

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	Introduction to HRM	Introduction to HRM- 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"> 1. To understand the basic concept of HRM and develop knowledge about the various functions of HRM. 2. To understand the different roles the HR performs in an organisation
2	Job Analysis & Planning for Human Resources	Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	<ol style="list-style-type: none"> 1. To make the students understand how Job Analysis & Human Resource Planning play an important role in the Organisation. 2. To develop an understanding of the different methods of Job Evaluation & Process of HRP in Specific Organisational functioning.
3	Career Planning , Employee Morale & Job Satisfaction	Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages. Employee Morale & Job Satisfaction- Employee Morale- 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"> 1. To cultivate the knowledge about Career Planning, Employee Morale & Job Satisfaction among students. 2. To provide knowledge to the students regarding Career Planning which will help/motivate them to

		Caselets on Career Planning, Employee Morale & Job Satisfaction.	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	HRM in Changing Environment & Trends in HRM	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"> 1. To make the students aware about Changing Environment of HRM. 2. To understand the different HRM trends.

Teaching Methodology

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

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

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

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
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

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.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Supply Chain Management (SCM)	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">• To understand the functions of Supply Chain Management.• To know what is Bull-Whip Effect.• To understand the concept of Green Supply Chain Management.
2	Manufacturing and Warehousing	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">• To know the process of Work Flow Automation.• To understand Space Management.• To acquaint the students with different Strategies of Warehousing.
3	Logistics Management and IT in Supply Chain Management	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">• To learn the methods of Logistics Planning.• To know the role of Inventory Management in Customer Service.

		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"> To understand the role of Information Technology in SCM.
4	Key Operation Aspects in Supply Chain	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"> To learn the Supply Chain Network Design. To know the Role of Distributors in SCM. To understand Relationship Management with Customers and Employees

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"> The students must understand the functions of Supply Chain Management. The students must gain practical knowledge of Bull-Whip Effect
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"> The students must understand the importance of Space Management. The students must understand different types of Plant layout and their SCM

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>25% MCQ</p> <p>35% Short notes</p> <p>40% Long answers</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	
Total	30	70

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	Introduction to Personality and its Development	<ul style="list-style-type: none"> • Definition and nature of personality • Characteristics of good personality • Determinants of personality development • Theories of personality development <ol style="list-style-type: none"> i. Psychoanalytical Theory by Sigmund Freud ii. Trait Theory by Allport and Big Five model iii. Social Cognition Theory by Albert Bandura 	<ul style="list-style-type: none"> • To study the nature and meaning of personality. • To understand various factors affecting personality development of an individual. • To learn various theories of personality development.
2	Global Competence and Self Development	<ul style="list-style-type: none"> • Meaning and need of global competence. • Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, 	<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"> • Building self-esteem and self confidence • SWOC Analysis and Personal Goal Setting 	<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	Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> • Effective communication skills, Preparation for self-introduction. • Working on attitude i.e. Aggressive, assertive and submissive • Development of leadership skills and introduction to Leadership styles. • Team Building; develop ability to work under pressure, flexibility at workplace. • Social empathy, building blocks of social empathy and development of social empathy. • Social Responsibilities • Workplace ethics 	<ul style="list-style-type: none"> • To explain various techniques for effective communication. • To train students for impressive self- introduction. • To introduce various methods for positive attitude development. • To explain various styles and qualities of leaders and encourage students for effective leadership. • To understand the structure of team and to develop ability to work under pressure and flexibility at workplace. • To develop social empathy and explain social responsibilities of the individual. • To introduce various workplace ethics.
4	Projecting a Positive Social Image	<ul style="list-style-type: none"> • Definition and importance of social image • Grooming basics and use of body language • Time management • Public-speaking • Proper e-mail and telephone etiquettes • International and social etiquettes • Social graces and table manners 	<ul style="list-style-type: none"> • To explain the importance of positive social image of the individual. • To introduce basics of grooming and effective use of body language. • To explain the importance of the time management. • To develop ability of effective public speaking. • To train the students for writing e-mails and explain various telephone etiquettes. • To study various social and international etiquettes and table manners.

Teaching Methodology:

Teaching Hours	Innovative methods to be used	Expected Outcome
Unit 1-12	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.
Unit 2-11	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.
Unit 3-13	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"> • To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. • To develop social empathy and explain social responsibilities of an individual.
Unit 4-12	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"> • The students should groom themselves and effective use of body language. • To develop the skills of managing the time. • To develop ability of effective public speaking. • To train the students for writing e-mails.

Evaluation:

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

Unit – II	Open book test. Assignments	Fill in the blanks True and False Short answer question - 25% Short notes-35% Long answer questions- 40%
Unit – III	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.	
Unit – IV	Power point presentation on international etiquettes, Writing of an e-mail.	
Total –	30	70

Suggested references:

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

Unit No.	Unit Title	Contents	Purpose and Skills to be develop
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">• To provide sound knowledge about rural development.
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">• The unit will help to gain knowledge regarding working in various Government and NGO's transformation.

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"> • It gives opportunities to students to develop good communication skills, gain knowledge of local languages, ability to handle masses and leadership skills. • They should develop problem-solving skills and the ability of working with clients with diverse interests. • Creation of interest of thereby planning for n farming.
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"> • To develop IT Skills. • To develop awareness regarding the challenges of Rural Development.

Teaching Methodology:

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

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

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

Suggested references:

Sr.No.	Title of the Book	Author	Publication	Place
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

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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.	Introduction and Determinants of Consumer Behaviour	<p>Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing.</p> <p>Culture & Sub- Culture: Meaning, Characteristics & Relevance to Marketing Decisions.</p> <p>Social Class: Meaning, Measurement, Effect on Lifestyles.</p> <p>Social Groups: Meaning & Group Properties & Reference Groups.</p> <p>Family: Family Life Cycle & Purchasing Decisions.</p> <p>Marketing Mix: Influence of marketing mix variables.</p> <p>Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions.</p> <p>Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement.</p> <p>Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall.</p>	<ul style="list-style-type: none"> • To know the Role & Importance of Consumer Behaviour. • Ability to learn how Consumer Behaviour impacts the Sales of an Organization. • To understand how consumer behaviour is influenced by different environment. • To know about determinants of consumer behaviour affects the marketing system. • To understand the overall effect of concepts upon the consumer behaviour • To develop strategy to influence consumer behaviour.

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

		compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising, D. Evaluating Sales Force Performance and Controlling Sales activities: 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.	Assignments 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 case study .	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.	Discussion & Analysis 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 role play or skit .	Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

Evaluation

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

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

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Retailing	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	Retailing Strategy	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	Managing the Retail Business	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	Future of Retailing	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.	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
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.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
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"> ➤ Financial Analysis of any company of three years using trend percentage, comparative statement, ratio analysis. ➤ Financial Analysis of two different companies using trend percentage, comparative statement, ratio analysis. 	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"> ➤ To prepare budget of any activity or event to be organized in the college. 	To learn how to make various types of budgets as per need and requirement of business.

Evaluation

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

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Accounting	L.M.Pandey	Vikas Publishing House	Delhi
2	Management Accounting	S.K.R.Paul	New Book Central Agency	
3	Accounting for Management	S.N.Maheshwari, S.K.Maheshwari, Sharad K. Maheshwari	Vikas Publishing House	Delhi
4	Management Accounting	M.Y.Khan, P.K.Khan,	Mcgraw Hill Education	Delhi
5	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.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
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

Subject Management Accounting	<p>Guidelines regarding Exposure project (50 marks) Students need to prepare Exposure project on the following topics- (Any 3)</p> <ol style="list-style-type: none"> 1. Guest lecture/ workshop on any topic mentioned in the syllabus. 2. Visit to any bank and observe banking functions and operations. (group project) 3. PPT on any topic from the syllabus. <p>Conducting survey/ project based on the following themes-</p> <ul style="list-style-type: none"> ▪ Study of different types of banks & their performance ▪ Comparative study of performance of nationalized banks, co- operative banks & foreign banks. ▪ Conducting customer survey of banks customers of any specific bank. ▪ Awareness & 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. <p>Note: Colleges can change the project topics according to their convenience.</p>	<p>External Evaluation 25% MCQ 35% Short Notes 40% Long Answers</p>
	SPPU Project viva= 50 marks	Theory paper = 50 marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd	Delhi
2	Banking and Insurance	O.P.Agarwal	Himalaya	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial services and Markets	Dr. S.Gurusamy	Thomas	Delhi
5	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"> 1. To understand and explain how and why Organisational Behaviour study is important to students. 2. To make use of the models of Organisational Behaviour in Specific Organisational Settings.
2	Individual Determinants of Organisational Behaviour	<p>Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors.</p> <p>Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality</p> <p>Value & Attitude- Meaning, Definition and Types.</p> <p>Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory</p> <p>Caselets on Personality, Motivation, Value & Attitude</p>	<ol style="list-style-type: none"> 1. To explain determinants of Organisational Behaviour at Individual Level. 2. To make use of the Theories of Personality by adding new perspective for overall development of the Organisation. 3. To make students understand how Values and Attitudes play a vital role in the Organisation. 4. To make use of Theories of Motivation to motivate employees to achieve higher performance in Organisation.

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

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1 (10 hrs)	3. Presentations. 4. Group Discussion on Models of OB.	----	3. Describes importance of Organisational Behaviour. 4. Better understanding of Models of Organisational Behaviour.
Unit 2 (14 hrs)	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.
Unit 3 (14 hrs)	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.
Unit 4 (10 hrs)	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.

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

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

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. HR Policy- Meaning and its importance. Legal issues related to HR in the Organisation	<ol style="list-style-type: none"> 1. To study and explain rights of employees at work place. 2. To understand the legal issues related to HR in an organisation.
2	Wage & Salary Administration and The Workmen's Compensation Act, 1923	Wage & Salary Administration- Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels The Workmen's Compensation Act,1923- Introduction,Main Features of the Act, Definitions, Provisions under the Act.	<ol style="list-style-type: none"> 1. To understand the basic concepts of Wage & Salary Administration. 2. To understand the Applications of The Workmen's Compensation Act, 1923.
3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention,	The Payment of Gratuity Act,1972 Introduction, Scope and Application, Definitions and Provisions under this Act.	<ol style="list-style-type: none"> 1. To gain knowledge & Applications of The Payment of Gratuity Act,1972 2. To understand the Applications of Sexual Harassment of Women at

	Prohibition and Redressal) Act 2013	Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013 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"> 1. To introduce the students to the general HR practices in the organisation. 2. To enhance the awareness of the students towards different Acts and its application.

Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project in Legal Aspects 2 Credits	Expected Outcome
Unit 1 (6 hrs)	1. Presentations	<ol style="list-style-type: none"> 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. 2. Students can visit regional gratuity office to understand its functioning. 	<ol style="list-style-type: none"> 1. Better understanding of the rights of employees at workplace. 2. Describes understanding of the legal issues related to HR in organisation.
Unit 2 (12 hrs)	<ol style="list-style-type: none"> 1. Exercise on Wage Differentials 2. Caselets solution sessions and discussion on same. 3. Group Discussion on The Workmen's Compensation Act,1923 		<ol style="list-style-type: none"> 1. Develop the knowledge & ability of the students about the concepts Wage & Salary Administration. 2. Better understanding of Workmen's Compensation Act,1923.

Unit 3 (12 hrs) & Project work	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	3. 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

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

Suggested References:

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

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

Teaching Methodology: (Pedagogy for Course Delivery): -

Teaching Hours	Innovative Methods to be used	Practical for 1 credit	Expected outcome
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

Subject : Service Management (305)	Internal Evaluation	External Evaluation
Unit – I	Various aspects like assignment, presentation, GD etc. as decided by college authorities(30 marks)	25% MCQ 35% Short Notes 40% Long Answers
Unit – II	Class tests , PPT	
Unit – III	Notes preparation	
Unit – IV	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
I	Understanding Consumer/Customer Behaviour	<p>Customer expectation, strategies for managing customer expectation, 4C's of customer service mix.</p> <p>-Creating the right service philosophy: - Customer service pre & post transaction elements, Meeting the service challenges.</p> <p>-Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight.</p> <p>-Managing demand & supply of services: - Managing demand, Patterns & determinants of demand, Strategies of managing demand, waiting line strategies.</p>	<p>Purpose -: -</p> <p>-Learning & understanding the concept of customer satisfaction.</p> <p>-Understanding efficient management of demand & supply of services.</p> <p>Skills to be developed: -</p> <p>-Development of Behavioural Skills.</p> <p>- Management Skills such as facing Risk, challenges, etc.</p>
II	ITES Introduction	<p>-Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage</p>	<p>Purpose: -</p> <p>- Learning significance of ITES.</p>

		outsourcing, types & stages of outsourcing, global trends in outsourcing & role of India in outsourcing. - KPO/BPO :- 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. Skills to be developed: - -Adaptability to New /Recent trends and Flexibility.
III	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.	Purpose: - -To understand the importance of quality in service chain. -To learn the concept of service failure & techniques of recovery from it. Skills to be developed: - - Development of service providing abilities and skills. Purpose: - -Learning various service providing sectors through case study. -Understanding key factors for success & failure of service sectors. Skills to be developed: - -Problem Solving Ability, Case study analysis.
IV	Business Exposure in services		To help students understand the core aspects of service management with reference to different service industries.

Teaching Methodology: -

Teaching and Project Hours	Innovative Methods to be used	Business Exposure for 2 credits (50 Marks)	Expected outcome
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

Subject : Service Management (306)	Internal Evaluation	External Evaluation 50 marks Paper
Unit – I	Exposure Report and Viva-Voce (50 marks)	(Based on Theory) 25% MCQ or Objective type, 35% short notes ,40% long answers
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: -

Sr. No.	Title Of the Book	Author/s	Publication	Place
1.	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
2.	i)Management of Service Organisations	SassersR..P.	Allyn and Bacon	Boston
3	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
4 credit Unit 1 – 12 hours Unit 2 – 11 hours Unit 3 – 12 hours Unit 4 – 13 hours	<ul style="list-style-type: none"> • Discussion method • Guest lecture method • Workshop/Seminar • Website visits • Preparing Charts on agri development in India and comparison within the state 	Students can collect information on <ul style="list-style-type: none"> • Tutorial on Green Revolution • Study of local agricultural market. And conducting surveys on Difficulties faced by the farmers, supply chain management, shortage and surplus of Farm products • Data Collection on behaviour of agricultural prices 	<ul style="list-style-type: none"> • Concept clarity regarding Agriculture and Indian Economy • Easy understanding of interdependence between industry and agriculture

Evaluation

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

UNIT 4	<ul style="list-style-type: none"> • Oral presentation by using (charts/Placards/Newspaper cutting/colourful images) • Group presentation on agri based Indian economy 		<ul style="list-style-type: none"> • Agriculture income and Indian economy.
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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"> 1. To study and explain various concepts of Rural Development 2. To understand sectoral Development of rural India
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"> 1. To understand the basic rural developmental policies in India. 2. To understand the various programs of rural Development and initiatives taken the Government.
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"> 1. To develop the insights for equal development and opportunities 2. To understand the linkages and dependency on each other.

		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	Business Exposure in Agri Business Management		

Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project for 2 credits Project and Viva for 50 marks	Expected Outcome
Unit 1 (6 hrs)	1. Presentations	1. Students are required to visit and collect data on various aspects of rural development. 2. Visit to nearby villages and identify problems faced by them. 3. Collecting data about various Government initiatives and creating awareness in rural areas. 4. This course requires the students to read a number of syllabus related articles, both old and recent. 5. Visit and interview an Agri-exporter to understand the opportunities in Agri-business	1. Better understanding to need for rural development. 2. Describes need for equal distribution of resources. .
Unit 2 (12 hrs)	1. Exercise on Differentiating aspects 2. Discussion on same. 3. Group Discussion on Government initiatives.		1. Develop the knowledge & ability of the students about the concept mentioned in the syllabus.
Unit 3 (12 hrs)	1.Charts will be prepared on Global agri development. 2.Case lets solution sessions and discussion on same.		Importance of sustainable agriculture and Learning agricultural ecosystem
Business Exposure			1. Project outcome Better understanding of theoretical concepts by visit of students in agri- product Industries. Agri-export Houses.

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

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

Suggested references:

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