

**Bachelor of Business Administration with Marketing specialization
(BBA(Marketing))**

(Affiliated to Savitribai Phule Pune University)

Revised Curriculum (2024 Pattern as per NEP-2020)

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

Programme Structure

FYBBA(Marketing) Semester I				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 1	Principles of Management	5	4
	Major Mandatory 2	Principles of Marketing	3	2
Open Elective (OE)	Open Elective 1	Business Mathematics – I	3	2
	Open Elective 2	Business Statistics – I	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Fundamentals of Computer/ IT for Business	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Soft Skills Development	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - I	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS By SPPU	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – I	@ Department	2
Total			-	22
FYBBA(Marketing) Semester II				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 3	Consumer Behaviour and Sales Management	5	4
	Major Mandatory 4	Business Accounting	3	2
Minor	Minor 1	Business Economics - I	3	2
Open Elective (OE)	Open Elective 3	Business Mathematics - II	3	2
	Open Elective 4	Business Statistics - II	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST	5	2

Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - II	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – II	@ Department	2
		Total	-	22
SYBBA(Marketing) Semester III				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 7	Digital Marketing	5	4
	Major Mandatory 8	Business Organisation System	5	4
Minor	Minor 2	Business Economics - II	5	4
Open Elective (OE)	Open Elective 5	To be adopted from other faculty in exchange	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Business Analytics/ Google Applications	5	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1	3	2
Field Projects (FP)	Project	Related to Major Course	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	@ Department	2
		Total	-	22
SYBBA(Marketing) Semester IV				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 9	Advertising and Promotion Management	5	4
	Major Mandatory 10	Retail Management	5	4
Minor	Minor 3	Start – Up Innovation and Entrepreneurship Development	5	4
Open Elective (OE)	Open Elective 6	To be adopted from other faculty in exchange	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	International Business Management (Import and Export Procedure)	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 2	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Related to Major Subject	5	2

Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	@ Department	2
		Total	-	22
TYBBA(Marketing) Semester V				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 11	Marketing Environment Analysis and Strategies	5	4
	Major Mandatory 12	Legal Aspects in Marketing	5	4
	Major Mandatory 13	Cases in Marketing	3	2
Major Elective	Major Elective 1	Supply Chain Management	5	4
Minor	Minor 4	Business Research Methods	5	4
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	To be selected from the Bucket provided by SPPU	5	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Related to Major Subject	5	2
		Total	-	22
TYBBA(Marketing) Semester VI				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 14	International Brand Management	5	4
	Major Mandatory 15	International Marketing Management	5	4
	Major Mandatory 16	Major Related to IKS	3	2
Major Elective	Major Elective 2	To be selected from the bucket provided by SPPU	5	4
Minor	Minor 5	Management of Innovation and Sustainability	5	4
On Job Training (OJT)	On Job Training	Internship	After the final exams of Sem V	4
		Total	-	22

