

**Bachelor of Business Administration with Marketing Specialization
Savitribai Phule Pune University**

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

Programme Structure

Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Management	04	5

Course Objectives

1.	To understand basic concept regarding organisation Business Administration
2.	To examining application of various management principles
3.	To develop managerial skills among the students
4.	To develop managerial thinking and cultivate business acumen.
5.	To identify new systems and trends in modern management.

Course Outcome

Blooms Taxonomy

CO1	Express themselves effectively in routine and special real business interactions and principles of management	Remembering
CO2	Demonstrate appropriate use of administration, management.	Applying
CO3	Ability to organize various programs, meetings and events	Evaluating
CO4	Apprise the pros and cons of major managerial functions	Understanding
CO5	Create and deliver effectiveness of quality management	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Nature of Management: 1.1 Meaning & Importance, Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management	15
2	Evolution of management thoughts: 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian) and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy, Verghese Kurien)	15
3	Major managerial Functions: 3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits, Disadvantages 3.2 Planning: Meaning, Need Types, methods, Advantages, merits, Disadvantages 3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning and, Importance 3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and 3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling: Meaning, Needs, Process, Techniques	15
4	Recent trends in Management: 4.1 Management of change, management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits, stress management. (Principles, concepts merits) 4.2 Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits	15

Reference Material

Text Books

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles of Management	M.P. Waghmare	Nirali Publication	Mumbai
2	Management Concepts and Strategies	J.S. Chandan Vikas	Publishing House Pvt. Ltd.	New Delhi
3	Principles of Management	Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri	McGraw hill companies	New Delhi
4	Management A Global and Entrepreneurial Perspective	Heinz Wehrich, Mark V. Cannice, Harold Koontz	McGraw hill companies	McGraw hill companies
5	Management – 2008 Edition	Robert Kreitner, Mamata Mohapatra	Biztantra – Management For Flat World	New Delhi
6	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi

7	Principles of Management	P.C. Tripathi, P.N. reddy	McGraw hill companies	New Delhi
8	Management Text and Cases	R. Satya Raju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
9	Management (Multi-Dimensional Approach)	H. R. Appannaiah, G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai

Other Learning MaterialE-Resource

1. <https://ndl.iitkgp.ac.in>
2. <https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf>
3. https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Marketing	2	3

Course Objectives	
1.	To develop understanding regarding marketing environment in the country.
2.	To develop appropriate conceptual background.
3.	To help understand recent trends in marketing.
4.	To understand basic business operations in marketing department

Course Outcome		Blooms Taxonomy
C01	Remembering traditional, modern, role of marketing manager	Remembering
C02	Understand the recent trends in business marketing	Understanding
C03	Identify the various marketing strategies	Applying
C04	Analyzing the P's of marketing	Analyzing
C05	Evaluate marketing segmentation	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Concepts and functions of marketing Marketing concepts, its objectives, importance and functions of marketing Various Approaches of marketing Challenges and opportunity of marketing manager in international market Marketing environment - meaning Internal and external factors influencing marketing environment, Political, social, economical international, technological multi-cultural environment. Segmentation: concepts, importance and its types of segmentation</p>	15
2	<p>Constituents of marketing mix Marketing Mix- Meaning scope and importance of marketing mix Product mix concept of a product, product characteristics Intrinsic and extrinsic, PLC. Price mix - meaning, element, importance of price mix, factors, influencing pricing, pricing methods Place mix, Promotion mix Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement People mix meaning & concepts, elements, importance. Process mix - stages, meaning & importance. Physical evidence- meaning, importance & components. Conventional classification of markets. Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy, problems and measures to improve Recent trends in Marketing- 1.Green Marketing concepts 2. Digital Marketing, 3.Virtual Marketing, 4.Hybrid Marketing</p>	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing and Salesmanship	Dr. M. P. Waghmare	Prashant Publication	Mumbai
2	Marketing Management	Philip Kotler & keven lane keller	Pearson India	South Asia
3	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
4	Marketing In India Text andcases	S. Neelamrgham	Vikas Publication	New Delhi
5	Textbook of Marketing	Keith Blois	Oxford	New Delhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Open Elective	Business Mathematics – I	2	3

Course Objectives	
1.	To provide solid Mathematical Foundation for B.B.A. Students in Business and Finance.
2.	To develop appropriate understanding as how to use mathematic like computation interest, profit etc.
3.	To enhance problem – solving Skills and ability for Academic and Professional Success.
4.	To cultivate right understanding regaining numerical aptitude
5.	To develop logical approach towards analytical approach data

Course Outcome		Blooms Taxonomy
C01	Understand to apply the concept of interest and methods of calculation of interest	Understand
C02	Apply the Mathematical competence for various interest related transactions and other activities	Apply
C03	Analyze the problem – solving Skills and ability	Analyze
C04	Evaluate the simple and compound interest for various financial instruments	Evaluate
C05	Create their own models related to Finance and can solve them.	Create

Unit	Title and Contents	No. of Lecture Hours
1	Numerical Methods for Business Managers Commission ,brokerage and premium , Banking and taxation and Calendar , Simple and compound interest	15
2	Numerical Methods for Business Managers Profit and loss Percentages , Ratio and proportion , Averages	15

References

Sr.No.	Title	Author	Publisher	Place
1	Business Mathematics and Statistics - I	Dr. M. P. Waghmare	Thakur Publication	Pune
2	Arithmetic for business students	Harvey, J.H.	Cassell.	London
3	Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.		
4	Business Mathematics	Padmalochan Hazarika	Sultan chand sons.	Delhi
5	Business Mathematics	Bari	New Literature publishing company.	Mumbai

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Open Elective	Business Statistics – I	2	3

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

Course Outcome		Blooms Taxonomy
C01	understand basic concepts in statistics	Understand
C02	collect, present, analyse and interpret the data and graphs	Analyze
C03	deal data in business problems	Apply
C04	evaluate feasibility business problems using statistical techniques	Evaluate
C05	prepare business report using various statistical techniques	Create

Unit	Title and Contents	No. of Lecture Hours
1	<p>Frequency Distribution</p> <p>1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.</p> <p>1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.</p> <p>1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.</p> <p>1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram</p>	15
2	<p>Measure of Central Tendency</p> <p>2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>2.2 Types of Measure of Central Tendency, Arithmetic Mean(A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.</p> <p>2.3 Determination of Mode and Median graphically.</p> <p>2.4 Empirical relation between mean, median and mode.</p> <p>2.5. Combined Mean</p> <p>2.6. Numerical Problems</p>	15

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

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Ability Enhancement Course	Business Communicationskills	2	3

Course Objectives

1.	To understand the role of communication in personal and business world
2.	To understand system and communication and their utility
3.	To develop proficiency in how to write business letters and other communications required in business
4.	To develop the effective soft skills, manners and etiquettes in applying the communication skills in business environment
5.	To apply different types of communications skills

Course Outcome		Blooms Taxonomy
C01	Understand the basic purpose of communication	Understand
C02	Methods of effective communication	Remember
C03	Types of communications	Apply
C04	Etiquettes in business communication	Evaluate
C05	Different types of letters with prescribed formats	Create

Unit	Title and Contents	No. of Lecture Hours
1	<p>Concept Communication</p> <p>Introduction of Communication and Role of Communication in social and economic system. Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over comings.</p> <p>Meaning and importance of Soft skills at work place, Time management skills.</p> <p>Methods of Communications: Linguistics, Non-Linguistics and Para- Linguistics, Art of Listening, Written communication, Forms of written communication. Qualities, difficulties in written communication,</p> <p>Constraints in developing effective written communication</p> <p>Types or Channels of Communication:</p> <p>Internal- Vertical, Horizontal, Consensus, Grapevine</p>	15

	External- Inward, Outward, Merits and Limitations of methods & types of communication	
2	Business Correspondence and Analysis of different Media of Communication Concept, need and functions of Business Correspondence, Types of Business letters, Layout Drafting of business letters. Business Correspondence: Sales, Orders sales circulars and business promotion and resignation letter, leave application letters, Complaint letter, Credit verification, Correspondence with bank, Job application, and Reference check, Fax communication, voice mail, emails, tele conferencing, communication through social media.	15

Reference:

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

E-resources:

Website:

- <http://www.managementstudyguide.com/>
- <http://www.skillsyouneed.com/>
- <https://www.betterup.com/blog/why-communication-is-key-to-workplace-and-how-to-improve-skills>.
- <https://asana.com/resources/effective-communication-workplace>

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

Course Objectives:

1) To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment

2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

C.O.1	To understand Environmental pollution.
C.O.2	To apply and promote green practices at home and at work

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

