

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)

(Based on NEP 2020 framework)

(To be implemented from the Academic Year 2023-24)

Semester 1 (First Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 2)	Major Paper 1 (Theory)	23BaMktU1101	Principles of Marketing	4	4	40	60	100
	Major Paper 2 (Theory)	23BaCopU1102	Principles and Practices of Management	4	2	20	30	50
Major Electives	--	--	--	--	--	--	--	--
Minor	--	--	--	--	--	--	--	--
OE (2 +2)	Theory	23BaCopU1401	Business Correspondence	2	4	40	60	100
		23CpCopU1402	Democracy, Election and Governance	2				
VSC (2)	Major Specific Practical I	23BaMktU1501	Lab Course on Sales Management	4	2	20	30	50
SEC (2)	Skill Paper 1 (Theory)	23BaCopU1601	Business Mathematics	2	2	20	30	50
AEC (2)	Theory	23CpCopU1701/ 23CpCopU1702	MIL (Hindi) I/ MIL (Marathi) I	2	2	20	30	50
VEC (2)	EVS Theory	23CpCopU1801	Environment Science I	2	2	20	30	50
IKS (2)	Generic IKS	23CpCopU1901	Generic IKS	2	2	20	30	50
CC (2)	CC-I Course	23CpCopU1001	Online Course Based on Yoga	2	2	20	30	50
Total				26	22	220	330	550

Semester 2 (First Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 2)	Major Paper 3 (Theory)	23BaMktU2101	Basics of Digital Marketing	4	4	40	60	100
	Major Paper 4 (Theory)	23BaCopU2102	Business Organization & System	4	2	20	30	50
Major Electives	--	--	--	--	--	--	--	--
Minor	Minor Paper I	23BaCopU2301	Basics of Economics	4	2	20	30	50
OE (2 + 2)	Theory	23BaCopU2401	Personality Development	2	4	40	60	100
	Theory	23CpCopU2402	Fundamentals of Music	2				
VSC (2)	Major Specific Practical II	23BaMktU2501	Lab Course on Social Media Marketing	4	2	20	30	50
SEC (2)	Skill Paper II (Theory)	23BaCopU2601	Business Statistics	2	2	20	30	50
AEC (2)	Theory	23CpCopU2703	English Communication Skills I	2	2	20	30	50
VEC (2)	EVS Theory	23CpCopU2801	Environment Science II	2	2	20	30	50
IKS (2)	--	--	--	--	--	--	--	--
CC (2)	CC-II Course	23CpCopU2001 / 23CpCopU2011 / 23CpCopU2021 / 23CpCopU2031 / 23CpCopU2041 / 23CpCopU2051 / 23CpCopU2061 / 23CpCopU2071	Physical Education / Cultural Activities / NSS / NCC / Fine Arts / Applied Arts / Visual Arts / Performing Arts	2	2	20	30	50
Total				28	22	220	330	550

Semester 3 (Second Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4)	Major Core Paper 5 (Theory)	23BaMktU3101	Consumer Behavior	4	4	40	60	100
	Major Paper 6 (Theory)	23BaMktU3102	Product Management	2	2	20	30	50
	Major Paper 7 (Theory) (Major specific IKS)	23BaCopU1901	Ancient Indian Trade and Commerce	2	2	20	30	50
Major Electives	--	--	--	--	--	--	--	--
Minor (4)	Minor Paper II	23BaCopU3301	Business Economics (Micro)	4	4	40	60	100
OE (2)		23BaCopU3401	Event Management	4	2	20	30	50
VSC (2)	Major Specific Practical II	23BaMktU3501	Lab Course on Customer Relationship Management	4	2	20	30	50
SEC (2)	--	--	--	--	--	--	--	--
AEC (2)	English Theory	23CpCopU3703	English Communication Skills II	2	2	20	30	50
VEC (2)	--	--	--	--	--	--	--	--
IKS (2)	--	--	--	--	--	--	--	--
FP/CEP (2)	FP –I	23BaMktU3002	Field Project I	2	2	20	30	50
CC (2)	CC-III	23CpCopU3001	Fitness	2	2	20	30	50
Total				26	22	220	330	550

Semester 4 (Second Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4)	Major Paper 8 (Theory)	23BaMktU4101	Retail Management	4	4	40	60	100
	Major Paper 9 (Theory)	23BaMktU4102	Advertising and Sales Promotion	4	4	40	60	100
Major Electives	--	--	--	--	--	--	--	--
Minor (4)	Minor Paper III	23BaCopU4301	Business Economics (Macro)	4	4	40	60	100
OE (2)	Theory	23BaCopU4401	Business Planning and Project Management	4	2	20	30	50
VSC (2)	--	--	--	--	--	--	--	--
SEC (2)	Skill Paper III (Theory)	23BaCopU4601	Research Methodology (Tools and Analysis)	2	2	20	30	50
AEC (2)	English Theory	23ArCopU4701/ 23ArCopU4702	MIL (Hindi) II/ MIL (Marathi) II	2	2	20	30	50
VEC (2)	--	--	--	--	--	--	--	--
IKS (2)	--	--	--	--	--	--	--	--
FP / CEP (2)	CEP –I	23BaMktU4003	Community Engagement Project	4	2	20	30	50
CC (2)	CC-IV	23CpCopU4001	Health and Wellness	2	2	20	30	50
Total				26	22	220	330	550

Semester 5 (Third Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4 + 2)	Major Core Paper 10 (Theory)	23BaMktU5101	Rural Marketing	4	4	40	60	100
	Major Paper 11 (Theory)	23BaMktU5102	Brand Management	4	4	40	60	100
	Major Paper 12 (Theory)	23BaCopU5103	Entrepreneurship Development	2	2	20	30	50
Major Electives	Elective I (Theory)	23BaMktU5201	Business Ethics in Marketing	4	4	40	60	100
	Elective II (Theory)	23BaMktU5202	Service Marketing	4	4	40	60	100
Minor (4)	Minor Paper IV (Theory)	23BaCopU5301	Public Finance and International Economics	4	4	40	60	100
OE (2 + 2)	--	--	--	--	--	--	--	--
VSC (2)	Major Specific Practical III	23BaMktU5501	Lab Course on Marketing Research	4	2	20	30	50
SEC (2)	--	--	--	--	--	--	--	--
AEC (2)	--	--	--	--	--	--	--	--
VEC (2)	--	--	--	--	--	--	--	--
IKS (2)	--	--	--	--	--	--	--	--
FP / CEP (2)	FP –II (Project)	23BaMktU5002	Field Project II	4	2	20	30	50
Total				26	22	220	330	550

Semester 6 (Third Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4 + 2)	Major Paper 13(Theory)	23BaMktU6101	International Marketing	4	4	40	60	100
	Major Paper 14 (Theory)	23BaMktU6102	Strategic Marketing Management	4	4	40	60	100
	Major Paper 15 (Theory)	23BaCopU6103	Fundamentals of E-Commerce	2	2	20	30	50
Major Electives	Elective III (Theory)	23BaMktU6201	Legal Aspects in Marketing	4	4	40	60	100
	Elective IV (Theory)	23BaMktU6202	Supply Chain Management	4	4	40	60	100
Minor (4)	Minor Paper V (Theory)	23BaCopU6301	Indian Economic Environment	4	4	40	60	100
OE (2 + 2)	--	--	--	--	--	--	--	--
VSC (2)	--	--	--	--	--	--	--	--
SEC (2)	--	--	--	--	--	--	--	--
AEC (2)	--	--	--	--	--	--	--	--
VEC (2)	--	--	--	--	--	--	--	--
OJT (4)	OJT	23CpCopU6004	On Job Training	8	4	40	60	100
FP / CEP (2)	--	--	--	--	--	--	--	--
Total				26	22	220	330	550

OE: Open Elective

AEC: Ability Enhancement Course

VEC: value Education Courses

CC: Co-Curricular Courses

IKS: Indian Knowledge System

OJT: On Job Training

FP: Field Project

VSC: Vocational Skill Courses

CEP: Community Engagement Project