

*Progressive Education Society's*  
**Modern College of Arts, Science and Commerce (Autonomous),  
Shivajinagar, Pune 5**

**(An Autonomous College Affiliated to Savitribai Phule Pune University)**

# **Framework of Syllabus**

**For**

**B. B.A. (Marketing)**

Choice Based Credit System (CBCS) Syllabus

Under National Education Policy (NEP)

**To be implemented from Academic Year 2024-2025**

**Level:- 4.5 (First Year)      Sem:I**

| Course Type                              | Course Code                       | Course Title                                                            | Credits |    | Teaching Scheme Hr/Week |    | Evaluation Scheme and Max Marks |     |       |
|------------------------------------------|-----------------------------------|-------------------------------------------------------------------------|---------|----|-------------------------|----|---------------------------------|-----|-------|
|                                          |                                   |                                                                         | TH      | PR | TH                      | PR | CE                              | ESE | Total |
| Subject 1<br>T(2) + (T/P)<br>(2) or T(4) | 24BaFinU1101 /<br>24BaMktU1101    | Principles of Finance<br>/ Principles of Marketing                      | 4       |    | 4                       |    | 40                              | 60  | 100   |
| Subject 2<br>T(2)+ (T/P)<br>(2) or T(4)  | 24BaMktU1101 /<br>24BaHrmU1101    | Principles of Marketing /<br>Principles of Human Resource<br>Management | 4       |    | 4                       |    | 40                              | 60  | 100   |
| Subject 3<br>T(2)+ (T/P)<br>(2) or T(4)  | 24BaBbaU1301                      | Basics of Economics                                                     | 4       |    | 4                       |    | 40                              | 60  | 100   |
| IKS T(2)                                 | 24CpCopU1901                      | Generic IKS                                                             | 2       |    | 2                       |    | 20                              | 30  | 50    |
| GE/OE<br>(T/P) (2)                       | 24BaBbaU1401                      | Business Correspondence                                                 | 2       |    | 2                       |    | 20                              | 30  | 50    |
| SEC<br>(T) (2)                           | 24BaBbaU1601                      | Business Mathematics                                                    | 2       |    | 2                       |    | 20                              | 30  | 50    |
| AEC T(2)                                 | 24CpCopU1701<br>/<br>24CpCopU1702 | MIL-I (Hindi) / MIL-I (Marathi)                                         | 2       |    | 2                       |    | 20                              | 30  | 50    |
| VEC T (2)                                | 24CpCopU1801                      | Environmental Science                                                   | 2       |    | 2                       |    | 20                              | 30  | 50    |
| <b>Total</b>                             |                                   |                                                                         | 22      | 00 | 22                      | 00 |                                 |     | 550   |

**Level:- 4.5 (First Year)      Sem:II**

| Course Type                          | Course Code                    | Course Title                                                               | Credits |    | Teaching Scheme Hr/Week |    | Evaluation Scheme and Max Marks |     |       |
|--------------------------------------|--------------------------------|----------------------------------------------------------------------------|---------|----|-------------------------|----|---------------------------------|-----|-------|
|                                      |                                |                                                                            | TH      | PR | TH                      | PR | CE                              | ESE | Total |
| Subject 1<br>T(2)+ T/P(2)<br>or T(4) | 24BaFinU2101 /<br>24BaMktU2101 | Business Accounting /<br>Basics of Digital Marketing                       | 4       |    | 4                       |    | 40                              | 60  | 100   |
| Subject 2<br>T(2)+ T/P(2)<br>or T(4) | 24BaMktU2101 /<br>24BaHrmU2101 | Basics of Digital Marketing /<br>Functions of Human Resource<br>Management | 4       |    | 4                       |    | 40                              | 60  | 100   |
| Subject 3<br>T(2)+ T/P(2)<br>or T(4) | 24BaBbaU2301                   | Business Economics (Micro)                                                 | 4       |    | 4                       |    | 40                              | 60  | 100   |
| GE/OE<br>(T/P)(2)                    | 24BaBbaU2401                   | Personality Development                                                    | 2       |    | 2                       |    | 20                              | 30  | 50    |
| SEC T(2)                             | 24BaBbaU2601                   | Business Statistics                                                        | 2       |    | 2                       |    | 20                              | 30  | 50    |
| AEC T(2)                             | 24CpCopU2703                   | English Communication Skills I                                             | 2       |    | 2                       |    | 20                              | 30  | 50    |

**Level:- 5.0 (Second Year)    Sem:III**

**Level:- 5.0 (Second Year)      Sem:IV**

| Course Type | Course Code | Course Title | Credits |    | Teaching Scheme Hr/Week |    | Evaluation Scheme and Max Marks |    |       |
|-------------|-------------|--------------|---------|----|-------------------------|----|---------------------------------|----|-------|
|             |             |              | TH      | PR | TH                      | PR | CE                              | EE | Total |

|                                        |                                                                   |                                                   |    |    |    |    |    |    |     |
|----------------------------------------|-------------------------------------------------------------------|---------------------------------------------------|----|----|----|----|----|----|-----|
| Major Core<br>T(2+2 or 4),<br>(T/P)(2) | 24BaMktU4101                                                      | Retail Management                                 | 4  |    | 4  |    | 40 | 60 | 100 |
|                                        | 24BaBbaU4102                                                      | Business Organization and System                  | 2  |    | 2  |    | 20 | 30 | 50  |
| VSC P(2)                               | 24BaMktU4501                                                      | Lab Course on Social Media Marketing              |    | 2  |    | 4  | 20 | 30 | 50  |
| CEP P(2)                               | <a href="#">24CpCopU4003</a>                                      | <a href="#">Community Engagement Project</a>      |    | 2  |    | 4  | 20 | 30 | 50  |
| Minor<br>(T/P)(2+2 or 4)               | 24BaBbaU4301                                                      | Public Finance and International Economics        | 4  |    | 4  |    | 40 | 60 | 100 |
| GE/OE (T/P)<br>(2)                     | 24BaBbaU4401                                                      | Business Planning and Project Management          | 2  |    | 2  |    | 20 | 30 | 50  |
| SEC T(2)                               | 24BaBbaU4601                                                      | Research Methodology (Tools and Analysis)         | 2  |    | 2  |    | 20 | 30 | 50  |
| AEC T(2)                               | <a href="#">24CpCopU4701</a><br>/<br><a href="#">24CpCopU4702</a> | <a href="#">MIL-II (Hindi) / MIL-II (Marathi)</a> | 2  |    | 2  |    | 20 | 30 | 50  |
| CC T(2)                                | <a href="#">24CpCopU4001</a>                                      | <a href="#">Health and Wellness</a>               | 2  |    | 2  |    | 20 | 30 | 50  |
| <b>Total</b>                           |                                                                   |                                                   | 18 | 04 | 18 | 08 |    |    | 550 |

**Level:- 5.5 (Third Year)      Sem:-V**

| Course Type                                                       | Course Code                  | Course Title                                   | Credits |    | Teaching Scheme Hr/Week |    | Evaluation Scheme and Max Marks |    |       |
|-------------------------------------------------------------------|------------------------------|------------------------------------------------|---------|----|-------------------------|----|---------------------------------|----|-------|
|                                                                   |                              |                                                | TH      | PR | TH                      | PR | CE                              | EE | Total |
| Major Core<br>T(2+2+2+2<br>or 4 + 2+2 or<br>4 + 4) P(2+2<br>or 4) | 24BaMktU5601                 | Rural Marketing                                | 4       |    | 4                       |    | 40                              | 60 | 100   |
|                                                                   | 24BaMktU5602                 | Product Management                             | 4       |    | 4                       |    | 40                              | 60 | 100   |
|                                                                   | 24BaMktU5603                 | Brand Management                               | 2       |    | 2                       |    | 20                              | 30 | 50    |
|                                                                   | 24BaBbaU5604                 | Entrepreneurship Development                   | 2       |    | 2                       |    | 20                              | 30 | 50    |
| Major<br>Elective (T/P)<br>(2+2 or 4)                             | 24BaMktU5201                 | Business Ethics in Marketing                   | 4       |    | 4                       |    | 40                              | 60 | 100   |
|                                                                   | 24BaMktU5202                 | Service Marketing                              | 4       |    | 4                       |    | 40                              | 60 | 100   |
| VSC P(2)                                                          | 24BaMktU5501                 | Lab Course on Customer Relationship Management |         | 2  |                         | 4  | 20                              | 30 | 50    |
| FP (2)                                                            | <a href="#">24BaBbaU5001</a> | <a href="#">Field Project II</a>               |         | 2  |                         | 4  | 20                              | 30 | 50    |
| Minor<br>(T/P) (2)                                                | 24BaBbaU5301                 | Indian Economic Environment                    | 2       |    | 2                       |    | 20                              | 30 | 50    |
| <b>Total</b>                                                      |                              |                                                | 18      | 04 | 18                      | 08 |                                 |    | 550   |

**Level:- 5.5 (Third Year)      Sem:-VI**

| Course Type | Course Code | Course Title | Credits | Teaching Scheme Hr/Week | Evaluation Scheme and Max Marks |
|-------------|-------------|--------------|---------|-------------------------|---------------------------------|
|-------------|-------------|--------------|---------|-------------------------|---------------------------------|

|                                                               |              |                                  | TH | PR | TH | PR | CE | EE | Total |
|---------------------------------------------------------------|--------------|----------------------------------|----|----|----|----|----|----|-------|
| Major Core<br>T(2+2+2+2 or<br>4+2+2 or<br>4+4) P(2+2 or<br>4) | 24BaMktU6601 | Strategic Marketing Management   | 4  |    | 4  |    | 40 | 60 | 100   |
|                                                               | 24BaMktU6602 | Advertising and Sales Promotion  | 4  |    | 4  |    | 40 | 60 | 100   |
|                                                               | 24BaMktU6603 | International Marketing          | 2  |    | 2  |    | 20 | 30 | 50    |
|                                                               | 24BaBbaU6604 | Fundamentals of e-Commerce       | 2  |    | 2  |    | 20 | 30 | 50    |
| Major<br>Elective (T/P)<br>(2+2 or 4)                         | 24BaMktU6201 | Legal Aspects in Marketing       | 4  |    | 4  |    | 40 | 60 | 100   |
|                                                               | 24BaMktU6202 | Supply Chain Management          | 4  |    | 4  |    | 40 | 60 | 100   |
| VSC P(2)                                                      | 24BaMktU6501 | Lab Course on Marketing Research |    | 2  |    | 4  | 20 | 30 | 50    |
| OJT (2)                                                       | 24BaCopU6004 | On Job Training                  |    | 4  |    | 8  | 40 | 60 | 100   |
| <b>Total</b>                                                  |              |                                  | 16 | 06 | 16 | 12 |    |    | 550   |