

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

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

Course Objectives:

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

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

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

Teaching Methodology (Pedagogy for Course Delivery) :-

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

Evaluation :- Internal Marks 30

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

Suggested References :-

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

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

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

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

Depth of Course: Reasonable Working knowledge.

Course Objectives:

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

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

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

Teaching Methodology

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

Evaluation

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

Suggested References:

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

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

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

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

Depth of the Course: Functional Working Knowledge

Course Objectives:

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

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

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

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

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

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

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

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

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

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

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

Depth of the Course: Functional Working Knowledge

Course Objectives:

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

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

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

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

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

Evaluation

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

Suggested References:

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

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Question paper Pattern 2019 for SY BBA
University Examination Sub: International Business Management
Course Code - 404

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

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

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

Depth of Course: Reasonable Working knowledge.

Course Objectives:

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

4. To understand the process of online advertising.

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

Teaching Methodology:

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

Evaluation

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

Total –	50 Marks	50 Marks
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Suggested References:

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

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

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

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

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

Course Objectives:

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

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

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

Teaching Methodology :

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

Evaluation :

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

Total –	50 Marks	50 Marks	
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Suggested References:

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

A 406 - Guidelines for Computer Training Courses

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

Objectives of Computer Enabling Activities:

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

Method of Conducting Practical Training.

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

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

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

Project Guidelines for Students:

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

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

PPC Advertising With Google Adwords

Create Search Campaigns

Creating Display Campaign

Optimising Display Campaign

Remarketing Google Adwords

Social Media Marketing like

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

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

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

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

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

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

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

Course Objectives:

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

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

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

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

Teaching Methodology: -

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

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

Evaluation: - Internal 50 and External 50

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

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

2. Theory questions will carry 50% marks.

3. Problems will carry 50 % marks.

Suggested References: -

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

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

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

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

Depth of the Course: Fundamental knowledge of financial services.

Course Objectives:

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

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

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

Teaching Methodology

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

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

B-406 - Guidelines for Computer Training Courses

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

Objectives of Computer Enabling Activities:

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

Method of Conducting Practical Training:

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

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

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

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

Project Guidelines for Students:

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

Tentative projects for Financial Services B 406

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

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

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

Evaluation

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

Suggested references

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

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

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

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

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

Course Objectives:

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

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

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

Teaching Methodology

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

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

Evaluation

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

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

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

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

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

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

Depth of the course- Functional Knowledge

Course Objectives:

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

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

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

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

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

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

C 406- Guidelines for Computer Training Courses

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

Objectives of Computer Enabling Activities:

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

Method of Conducting Practical Training:

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

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

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

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

Project Guidelines for Students:

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

Evaluation

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

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

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

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

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

Depth of the Syllabus: Functional Working Knowledge

Course Objectives:

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

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

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

Teaching Methodology

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

Tutorial		Anyone of the above	

Evaluation:

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

Suggested References: -

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

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

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

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

Depth of the Course: Functional Working Knowledge

Course Objectives:

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

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

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

Teaching Methodology

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

D406 - Guidelines for Computer Training Courses

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

Objectives of Computer Enabling Activities.

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

Method of conducting practical Training.

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

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

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

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

Project guidelines for students.

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

D 406 Social Service and NGO management (Services Management)

Tentative –Computer Enabled Project Topics D 406

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

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

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

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

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

Recommended Books:

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

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

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

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

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

Course Objectives:

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

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

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

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

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

Evaluation: Internal Marks 50

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

Suggested References:-

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

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

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

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

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

Course Objectives:

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

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

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

E 406 - Guidelines for Computer Training Courses

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

Objectives of Computer Enabling Activities:

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

Method of Conducting Practical Training:

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

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

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

Project Guidelines for Students:

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

Teaching Methodology

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

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

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

Suggested References:

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

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

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

Acknowledgement

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

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

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

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