

SAVITRIBAI PHULE PUNE UNIVERSITY
REVISED BBA PROGRAMME STRUCTURE CBCS 2019 PATTERN
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
THREE YEAR FULL TIME COURSE

BBA I YEAR CURRICULUM APPLICABLE W.E.F. AY 2019-20

BBA II YEAR CURRICULUM APPLICABLE W.E.F. AY 2020-21

BBA III YEAR CURRICULUM APPLICABLE W.E.F. AY 2021-22

BBA PROGRAMME CONTENT

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SAVITRIBAI PHULE PUNE UNIVERSITY
FACULTY OF COMMERCE AND MANAGEMENT

**Structure for Three Years Bachelor of Business Administration- BBA Degree Programme
(Choice Based Credit System - CBCS) with effect from June 2019.**

1. Preamble:

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching-learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).

2. Programme Objectives:

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession .It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the objectives:

1. To develop precise understanding about business environment and organizations.
2. To develop leadership aptitude among the students in order to work independently and in organized groups.
3. To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various financial institutions and agencies.

3. Introduction to the Programme:

The degree shall be titled as **Bachelor of Business Administration (B.B.A.)** under the Faculty of Commerce and Management. The implementation of Choice Based Credit System for First Year B.B.A. is w.e.f. the academic year 2019-2020, Second Year B.B.A. w.e.f. 2020-2021 and Third Year B.B.A. w.e.f. 2021-2022.

4. Eligibility:

- A candidate from any stream, should have passed 12th Std. Examination (H.S.C.10+2) with minimum 40% of marks and English as a passing subject.

OR

- Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10th Standard.

OR

- Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12th Standard.

OR

- Completed MCVC program

5. Duration of the Programme:

The Bachelor of Business Administration (BBA) is a full time three (3) years programme and it is divided in six (6) Semesters.

6. Highlights of the New Curriculum:

The New Curriculum intends to add immense value to all stakeholders. These requirements will be addressed effectively in numerous ways by:

- Enhancing the brand value of the Commerce and Management Programme of Savitribai Phule Pune University.
- Providing much needed flexibility to individual Institutes to carve a niche for themselves. A thorough revamp of course through essential computer skills which are necessary for developing proficiency in the selected special subject.
- Emphasizing student-centric teaching and learning process.
- Focusing on 'Concurrent Evaluation' i.e. continuous evaluation throughout the programme.

- Stressing on ‘Experiential Learning’ aspect through Concurrent Evaluation pattern with focus on group activity, field work, self-study, projects, Industry Exposure Programmes, etc.
- Incorporating specializations in the syllabus from Second Year in order to provide in-depth knowledge of the electives chosen by the students.
- Providing opportunity to students to choose courses from other electives to explore cross functionality.
- Emphasizing on Research, Inter-personal skills, Analytical skills, Entrepreneurial skills, and Global aspects of Managerial careers throughout the curriculum.

7. Choice Based Credit System (CBCS):

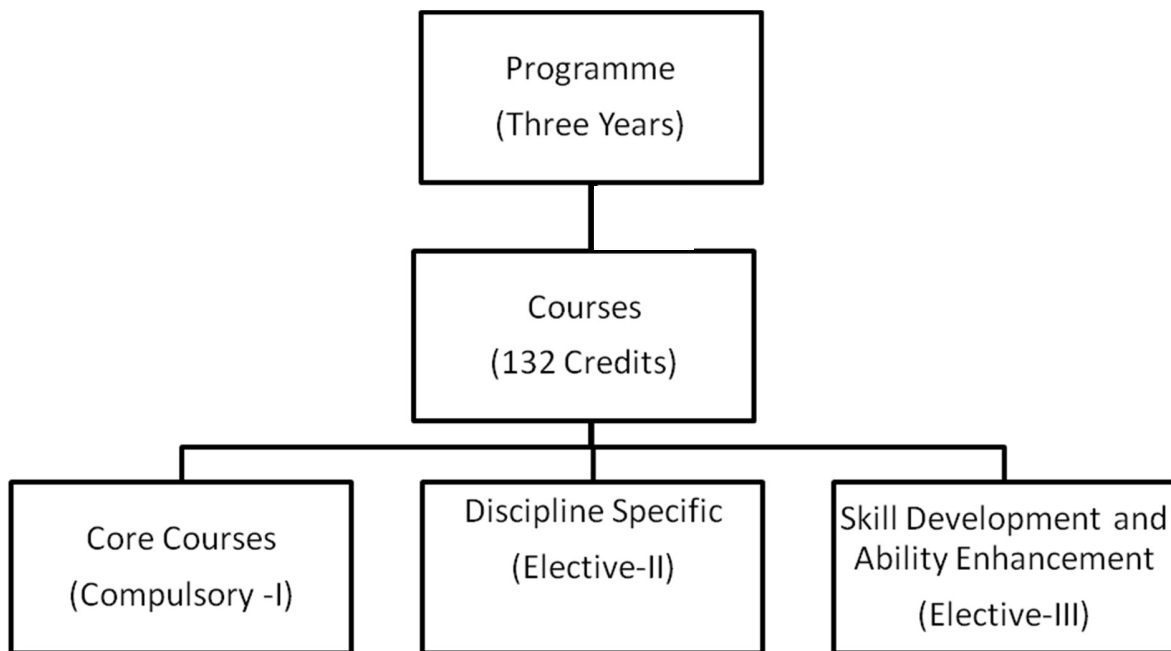
The CBCS provides an opportunity for the students to choose courses from prescribed curriculum comprising of core, elective/minor or skill based courses. The courses can be evaluated by a Grading System, which is considered to be better than the conventional marking system. Thus a uniform Grading System has become a necessity in the entire Higher Education field in India. This will benefit the students to move across institutions within India and across countries. This uniform grading system will also enable the potential employers to assess the performance of the candidates. The UGC has formulated some guidelines in order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on students performance in examinations which are mentioned below:

7.1 Course: A “Course” is a component of programme, i.e. in the new system, papers will be referred to as courses. Each course is identified by a unique course code. While designing curriculum, courses can have defined weightages. These weightages are called as credits. Each course, in addition to having a syllabus, has learning objectives and outcomes. A course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ project work/vocational training /viva-voce etc. or a combination of some /any of these.

7.2 Credit: The definition of “Credits” can be based on various parameters. These may be the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course. The credit system requires that a student progresses in the academic programmes not in terms of time (years or semesters), but in terms of courses.

7.3 Outline of the CBCS: Bachelor of Business Administration- BBA Degree Programme 2019 pattern.

Outline of the Choice Based Credit System (2019 Pattern)



7.3 I. Core Course: Core courses are the foundation courses of management education. They are compulsory for all the students. Core courses are of two types: Generic Core and Subject Core.

1. Generic Core (GC): This is the course which is mandatory and has to be studied by the student as a core part to fulfill the requirements of a degree in the said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses. Generic Core courses in Semester I and II provide foundations of Management and Administration. Generic Core courses in Semester III and IV focus on Functional Areas whereas, Generic Core courses in the Semester V and VI are integrative and provide insights about different fields of business.

2. Subject Core (SC): These are also known as Soft Core Courses. These may be subject-specific/specialized/advanced/supportive to the discipline subject of study, which provides an extended scope and enable exposure to some other disciplines that help in nurturing the candidate's proficiency, domain knowledge, skills, etc. Practical /Tutorial work is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation,which will help the students to understand core subject in better manner.

7.4 II. Elective Courses :

1. Discipline Specific Elective (DSE) Course: Elective course is a course which can be chosen from a pool of courses. Elective Courses which may be offered by the main discipline/subject of study is referred as **Discipline Specific Elective**. DSE Courses develop generic proficiencies amongst the students.

The Institute has the flexibility to offer courses based on Targeted Industry Linkages – sectoral requirements and networking at the college level. A student can select any one specialization from the five areas which are mentioned below.The student will study eight (8) courses in second and third year. DSE courses helps to develop discipline/domain knowledge and nurture candidate's proficiency/skill.

Bachelor of Business Administration Degree offers the following Electives :

- A) Marketing Management (MM)
- B) Financial Management (FM)
- C) Human Resources Management (HRM)
- D) Services Management (SM)
- E) Agri Business Management (ABM)

Dissertation/Project for DSE courses: An elective course designed to acquire special/advanced knowledge, as a supplement study/support study to a project work, with an advisory support of a teacher/faculty member is called dissertation/project.

7.5 III.A. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instructions. Open Course contents are mentioned in Annexure II.

Duration of each course will be of 30 hours for 2Credits. Institutes can select various courses as per the interest of their students and the availability of various facilities.

A. List of Skill Enhancement Courses:

- A] Basic Managerial Skills
- B] Communication Skills for Managers
- C] Tally and Computer Based Accounting
- D] Certificate Course in Analysis and Presentation of Data
- E] Introductory Course in Disaster Management
- F] Personality and Soft Skills Development
- G] International Etiquettes and Mannerism
- H] Foreign Language
- H1] Advance Foreign Language
- I] Yoga and Meditation
- J] Ground and Sports Management
- K] Value Education and Gender Equality
- L] UGC / SPPU Approved online courses
- O] College Course Under Specific Scheme

III.B. Ability Enhancement Compulsory Courses (AECC) i.e. Environmental Science.

Duration: 30 hours and Credits: 2

Types of courses :

- M. Basic Course in Environmental Awareness OR N. Advanced Course in Environmental Awareness

8. Note: Additional Credits.

The students are also eligible to earn additional Credits for NCC, NSS, Sports, P.T etc. apart from the Courses mentioned in the programme which will be considered separately as per the guidelines and notifications displayed by the respective authorities of the SPPU. The credits will be offered to the students as per Credit calculations of the respective units.

9. Guidelines for successful implementation of CBCS:

9.1. Credit Point may be considered under two parts –

a) One part consisting of the hours actually spent in the class room / practical / field work instructions and the other part consisting of notional hours spent by the Learner for self-study in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Every course offered shall have three components associated with the teaching-learning process viz.

- a) Lecture –L : Classroom sessions delivered by faculty in an interactive mode.
- b) Tutorial and Practical (T &P) - : Sessions consisting of participatory discussions/ self-study/ desk work/ brief seminar-presentations by students and such other novel methods that help the students absorb and assimilate the contents delivered in the Lecture sessions in an effective manner.
- c) Practical sessions /Project Work consisting of Hands-on experience / Field Studies / Case-studies that equip students to acquire the much required skill component.

9.2. The success of the CBCS requires certain commitments from both; the students and the teachers.

9.2.1. The student should be regular and punctual to his/her classes, sincere in carrying out the assignments/classroom activities etc. and should maintain consistency in his/her tempo of learning. He/She should make maximum use of the library, internet and other available facilities.

9.2.2. The teachers are expected to be alert and punctual. They should strictly adhere to the schedules of teaching, conducting tests, seminars, evaluation and notification of results. All teachers should notify the tentative schedule of teaching and tests of the entire semester, including the dates of tests, dates of score notification and all other schedules, which can be planned in advance.

9.2.3. The teachers are expected to adhere to an unbiased and objective evaluation and marking of concurrent evaluation scores (internal examinations). This practice will not only boost the confidence of the students, but it will also ensure that merit is given due credit. Transparency, objectivity and quality are the key factors required for a good CBCS to sustain.

The course content is to be looked upon as the bare minimum requirement to be fulfilled. Emphasis shall be laid on the contemporary aspects and going beyond the content. The teaching / learning as well as evaluation are to be interpreted in a broader perspective.

10. Teaching instructions:

10.1 Medium of instructions - Medium of instruction shall be English only.

10.2 Teaching Workload:As per prescribed guidelines under the Commerce and Management faculty.

10.3 Method of Evaluation:

1) Internal Assessment (2) Projects Examination (3)University Examination (SPPU)

10.3.1. Instructions for teachers for Internal Assessment:

The purpose of internal evaluation is to assess the depth of knowledge, understanding and awareness about a particular subject. In order to have a rational and objective assessment of the learners, a teacher is expected to use different evaluation methods.

Continuous Assessment (CA): The concerned subject teacher is responsible for conduction and evaluation aspects with respect to Continuous Assessment. As soon as the course begins, the course teacher is expected to announce the mechanisms under which CA would take place. Journals/Lectures/Library-notes/Seminar-presentations/Assignments/Extension Work/An Open-Book Test (book to be decided by the concerned teacher)/Internal examinations/Classroom instructions through audio visual aids/Case-studies/Role-plays/Industrial Visits/Seminars/Presentations/Guest Lectures/Shared teaching/Flip classes/Simulation/Experiential Learning/Social Outreach/Internships/Certificate Courses /Online Certifications/Group Discussion/Business Fest/Webinars etc. may be used as the tools/mechanism for CA.

A subject teacher has the autonomy to devise a mechanism for evaluating the students as per the guidelines.

The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques.

Tutorials / Practicals for Core Credit : Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on

experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students to acquire the much required skills can be assigned.

It is obligatory for a teacher to announce the performance of the students. It is also mandatory to declare the CA score gained by all the students on the noticeboard duly signed by the concerned teacher of the course and the HOD/Principal/Director well before the commencement of the SPPU examination.

10.3.2 Business Exposure and Project (Semester III&IV)- There will be viva voce examination of 50 marks and a written Examination carrying 50 marks for the students. The students are expected to visit the industry and collect the relevant and required data pertaining to the subject and prepare a report likewise. These Industry Visits and interviews shall be arranged under the supervision of the subject teacher.

A student shall complete a computer course relevant to specialization subject, the fees / Expenses towards computer course will be borne by the students. **The evaluation will be conducted at SPPU level through Viva Voce.**

Projects: For course on Project work in Semester V & VI, there will be Written Report of 50 marks. Appropriate allocation of project work (Internship / Hands on experience) should be arranged by the students under the guidance of the teacher and all the expenses will be borne by the students. Course wise guidelines are mentioned in the course content. **The evaluation will be conducted at SPPU level through Viva Voce.**

Online Course Credit- If a student completes relevant online course approved by SPPU /UGC or other competent authority, within the particular academic period, then he/she is entitled to earn 2 Credits for the same, provided the duration of the course should be more than 4 weeks or it should be of 30 hours. These 2 (two) Credits can be given only after he/she submits the Passing Certificate of the said course undertaken.

10.3.3 External Examination: - SPPU will schedule the written Examination for the course at the end of each Semester.

Guidelines for Setting External Examination Question Papers:

- 1) English will be the only Medium of Answer for students to appear the examinations of SPPU.
- 2) The question papers shall be set by the respective members of the Paper-Setting Committee duly appointed by the University in a manner where due weightage is given to the course syllabus-wise.
- 3) The question paper shall be balanced in respect of various topics outlined in the syllabus.
- 4) The question papers shall have a combination of long, short answers and MCQ type questions.
- 5) The University papers will mostly be divided in three parts. 25% weightage will be given to Objective type questions, 30% weightage will be given to short answers and remaining 45% weightage will be given to long answers type questions. For better understanding of the Course-wise Paper Pattern please refer to the Annexure-II.

11. Equivalence, Transitory Provision, Transcript and Standard of Passing:

The University will conduct examinations for the students of the old course for next three academic years from the date of implementation of the new course. The candidates of old course will be given three chances to clear their subjects as per the old course pattern, and there-after they will have to appear for the subjects under new course pattern as per the equivalence given to the old course.

(For Details Refer: Separate notifications issued by the Board of Examinations.)

Standard of Passing – The programme will be a full-time course and the duration of the programme will be of three years divided into six semesters. A candidate is required to obtain 40% marks in Internal Assessment, Projects and semester-end SPPU examination. There will be separate passing for evaluation of Internal, practical, projects and external SPPU examination.

(University terms (Backlog) and Standard of Passing- For details Refer, Separate notifications issued by the Board of Examinations).

12. Details on Course structure –The courses are divided in three parts:

- 1. List of Core Courses**
- 2. List of Specialization Courses**
- 3. List of Skill Courses.**

1. Core Courses – It is mandatory for the students to complete the courses mentioned in the list.

2. Specialisation Courses – Five electives / options are offered to the students. They will have to select any one course in Semester III as an Elective Subject. The chosen elective will be continued till the end of the course. In all, 8 courses/subjects will be studied by the student by the end of his/her BBA programme. The list of Specialisation courses is separately mentioned.

3. Skill Courses –The list of 16 Skill Enhancement Courses is provided. The college can select courses as mentioned in the structure to suit the requirements of the students. Each course will carry 2 credits having duration of 30 hours. The courses mentioned in the list will be updated as per the requirements of the business environment. The Board Of Studies will make the necessary changes in the list. These courses can also be replaced by approved online courses. It is mandatory for every Institute to conduct the Compulsory Ability Enhancement Course in Semester III. The Institute can select basic or advanced courses.

12. List of Courses offered

BBA -Bachelor of Business Administration Updated Programme Structure CBCS - Pattern 2019

FYBBA Semester I

Group I	Course Details Generic Core (GC) and Subject Core (SC) (Compulsory)			Internal Evaluation		External Evaluation
	Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical
	First Year Semester I					
101	Principles of Management	3	GC	30	-	70
102	Business Communication Skills	4	SC	30	20	50
103	Business Accounting	3	GC	30	-	70

104	Business Economics – Micro	3	GC	30	-	70
105	Business Mathematics	3	GC	30	-	70
106	Business Demography	4	SC	30	20	50
	Total Credits for the Semester I	20				
	GC (12)+SC(8)=20					
	First Year Semester II					
201	Business Organization and System	4	SC	30	20	50
202	Principles of Marketing	3	GC	30	-	70
203	Principles of Finance	3	GC	30	-	70
204	Basics of Cost Accounting	3	GC	30	-	70
205	Business Statistics	3	GC	30	-	70
206	Fundamentals of Computers	4	SC	30	20	50
	Credits for the semester II	20				
	GC (12)+SC(8) =20					
	Second Year Semester III					
301	Principles of Human Resource Management	3	GC	30	-	70
302	Supply Chain Management	3	GC	30	-	70
303	Global Competencies & Personality Development	3	GC	30	-	70
304	Fundamentals of Rural Development	3	GC	30	-	70
	Credits For Semester III- CC 12	12				

Second Year Semester IV						
401	Entrepreneurship and Small Business Management	3	GC	30	-	70
402	Productions and Operations Management	3	GC	30	-	70
403	Decision Making and Risk Management	3	GC	30	-	70
404	International Business Management	3	GC	30	-	70
	Total credits CC12	12				
Third Year Semester V						
501	Research Methodology	3	GC	30	-	70
502	Database Administration and Data Mining	3	GC	30	-	70
503	Business Ethics	3	GC	30	-	70
504	Management of Corporate Social Responsibility	3	GC	30	-	70
	Total credits CC – 12	12				
Third Year Semester VI						
601	Essentials of E - Commerce	3	GC	30	-	70
602	Management Information System	3	GC	30	-	70
603	Business Project Management	3	GC	30	-	70
604	Management Of Innovations & Sustainability	3	GC	30	-	70
	Total credits CC – 12					
Total Credits From GC and SC						

	(Sem) I 20 + (Sem) II 20 (Sem) III12 +(Sem) IV12 (Sem) V12 and (Sem) IV12 =88					
Group II	<u>List of Discipline Specific Elective (DSE)Courses</u>					
	(Select any One group of Electives from the Five)					
(A) OR	Marketing Management (MM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
A305	Consumer Behaviour & Sales Management	4	III	30	20	50
A306	Retail Management + Business Exposure	4	III		50	50
A405	Advertising & Promotion Management	4	IV	30	20	50
A406	Digital Marketing + (prescribed computer course or online course)	4	IV		50	50
A505	Marketing Environment Analysis and Strategies	4	V	30	20	50
A506	Legal Aspects in Marketing Management + Project & Viva (50 marks)	6	V		50	50
A605	International Brand Management	4	VI	30	20	50
A606	Cases in Marketing + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				

(B) OR	(B) Financial Management (FM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
B305	Management Accounting	4	III	30	20	50
B306	Banking & Finance +Business Exposure	4	III		50	50
B405	Business Taxation	4	IV	30	20	50
B406	Financial Services +Computer course (prescribed course or online course)	4	IV		50	50
B505	Analysis of Financial Statements	4	V	30	20	50
B506	Legal Aspects of Finance & Security Laws + Project & Viva (50 marks)	6	V		50	50
B605	Financial Management	4	VI	30	20	50
B606	Cases in Finance + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				
(C) OR	(C) Human Resources Management (HRM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
C305	Organisational Behaviour	4	III	30	20	50

C306	Legal Aspects in Human Resource +Business Exposure	4	III		50	50
C405	Human Resource Management Functions & Practices	4	IV	30	20	50
C406	Employee Recruitment & Record Management + Computer course (prescribed course or Online course)	4	IV		50	50
C505	Cross Cultural HR & Industrial Relations	4	V	30	20	50
C506	Cases in Human Resource Management +Project & Viva (50 marks)	6	V		50	50
C605	Global Human Resource Management	4	VI	30	20	50
C606	Recent Trends & HR Accounting + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				
(D) OR	(D)Services Management (SM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
D305	Fundamentals of Services Management.	4	III	30	20	50

D306	Principles & Functions of Services Management+Business Exposure Project	4	III		50	50
D405	Banking & Insurance Management	4	IV	30	20	50
D406	Social Services and NGO Management + Computer Course (prescribed course or Online course)	4	IV		50	50
D505	Health Care Management	5	V	30	20	50
D506	Permissions & Legal Aspects In Services + Project & Viva (50 marks)	5	V		50	50
D605	Global Tourism & Hospitality Management	5	VI	30	20	50
D606	Recent Trends in Services and Project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI		50	50
	Total Credits	36				
(E)	(E)Agri Business Management (ABM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
E305	Agriculture and Indian Economy	4	III	30	20	50

E306	Rural Development - Principles and Practice +Business Exposure	4	III	-	50	50
E405	Rural Marketing	4	IV	30	20	50
E406	Banking Operations and Finance + Computer Course (prescribed course or Online Course)	4	IV	-	50	50
E505	Warehouse Management	5	V	30	20	50
E506	Permissions & Legal Aspects In Agriculture + Project & Viva (50 marks)	5	V	-	50	50
E605	Agricultural Exports	5	VI	30	20	50
E606	Tourism Development in Rural India + project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI	-	50	50
	Total Credits	36				
Group III	Skill Enhancement Course (30 hours)- and for 2 credits Ability Enhancement Compulsory Courses (AECC)					
	Courses	Credits	Semester	Concurrent Evaluation + Tutorial /Practical	SPPU Evaluation	
107	Skill Enhancement Course	2	I	50	Grade	
207	Skill Enhancement Course	2	II	50	Grade	
307	Compulsory Course in Environment (AECC),	2	III	50	Grade	

	(Select any one course from the List)				
407	Skill Enhancement Course	2	IV	50	Grade
	Total Credits	8			
(III)	List of Skill Enhancement Course (30 hours)- for 2 credits & Ability Enhancement Compulsory Courses (AECC),				
Course Code	Course Title	Credits	Core Course	Internal Evaluation	SPPU
A	Basic Managerial Skills	2	SEC	50	Grade
B	Communication Skills for Managers	2	SEC	50	Grade
C	Tally and Computer Based Accounting	2	SEC	50	Grade
D	Certificate Course in Analysis and Presentation of Data	2	SEC	50	Grade
E	Introductory Course in Disaster Management	2	SEC	50	Grade
F	Personality and Soft Skills Development	2	SEC	50	Grade
G	International Etiquette and Mannerisms	2	SEC	50	Grade
H	Foreign Language	2	SEC	50	Grade
H1	Foreign Language (Advanced)	2	SEC	50	Grade
I	Yoga and Meditation	2	SEC	50	Grade
J	Ground and Sports Management	2	SEC	50	Grade

K	Value Education and Gender Equality	2	SEC	50	Grade
L	UGC / SPPU Approved online courses (Minimum 4 weeks or 30 Hours)	2	SEC	Online Examination and Certification	-
O	College Course Under Specific Scheme.	2	SEC	50	Grade
AECC	Ability Enhancement Compulsory Courses (AECC), i.e., Environmental Science. Duration: 30 hours and Credits: 2 (Select Any One Course)				
Course Code	Course Title	Credits	Semester	Internal Evaluation	SPPU
1M	Basic Course in Environmental Awareness	2	III	50	Grade
2N	Advanced Course in Environmental Awareness	2	III	50	Grade

Note : All the stakeholders are requested to refer to the updated course content.

Course Content Annexures are attached separately – Faculty members and students should refer to the semester-wise updated course content.

14. Annexure (I) Course Content

15. Annexure(II) Contents of Skill-Based Courses

16. Acknowledement: The course focus of BBA Programme (CBCS-2019 Pattern) has always been raising the academic standards, excellence and holistic development of students. Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, Hon. Dr. Parag Kalkar, Dean, and Associate Dean Dr. Yashodhan Mithare, Faculty of Commerce and Management have given insights in designing the BBA Programme.

Dr. Sanjay Kaptan ,Head ,Savkar Chair has shared his immense knowledge and expertise for designing the structure. Also, the Industry expert panel has added insights in course titles of the BBA Programme. Dr. Tanuja Devi co-ordinated the BBA Restructuring Committee. This synergy of contributors is very crucial in fine tuning of the BBA Programme in its present form.

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

The subject wise Revised Syllabus for F.Y. BBA Program

Principles of Management

Course Code 101 - GC

Credit -3

Depth of the course- Reasonable working knowledge

Program Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students
-

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

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

Teaching Methodology

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

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

Evaluation

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

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

Suggested references

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

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

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

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

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

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

Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication

Unit II - 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life
Unit III- 13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effectives uses of various media of communication To communicate interact effectively by using different forms of social media
Total 48				

Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project - Internal
Method of evaluation I MCQ on concept factures and definition	25%MCQ Short notes 35% Long answers 40%	Business communication skills (102) - Credit 1 - Marks 20

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

Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.

References

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

Web reference

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

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Accounting
Code No. 103 GC
Credit – 3

Depth of the syllabus - Reasonable working knowledge

Program objectives

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

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

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

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accounting concept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet)	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions
3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect

4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts
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Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Applying accounting concepts in real life business Ability to distinguish between accounting transactions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different transactions	Ability to distinguish between different transactions and its nature
12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement

10	NIL	To Understand how various transactions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data
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Evaluation Method

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

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

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

Depth of the syllabus - Reasonable knowledge of the Business Economics

Program Objectives -

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

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

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

Teaching Methodology

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

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

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

Suggested references

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

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

Depth of knowledge - Reasonable working knowledge

Program objectives

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

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

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

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

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

Evaluation methods

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

Suggested References

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

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

Business Demography
Code: 106 SC
Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

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

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

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

Teaching Methodology

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

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

Evaluation Methods

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

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

Suggested references

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