Evaluation

Unit Number	Project and Practical	External Evaluation
4	Practical and project work on the basis of Computer Course assigned to students and guidelines received from SPPU.	25% MCQ 35% short notes 40% long answers
<b>Total –</b>		<b>50 Marks</b>
		<b>50 Marks</b>

### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Agricultural Finance and Management	Reddy S S	Oxford and IBH Publication	Delhi
2	Introduction to Agricultural Economics	Pearson John B	Pearson India	Delhi
3	Agricultural Finance and Management	Singh and Sharma	Friends Publication	Merrut
4	Kisan Credit Card Scheme: Impact, Weakness and Further Reforms	Sharma Anil	National Council of Applied Economics Research	New Delhi

**Savitribai Phule Pune University**  
**Question paper Pattern 2019 for SY BBA**  
**University Examination Sub: Banking Operations and Finance**  
**Course Code – 406 E**  
**Credit - 4 (2+2)**

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

### **Acknowledgement**

The Syllabus Restructuring of BBA Programme (CBCS-2019 Pattern) is a manifestation of excellence in the field of Management. Savitribai Phule Pune University's focus has always been in raising the academic standards and excellence in the field of education.

The BBA Programme predominantly endeavours for holistic development of students. It has emphasized on cultivating various skills and has also desired business acumen amongst the students.



This revision has been possible only with the help and support of different eminent personalities. The contribution of all the members as a team has enabled the robust revision of all the titles of the Programme. This synergy of the contributors is very crucial in fine tuning of the BBA Programme in its present form.

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