

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. (International Business)

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 T(2)+ (T/P) (2) or T(4)	24BaBibU1101 / 24BaBibU1101	Indian Business Environment	4		4		40	60	100
Subject 2 T(2)+ (T/P) (2) or T(4)	24BaBibU1101 / 24BaBibU1101	Principles of Management	4		4		40	60	100
Subject 3 T(2)+ (T/P) (2) or T(4)	23BaBibU1301	Foreign Language (German Paper I)	4		4		40	60	100
IKS T(2)	24CpCopU1901	Generic IKS	2		2		20	30	50
GE/OE (T/P) (2)	24BaBibU1401	Production and Operation Management	2		2		20	30	50
SEC (T) (2)	24BaBibU1601	Business Accounting	2		2		20	30	50
AEC T(2)	24CpCopU1701 / 24CpCopU1702	MIL-I (Hindi) / MIL-I (Marathi)	2		2		20	30	50
VEC T (2)	24CpCopU1801	Environmental Science	2		2		20	30	50
Total			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 T(2)+ T/P(2) or T(4)	24BaBibU2101	Principles Of Marketing	4		4		40	60	100
Subject 2 T(2)+ T/P(2) or T(4)	24BaBibU2201	Elements of Human Resource Management	2		2		20	30	50
	24BaBibU2202	Cost Accounting	2		2		20	30	50
Subject 3 T(2)+ T/P(2) or T(4)	23BaBibU2301	Foreign Language (German Paper II)	4		4		40	60	100
GE/OE (T/P)(2)	24BaBibUU2401	International Economics	2		2		20	30	50
SEC T(2)	24BaBibU2601	Personality Development	2		2		20	30	50
AEC T(2)	24CpCopU2703	English Communication Skills I	2		2		20	30	50

VEC T(2)	24CpCopU2801	Democracy, Election and Governance	2		2		20	30	50
CC(2)	24CpCopU2001/ 24CpCopU2011 / 24CpCopU2021 / 24CpCopU2031 / 24CpCopU2041 / 24CpCopU2051 / 24CpCopU2061 / 24CpCopU2071	Physical Education / Cultural Activities / NSS / NCC / Fine Arts / Applied Arts / Visual Arts / Performing Arts	2		2		20	30	50
Total			22	00	220	00			550

Level:- 5.0 (Second Year) Sem:III

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 T(2+2 or 4), (T/P)(2)	24BaBibU3101	Global Business Environment	4		4		40	60	100
	24BaBibU3102	International Marketing	2		2		20	30	50
VSC P(2)	24BaBibU3501	Lab Course on Management I		2		4	20	30	50
IKS (T/P)(2)	24BaBibU3901	Ancient Indian Trade and Commerce	2		2		20	30	50
FP P(2)	24ArHisU3002	Field Project I		2		4	20	30	50
Minor (T/P)(2+2 or 4)	24BaBibU3301	Foreign Language (German Paper III)	4		4		40	60	100
GE/OE (T/P)(2)	24BaBibU3401	International Agribusiness Management	2		2		20	30	50
AEC T(2)	24CpCopU3703	English Communication Skills II	2		2		20	30	50
CC T(2)	24CpCopU3001	Online Course on Yoga	2		2		20	30	50
Total			18	04	18	08			550

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 T(2+2 or 4), (T/P)(2)	24BaBibU4101	Foreign Exchange Operation	4		4		40	60	100
	24BaBibU4102	Production and Operation Management	2		2		20	30	50
VSC P(2)	24BaBibU4501	Lab Course on Management II		2		4	20	30	50
CEP P(2)	24BaCopU4003	Community Engagement Project		2		4	20	30	50

Minor (T/P)(2+2 or 4)	24BaBibU4301	Foreign Language (German Paper IV)	4		4		40	60	100
GE/OE (T/P) (2)	24BaBibU4401	International business in service sector	2		2		20	30	50
SEC T(2)	24BaBibU4601	Port Exposure	2		2		20	30	50
AEC T(2)	24CpCopU4701 / 24CpCopU4702	MIL-II (Hindi) / MIL-II (Marathi)	2		2		20	30	50
CC T(2)	24CpCopU4001	Health and Wellness	2		2		20	30	50
Total			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 T(2+2+2+2 or 4 + 2+2 or 4 + 4) P(2+2 or 4)	24BaBibU5601	International Relations	4		4		40	60	100
	24BaBibU5602	International Banking and Finance	4		4		40	60	100
	24BaBibU5603	E-Commerce Technology	2		2		20	30	50
	24BaBibU5604	Legal Aspects of Business	2		2		20	30	50
Major Elective (T/P) (2+2 or 4)	24BaBibU5201	Global Business Ethics	2		2		20	30	50
	24BaBibU5202	Business Taxation	2		2		20	30	50
	24BaBibU523	Business Reporting and Analysis	2		2		20	30	50
	24BaBibU524	International Agribusiness Management	2		2		20	30	50
VSC P(2)	24BaBibU5501	Business Report Writing		2		4	20	30	50
FP (2)	24BaBibU5001	Field Project II		2		4	20	30	50
Minor (T/P) (2)	24BaBibU5301	Foreign Language (German Paper V)	2		2		20	30	50
Total			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 T(2+2+2+2 or 4+2+2 or 4+2+2 or 4)	24BaBibU6601	International Business in Service Sector	4		4		40	60	100
	24BaBibU6602	International Business Law	4		4		40	60	100

4+4) P(2+2 or 4)	24BaBibU6603	Import Export Procedure	4		4		40	60	100
Major Elective (T/P) (2+2 or 4)	24BaBibU5201	Supply Chain and Logistic Management	2		2		20	30	50
	24BaBibU5202	Management Accounting	2		2		20	30	50
	24BaBibU5203	Study of Global Economics	2		2		20	30	50
	24BaBibU5204	International Project Management	2		2		20	30	50
VSC P(2)	24BaBibU6501	Lab Course on International Business		2		4	20	30	50
OJT (2)	24ArEcoU6004	On Job Training		4		8	40	60	100
Total			16	06	16	12			550

Syllabus of Semester III

Progressive Education Society's
Modern College of Arts, Science and Commerce,
Shivajinagar, Pune - 5
Second Year BBA IB-Semester III
(Under NEP 2024)

Course Code: 24BaBIBU3101

Course Name: Global Business Environment
(Major core)
Credit 04

Teaching Scheme: 4Hours per week

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

- Students must get a brief introduction of Global Business and its working culture.
- Creating awareness of International business scenario is the basic prerequisite.

Course Objectives:

1. To make the students aware about globalization and environmental consequences.
2. To create awareness about dimensions of eco-friendly environment.
3. To gain knowledge about global warming and environmental ethics.

Course Outcomes:

Upon completion of the course, student will be able to

CO No	Course Outcomes	Booms Cognitive Level
1	Remember key concepts in Global Warming and Environmental Ethics	1
2	Understand the key components of Multinational Corporations	2
3	Apply the knowledge of key concepts in Environmental Studies, in practical life	3
4	Analyse in problem solving skills for Environmental Issues	4
5	Evaluate information related to Environmental and Ecological Concerns for Businesses	5
6	Create strategies for Sustainable and Eco Friendly Management of Business.	6

Course Contents:

Chapter 1	Introduction	lectures
	1.1 Globalization, Effects of Globalization on the Environment. 1.2 Trade of toxic chemicals, The Dirty Dozen, Nasty Nine chemicals, Exposure to Toxic Chemicals, Aspects of Trade in Toxic Chemicals. Management of Toxic Chemicals in Developing Economies, Factors Encouraging Illegal Trade in Hazardous Chemicals, Transfer of Toxic Technologies 1.3 SEZ (Special Economic Zone) & pollution problems, SEZ in India, SEZs and Environment.	16
Chapter 2	Dimensions of Eco-friendly in Business	
	2.1 Introduction, Environmental Concerns, Environmental Marketing, Emerging business policies, Meaning, Introduction, Green process and practices, Role of Marketing in Sustainability, Environment footprint, Concept of Industrial Ecology. 2.2 Eco attitudes & Eco behavior, Motivating Factors for Eco-Consumerism, Barriers to Positive Attitude towards Eco-Products, Challenges for Marketers, Ecologically Concerned Consumers, Green Products, Green marketing and practices, 2.3 Eco mark scheme of India, Government purchases of Eco-products	14
Chapter 3	Business & Global Warming	
	3.1 Reducing Greenhouse Gases, Climate changes, Impact of global warming 3.1 Carbon credit technology for mitigation of greenhouse gases, Carbon credits, Emission markets, carbon offsets 3.2 Corporate role in reducing greenhouse gases.	12
Chapter 4	Business & Environmental Ethics	

	4.1 Business Ethics, Environment ethics Concept, principle & its role, Value systems, need for global consensus, environmental ethics ,role of corporations in environmental managements ,4.2 Green Industries, Case Studies of Green Industries ,Characteristics of green industries, role of government in environmental ethics 4.3 Role of the international NGO's in environmental awareness. Objectives of environmental awareness programs in India Directions at UN Fora, 4.4 Experiential Learning- Model making with presentations [title- Learn to Innovate]	12
Chapter 5	Multinational Corporations 5.1 Definitions and Meaning, Organizational Models 5.2 Importance and Dominance of MNCs 5.3 Code of Conduct for MNCs 5.4 Multinationals in India 5.5 Transfer of Technology	06
	Total	60 hrs.

Recommended Books

1. Environmental Economics, Indian Edition, Janet M. Thomas & Scott J. Callan, Cengage Learning India Ltd.
2. Environmental Law & Policy in India, Cases Materials & Statutes, Shyam Divan & Armin Rosencrantz, Oxford India
3. Cases in Environment of Business, International Perspectives, David W. Conlin, Sage Publications
4. GDAE Teaching Module, Trade and the Environment, by Jonathan Harris. (<http://ase.tufts.edu/gdae>).
5. International Business Environment,(7th Revised Edition) by Francis Cherunilam, Himalaya Publishing House.

Websites & links:

- 1 <https://cpcb.nic.in>
- 2 <https://sezindia.gov.in>
- 3 www.updapt.com
- 4 <https://www.c2es.org>
- 5 <https://www.nipccd.nic.in>

Progressive Education Society's
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Second YEAR B.B.A. (IB)-Semester III
(Under NEP-2024)
Course Code: 24BaBibU3102 Course Name: International Marketing
(Major Core)

Teaching Scheme: TH: 02 Hrs. per week

Credit 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- Students should have basic knowledge of concepts of Marketing, Sales and its international significance.
- Students should have raw idea of the differences between Domestic Marketing & Overseas Marketing.

Course Objectives:

- To familiarize the student to understand the international environment and policies
- To enable the students to acquire necessary skills to deal in international market

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Outcome	BL
1	Understanding of International Market and major Issue related to International Market.	2
2	Develop and Implementing Organizational ability to enter and Compete in International Market.	3
3	Analyzing the Market segmentation strategy.	4
4	Defining International Market Policies and Strategies into Domestic Market.	1
5	Adopting the International Pricing Strategies and Policies.	6
6	Identifying International Promotion Strategies and Distribution Decision	3

Course Contents:

Chapter 1	INTRODUCTION	06
	1.1 Concept of International Marketing scope, 1.2 Scope and Objectives of International Marketing, 1.3 Challenges and Opportunities in international Marketing, 1.4 Reason of entry in International Marketing 1.5 Difference Between Domestic and International Market	
Chapter 2	International Marketing Mix-1	12
	2.1 Screening & selection of markets 2.2 International market entry strategies- Exporting licensing contract manufacturing 2.3 Joint venture 2.4 Setting -up of wholly owned subsidiaries * International Product Planning: 2.5 Major product decisions -Product features and quality 2.6 Product design, Labeling, Packaging 2.9 Branding and product support services 2.10 Product standardization vs. adaptation 2.11 Managing product line 2.12 International trade product life cycle 2.13 New product development	
Chapter 3	International Marketing Mix-2	12
	3.1 Pricing strategies 3.2 Factors affecting international price determination 3.3 Environment factors affecting 3.4 International promotion mix; 3.5 push and pull strategies, 3.6 Communication across the countries- complexities and issues 3.7 Global Advertising, personal selling, 3.8 Publicity and Sales promotion 3.9 Challenges of international advertising 3.10 The Structure of international distribution systems 3.8 Distribution channel strategy- international distribution channels, their roles and functions.	
	Total No. of Lectures	30

Recommended Books:

1. International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar
2. International Marketing Management – Varshney and Bhattacharya
3. International Marketing Export Marketing – S.Shiva Ramu
4. International Marketing – S.S. Rathor, J.S. Rathor
5. Global Marketing Strategy – Douglas & Craig
6. Export Marketing – Michael Vaz
7. Global Marketing Management
8. Pearson Education – New Delhi
9. Keegan Warren J.
10. Cengage Learning
11. Global Business Press – New Delhi 1991 (Supplementary Reading Material)
12. Oxford University Press

Recommended Websites :

- 1) www.globalstudyportals.com
- 2) www.masterstudies.com
- 3) www.euruni.edu
- 4) www.classcentral.com

Progressive Education Society's
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Second Year of B.B.A. (IB) Sem-III
(Under NEP 2024)

Course Code: 24BaBibU3501

**Course Name: Lab Course on
 Management I
 (VSC-P)**

Teaching Scheme: TH: 4 Hours/Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

To help the students understand the concept, importance, evolution and functions of management in the dynamic scenario along with the understanding of Indian Business Environment.

Course Objectives:

- Apply course concepts and theory in a practical context
- The course will help the students to understand the application of theoretical knowledge to the practical problems.

Course Outcomes:

On completion of the course, student will be able,-

CO No	Course Outcomes (COs)	Blooms Cognitive Level
CO 1	Identify the usages of case studies in the management	01
CO 2	Students should classify complex business problems	02
CO 3	Leaners should apply theoretical frameworks to real-world case studies.	03
CO 4	Analyze case studies using relevant theoretical frameworks	04
CO 5	Develop and present well-supported recommendations for business challenges through case studies	05
CO 6	Leaners should interpret theoretical frameworks to real-world case studies	06

Course Contents

The course will consist of solving cases

- Cases covering areas family owned, professional & multinational companies, Online Businesses & Business Environment
- Cases in subject: Global Business Environment of 15 marks each.(15x2=30)
- Cases in subject: International Marketing of 15 marks each (15x2=30)

Books:

- 1) 20 case studies on Management by Captain Kaushal
- 2) Short cases in Management by Pooja Agarwal
- 3) Indian Business Case Studies Volume VIII(Indian case studies in Business Management.

E Books/Link:

- 1) <https://amzn.eu/d/2erBr10>

Progressive Education Society's
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 Shivajinagar, Pune – 5

Second Year of B.B.A. (IB)
(Under NEP 2024)

Course Code: 24BaCopU3901 Course Name: Ancient Indian Trade and Commerce (IKS)

Teaching Scheme: TH: 2 Hours/Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- Students should have the basic knowledge of Trade and Commerce
- Students should have the mind set about Ancient Indian Trade and Commerce, and must be curious about the Ancient Indian Trade and Commerce.

Course Objectives:

- To Study everything related to Ancient Indian Trade and Commerce.
- To learn about history of Ancient Indian Trade and Commerce.
- To find out various issues at that time.

Course Outcomes:

On completion of the course, student will be able to–

CO No.	Outcome	BL
1	Remember key concepts in Ancient Indian Trade & History	1
2	Understand Various Ancient Indian Trades	2
3	Apply the knowledge of various trade routes to his /her practical knowledge.	3
4	Analyze Weights and Measures, while trading.	4
5	Evaluate trade routes connecting India and Outside world	5
6	Identify Business Transaction and other commercial conventions	6

Course Contents

Unit 1	Introduction	5 Lectures
	1.1 Indian Civilization 1.2 Agricultural Organization in India 1.3 Organization of Labour, Industry and Commerce in India 1.4 Physical Features and Early Stages of Economic Development 1.4.1 Some Phases of Early Economy 1.5 Society and Trade 1.6 Roman Empire	
Unit 2	Commercial Relations of India and Various Trade Routes	15 Lectures
	2.1 Commercial Relations of India 2.1.1 Trade and Commerce with Egyptian Civilization 2.1.2 Trade and Commerce with Greek Civilization 2.2 Proto-historic trade routes, 2.3 Internal and coastal trade-routes of India 2.3.1 Uttarapatha 2.3.2 Dakshinapatha 2.4 Trade –routes connecting India and Outside world 2.5 Silk route connecting China and others, Grand Trunk road, Panama Canal, Suez Canal etc. 2.5 Journey Condition, 2.6 Means of Transport.	
Unit 3	Ways of Trade and Commerce and Business	10 Lectures
	3.1 Medium of Exchange 3.2 Weights and Measures 3.3 Business Organization 3.4 Business Transaction and other commercial conventions 3.5 Commodities	

Suggested Text Books:

1. Ancient Indian Commerce :Commercial Relations Of India In The Middle East
By Dr. Bhimrao R. Ambedkar – Kindle Edition
2. Trade and Commerce in Ancient India (From Earliest times to A.D. 300)
By Balram Srivastava Publisher The Chowkhamba Sanskrit Series Office Varanasi-1 (India) Edition 196

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Second Year of B.B.A. (IB) Sem III
(Under NEP 2024)

Course Code : 24BaBibU3301 Course Name: Foreign Language German paper III (Minor paper III)

Teaching Scheme: TH: 4 Hours/Week

Credit : 04

Examination Scheme: CIA : 40 Marks

End-Sem : 60 Marks

Prerequisite Courses:

- Second semester of BBA-IB with German.

Course Objectives:

- To read understand different vocabulary regarding House, study and professions, cloths, traveling, weather etc.
- To listen and understand the language in the day-to-day situations when spoken in a slow speed i.e. renting a house, different professions, traveling, weather etc
- To read and write simple sentences. Listen understand dialogs. Write the dialogs and play them.
- Focus will be on the four main aspects of learning German as foreign language, namely reading, listening, writing, and speaking. Have knowledge of basic Grammer
- The course would also provide a primary insight into cultural studies of German speaking countries
- As per the European Reference framework for languages the course would be equivalent to A1 level

Course Outcomes:

After successful completion of this course students will able to:

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Recognize and memorize the vocabulary of House, study and professions, cloths, traveling, weather etc.	1
CO 2	Describe and summarize about houses, furniture and fixtures, cloths, and travel destinations etc.	2
CO 3	Categories the rooms and furniture items in the house, clothes and accessories, travel destinations	4
CO 4	Determine a structure of sentences, answers about different topics in day-to-day life. Prepare a telephone conversation or dialogs	3
CO 5	Formulate a letter or E-Mail, invitations, blogs etc.	6
CO 6	Choose correct words, phrases to express day-to-day situations	5

Course Contents

Chapter 1	Meine Wohnung	No. Lectures
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	1.1 Wohnungsanzeigen verstehen 1.2 Eine Wohnung beschreiben 1.3 Die Wohnungseinrichtungen planen 1.4 Eine Einladung beantworten 1.5 Über eine Wohnungseinrichtung sprechen 1.6 Ortsangaben machen 1.7 Gefallen und Missfallen ausdrücken 1.8 Farben nennen 1.9 Über Wohnformen sprechen 1.10 Einen Text über eine Wohnung schreiben	15
Chapter 2	Studium und Beruf	No. Lectures
	2.1 Einen Tagesablauf beschreiben 2.2 Über vergangenes sprechen 2.3 Aussagen über die Jobsuche verstehen 2.4 Von einem Tag berichten 2.5 Telefonieren und nachfragen 2.6 Über Jobs sprechen	15
Chapter 3	Die Jacke gefällt mir!	No. Lectures
	3.1 Über Kleidung sprechen 3.2 Komplimente verstehen 3.3 Über Vergangenes berichten 3.4 Gespräche beim Kleiderkauf führen 3.5 Sich im Kaufhaus orientieren 3.6 Nach Auskunft fragen und antworten 3.7 Informationen über Berlin verstehen und recherchieren	14
Chapter 4	Ab in den Urlaub	No. Lectures
	4.1 Vorschläge für eine Stadttour machen 4.2 Eine Wegbeschreibung verstehen 4.3 Einen Weg beschreiben 4.4 Eine Postkarte schreiben 4.5 Reiseberichte verstehen und schreiben 4.6 Fragen zu einer Reise stellen und beantworten 4.7 Das Wetter beschreiben 4.8 Über Reiseziele sprechen und schreiben	16
	Total	60

Reference books:

- Netzwerk neu A1 Kursbuch and Übungsbuch, Klett
- Netzwerk A1 Kursbuch and Arbeitsbuch, Klett
- Sudio D A1 Kurs- und Übungsbuch and Sprachtraining
- Menschen A1 Kursbuch and Arbeitsbuch
- Lagune A1 Kursbuch and Arbeitsbuch
- Wortschatz und Grammatik A1, Hueber 2014
- Grammatik Intesivtrainer A1. Langenschied 2006
- Brücke 1 (Balbharati publication)

Websites:

1. <https://www.deutsch-perfekt.com>
2. <https://dw.de>
3. <https://www.goethe.de>
4. <https://mein-deutschbuch.de>

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Second Year of BBA IB (SEM-III)
(Under NEP 2024)

Course Code: 24BaBibU3401

**Course Name: International Agribusiness
 Management
 (GE/OE)**

Teaching Scheme: 2 Hours per week

Credit 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

The study of International Agribusiness will teach you about the commercial side of agriculture, both in India and internationally. It will cover all aspects of the growing, processing, training and financing of food and fibers, and gain valuable transferable business skills. The study also includes management and sustainability of agrifood value chain and sharpens acumen for business

Course Objectives:

1. To make the students aware of the national and international agricultural scenario.
2. To develop an awareness among students about EXIM policy and agri marketing
3. To learn the types of Agro based industry

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Outcome	BL
1	Identifying reason why agro base industry play a vital role especially to a country like India where the basic occupation is farming.	3
2	Evaluate strategic advantages in Indian agro business.	5
3	Analyze the scope in food industry through agro business.	4
4	Understand the export licensing process for food industry.	2

5	Creating awareness for promoting agro business at international level.	6
6	To know how EXIM policies apply in agro business.	1

Course Contents:

Chapter 1	Introduction	lectures
	1.1 Meaning, Scope, Importance. Impact of international agri business on Indian Economy 1.2 Comparative study of Indian Agro products with other countries Agro products. 1.3 Strategic Advantage to Indian agro products (Environmental advantage & Governmental advantage)	10
Chapter 2	Agro Based Industries	
	2.1 Scope in India Food processing Industries Meaning, Future prospects of processed food industry 2.2 Dairy Industry – Characteristics, product range, future growth Sugar Industry 2.3 Constraints in export of processed food Study of international License for food industry	10
Chapter 3	EXIM Policy	
	3.1 Special efforts to promote Agro based commodities Role of state Trading Corporation in importing cereals, oils, etc 3.2 Quota Restriction on Agro Products 3.3 Aims of Exim Policy in raising India's share (in context of agro products) in world trade. 3.4 APEDA	10
	Total	30 hrs.

Recommended Books:

1. Agri business mgt. - by Smita Diwase – Everest Publishing
2. Agri business mgt. – by Urkude/Rajesh.L – Milona
3. Agri business mgt. in India – Subhash Bhawe
4. Agricultural Mktg. in India – Acharaya & Agarwal – Oxford & IBH publishing company
5. Ayele, S., A. Duncan, A. Larbi, and T. T. Khanh. 2012. "Enhancing Innovation in Livestock Value Chains through Networks: Lessons from Fodder Innovation Case Studies in Developing Countries." Science and Public

Policy 39 (3): 333–346

Websites

- 1) https://www.depts.ttu.edu/aaec/degree_programs/undergraduate/int_agbs.pdf
- 2) <https://www.investopedia.com/terms/a/agribusiness.asp>
- 3) <https://c4rb.org/agro-based-industries/>
- 4) <https://www.credlix.com/blogs/exim-policy-of-india-meaning-objectives-functions-features-benefits>

Syllabus of semester IV

Progressive Education Society's
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Shivajinagar, Pune – 5

S.Y. BBA IB (SEMESTER – IV)

(Under NEP 2024)

Course Code: 24BaBibU4101

**Course Name: Foreign Exchange Operations
(Major Core)**

Teaching Scheme: TH: 4 Lectures/Week

Credit: 04

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

- Students should have the hunt of Foreign Trade
- Students should have basic knowledge of requirement of Foreign Trade

Course Objectives:

1. To enable the students to acquire sound knowledge of basic concepts of Foreign Trade
2. To impart basic knowledge of FERA, FEMA
3. To make them conversant with INCO TERMS and Letter of Credit (LOC).

Course Outcomes:

On Completion of the course, student will be able to-

CO No.	Outcome	BL
1	Remembering the concept of balance of payments	1
2	Understand the various aspects of Foreign Exchange Market.	2
3	Evaluate the working of FOREX Market.	5
4	Analyzing documentation procedure in foreign trade.	4
5	Identify working of international financial organization and institutions.	3
6	Students will discuss rules & regulations of FOREX market.	6

Course Contents:

Chapter 1	BALANCE OF PAYMENTS	No. of Lectures
	1.1 Concept of BOP 1.2 Components of Balance of Trade 1.3 Balance of Payments. 1.4 Equilibrium and Disequilibrium in the Balance of Payments.	12
Chapter 2	FOREIGN EXCHANGE RATE	No. of Lectures
	2.1 Meaning of Exchange Rates; 2.2 Fixed, Flexible and Managed Exchange Rates; 2.3. Convertibility of Rupee on Current Account and Capital Account.	08
Chapter 3	DETERMINATION OF FOREIGN EXCHANGE RATES , FOREIGN TRADE CONTRACTS AND DOCUMENTS	No. of Lectures
	3.1 Foreign Exchange Market 3.2 Purchasing Power Parity Theory 3.3 Spot and Forward Transactions : 3.3.1 Exchange Arithmetic on Spot, Forward and Cross Rates 3.3.2 Arbitrage and Speculation 3.4 Meaning of Exchange Rates; Fixed Flexible and Managed Exchange Rates; 3.5 Convertibility of Rupee on Current Account and Capital Account. 3.6 INCO Terms	14
Chapter 4	Financing of Foreign Trade	No. of Lectures
	4.1 Objectives of Foreign Trade Documentation. 4.2 Documents: • Letter to Credit (L/C) • Parties to L/C; operation of L/C • Types of L/C: Revocable & Irrevocable • Transferable, Back to back credits • Revolving L/C • Anticipatory L/C • Draft, Types of draft. • Mate's Receipt. Bill of lading, Invoice. Insurance policy, • Certificate of origin, consular's invoice, bill of Exchange	14
Chapter 5	FOREIGN EXCHANGE CONTROL :	No. of Lectures

Experiential Learning : Poster presentation/Exhibition on)	5.1 Meaning and Objectives of Exchange Control 5.2 Methods of Exchange Control 5.3 FEMA - Introduction and Features of FEMA, 5.4 Provisions related to Export and Import Board Features • IMF / Foreign Trade Deficit and Policies/ International Relations • Foreign Exchange Reserves/ Impact of High Imports of Gold and Crude on Indian Economy / CAD	12
	TOTAL	60

**** Presentations/Tutorials/Assignments will be conducted for the following topics:**

1. FERA, FEMA
2. World Trade Organization (WTO)
3. Purchasing Power Parity (PPP)
4. INCO Terms
5. Letter of Credit (LOC)

Websites :

- 1) www.rbi.in
- 2) www.wgc.in
- 3) www.imf
- 4) www.wto.in

Recommended Books:

1. Foreign Exchange Facilities for Individuals by Indian Institute of Banking
2. Foreign Exchange Operations Under FEMA: Amazon.in: Sudhir Kochhar
3. Standard and Poor's Guide to Money
4. Foreign Exchange Operations: Master Trading Agreements, Settlement, and Collateral
David F DeRosa, 2013
5. Arbitrage,
Hedging, and Speculation: The Foreign Exchange Market
2004

Progressive Education Society's
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Shivajinagar, Pune – 5

SECOND YEAR B.B.A. (IB) SEM-IV
(Under NEP 2024)

Course Code: 24BaBibU4102

**Course Name: Production & Operations
Management
(Major Core)**

Teaching Scheme: TH: 2 Hrs per week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- Students should have knowledge of basics of manufacturing industry.
- Students should have an idea about making of an Assembly.

Course Objectives:

- To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
- To understand the Materials Management function starting from Demand Management through Inventory Management

Course Outcomes:

On completion of the course, student will be able to,-

CO No	Course Outcomes (COs)	Blooms Cognitive Level
CO 1	It will make the students able to define the meaning, functions and types of productions systems and recent trends in production management.	01
CO 2	It will make the students able to summarize the meaning, and importance, factors influencing in location of factory and plant layout and structure of layout.	02
CO 3	It will make the students able to accessing scope, objectives and techniques of Production planning and control.	05
CO 4	Apply knowledge of managing operational performance improvement.	06
CO 5	Apply knowledge of organising concepts of operations management.	04
CO 6	Plan and implement suitable quality control measures in Quality Circles to TQM.	03

Course Contents:

Chapter 1	Introduction	10
	1.1 Meaning and Functions of Production Management 1.2 Role and Responsibility of Production Function in Organization 1.3 Types of Production System - Continuous and Intermittent 1.4 Plant layout - Objectives, Types 1.5 Materials Flow Pattern 1.6 Safety Considerations and Environmental Aspects	
Chapter 2	Product Design & Product Development	10
	2.1 Definition, Importance of Product Design 2.2 Factors affecting product Design 2.3 Product Policy - Standardization, Simplification, 2.4 Production Development - Meaning & Importance, 2.5 Factors Responsible for Development, Stages in developing a new product	
Chapter 3	Production Planning and Control	10
	3.1 Meaning & Objectives, 3.2 Scope,& Importance 3.3 Procedure of Production Planning, 3.4 Routing scheduling Master Production Schedule, 3.5 Production Schedule, 3.6 Dispatch, 3.7 Follow up, 3.8 Production Control-Meaning, objectives, 3.9 Factors affecting Production Control.	
	Total No. of Lectures	30

Recommended Books:

- 1) Operations Management for Competitive Advantage- Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs
- 2) Production and Operations Management" by Adam and Ebert,
- 3) Operations Management" by William Stevenson,
- 4) Modern Production/Operations Management" by Buffa,

- 5) Production and Operations Management, by S. N. Chary, Tata McGraw-Hill Education Publication, New Delhi
- 6) Production and Operations Management, by K. Aswathappa & K. Shridhara Bhat, Himalaya Publishing House Pvt. Ltd., Mumbai
- 7) Production, Planning Control & Industrial Management, by K. C. Jain & L. N. Aggarwal, Khanna Publishers, New Delhi.
- 8) Productivity Techniques, by Srinivas Gondhalekar & Uday Salunkhe, Himalaya Publishing House Pvt. Ltd., New Delhi.
- 9) Production Operations Management Concepts Models, by Everett E. Adam, Ronald J. Ebert, Prentice Hall Publication, Toledo, OH, U.S.A
- 10) Plant Layout and Materials Handling, by Apple, James M, Wiley, Houston, TX, U.S.A.
- 11) Production & Operations Management, by J.P. Saxena, McGrawhill HED, New York U.S.

Recommended Websites:

- 1) Manufacturing/operations management - Postgrad.com
- 2) TopMBA.com
- 3) https://ftp.idu.ac.id/wp-content/uploads/ebook/ip/BUKU%20MANAJEMEN%20OPERASI/Productions_&_Operations_Management.pdf

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 Shivajinagar, Pune – 5

Second Year of B.B.A. (IB) SEM IV
(Under NEP 2024)

Course Code: 24BaBibU4501

Course Name: Lab Course on
Management II
(VSC P II)

Teaching Scheme: TH: 4 Hours/Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

Students should have the basic knowledge of Foreign trade
 Students should have knowledge of basics of manufacturing industry

Course Objectives:

- To enable the students to acquire sound knowledge of basic concepts of Foreign Trade
- To study the process of production & supply chain management.
- To learn the Port import and export procedure.

Course Outcomes:

On Completion of the course, student will be able to-

CO No.	Outcome	BL
1	Interpret the relationship between international trade and foreign Exchange.	2
2	Remembering price-determining process in FOREX market.	1
3	Analyzing supply chain procedure.	4
4	Apply knowledge of approaches to operational performance improvement.	3
5	Evaluate practical knowledge of port exposure.	5
6	Creating awareness about documentation required for international trade.	6

Course Contents

The course will consist of solving cases

- Five cases on Foreign Exchange Operations.
- Five cases on Production and Supply Chain Management.
- Five cases on Port Exposure.

Ref Books:

1. *Foreign Exchange Facilities for Individuals* by Indian Institute of Banking
2. *Foreign Exchange Operations: Master Trading Agreements, Settlement, and Collateral*
David F DeRosa, 2013
3. *Production and Operation Management* – By B.S. Goel (Pragati Prakashan)
4. *Production and Operation Management* – By S.N. Chary (Tata Mcgraw Hill)

Websites

<https://www.linkedin.com/pulse/7-mini-case-studies-successful-supply-chain-cost-rob-o-byrne/>
<https://www.globalfxc.org/adopting-the-code/case-studies/>
https://tft.unctad.org/wp-content/uploads/2019/07/dtlktcd2013d1_en.pdf

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Second Year of B.B.A. (IB) Sem IV
(Under NEP 2024)

Course Code : 24BaBibU4301 Course Name : Foreign Language German Paper IV (Minor paper IV)

Teaching Scheme: TH: 4 Hours/Week

Credit :04

Examination Scheme: CIA : 40 Marks

End-Sem : 60 Marks

Prerequisite Courses:

- Third semester of BBA-IB with German.

Course Objectives:

- To read understand different vocabulary regarding Free time activities, schools, study and professions, Online work, festivals and celebrations etc.
- To listen and understand the language in the day-to-day situations when spoken in a slow speed i.e. speaking about past activities, school system in Germany, opinions about online activities. Feelings etc
- To read and write simple sentences. Listen understand dialogs. Write the dialogs and play them.
- Focus will be on the four main aspects of learning German as foreign language, namely reading, listening, writing, and speaking. Have knowledge of basic Grammar
- The course would also provide a primary insight into cultural studies of German speaking countries
- As per the European Reference framework for languages the course would be equivalent to A1+ level

Course Outcomes:

After successful completion of this course students will able to:

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Recognize and memorize the vocabulary Free time activities, schools, study and professions, Online work, festivals and celebrations etc.	1
CO 2	Describe and summarize about Free time activities, schools, study and professions, Online work, festivals and celebrations etc.	2
CO 3	Categories Free time activities, types of schools, study and professions, Online work, festivals and celebrations etc	4
CO 4	Determine a structure of sentences, answers about different topics in day-to-day life. Prepare a telephone conversation or dialogs	3
CO 5	Formulate a letter or E-Mail, invitations, blogs etc.	6
CO 6	Choose correct words, phrases to express day-to-day situations	5

Course Contents

Chapter 1	Und was machst du?	No. Lectures
	1.11 sich vorstellen 1.12 über vergangenes berichten 1.13 sich verabreden 1.14 etwas begründen 1.15 informationen auf eine Homepage verstehen 1.16 ein Restaurant vorstellen	15
Chapter 2	Nach der Schulzeit	No. Lectures

	2.7 Berichte aus der Schulzeit verstehen 2.8 über Schulzeit sprechen 2.9 Kommentare schreiben 2.10 eine Radio sendung verstehen 2.11 über Erfahrungen sprechen 2.12 die einige Meinungen sagen 2.13 etwas präsentieren 2.14 Information über eine Schulsystem verstehen 2.15 über Schultypen sprechen	15
Chapter 3	Immer Online?	No. Lectures
	3.1 über Vor- und Nachteile sprechen 3.2 Vergleiche formulieren 3.3 Ein Interview machen 3.4 Meinungen in Texten verstehen 3.5 die eigene Meinung äußern 3.6 über Filme sprechen, Filmbeschreibungen verstehen 3.7 einen Film beschreiben 3.8 Kommentare zu einem Film verstehen und schreiben	15
Chapter 4	Große und kleine Gefühle	No. Lectures
	4.1 über Gefühle sprechen 4.2 Glückwünsche ausdrücken 4.3 sich bedanken 4.4 Freude oder Bedauern ausdrücken 4.5 über ein Ereignis/ eine Veranstaltung sprechen 4.6 Blogs verstehen und schreiben	15
	Total	60

Reference books: Netzwerk neu A2 Kursbuch and Übungsbuch, Klett
 Netzwerk A2 Kursbuch and Arbeitsbuch, Klett
 Studio D A2 Kurs- und Übungsbuch and Sprachtraining
 Menschen A2 Kursbuch and Arbeitsbuch
 Lagune A2 Kursbuch and Arbeitsbuch
 Grammatik Intensivtrainer A2. Langenschied 2006
 Brücke 1 (Balbharati publication)

Websites:

5. <https://www.deutsch-perfekt.com>
6. <https://dw.de>
7. <https://www.goethe.de>
8. <https://mein-deutschbuch.de>

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Second Year of B.B.A. (IB)-SEM IV
(Under NEP 2024)

Course Code: 24BaBibU4401

Course Name: International Business
in service sector
(GE/OE)

Teaching Scheme: TH: 2 Lectures per Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

1. Students must have brief knowledge of services.
2. Should be able to distinguish between marketing of goods and marketing of services.

Course Objectives:

1. The main objective of the course is to highlight the distinctive features, operations of the services in the context of international business.
2. To give and understanding as to analyze the opportunities involved in trade in services at the international level.

Course Outcomes:

On completion of the course, student will be able to,-

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	The end user can understands the Growth of services sector & its role in Indian Economy as well can <u>Define</u> the strategies to enter in the Global Economy and How to attract FDI.	01
CO 2	The end user can understand & <u>summarise</u> Important Services from Global Context as well its potential to generate the Employability and Revenue in Foreign Currency.	02
CO 3	The end user can understand World Trade in Services by <u>accessing</u> WTO Agreements. One can become conversant with Trade Barriers to protect his/her START UP or Business w.r.to LPG.	05
CO 4	The end user can understand the Importance of Data Collection for <u>managing</u> the Start UP successfully in International Market.	06
CO 5	The strong Comparative study w.r.to <u>organising</u> the Collected Data, the hurdles can be overcome successfully.	04
CO 6	Overall the end user can <u>implement</u> these: To make it Profit Making business by Understanding the international trade through services sector.	03

Course Contents:

Chapter 1	Growth of services sector & its role in Indian Economy	10 Lectures
	Factors responsible for Market and Marketability of services as distinct from goods – 1.2 classification of services – Reasons for growth of services as fastest growing, sector of world trade-Global 3 Transferability of services 4 Strategies to enter global market (Services) 5 Role of Services in Employment, Innovative entrepreneurship, FDI in services sector, 6 Management problems in Services sector : Operations and Processes, Quality (GAP analysis), People, Physical evidence, Pricing	
Chapter 2	Introduction of important Services from global context	10 Lectures
	2.1 Tourism and Hospitality 2.2 Telecommunication, 2.3 Entertainment and Education 2.4 Health care, 2.5 Information Technology, 2.6 Biotechnology, 2.7 Retailing. 2.8 Domestic Services 2.9 Parlors and Home saloons	
Chapter 3	World Trade in Services	10 lectures
	3.1 Liberalization and Globalization of service 3.2 Services under W.T.O. agreements 3.3 Description of services covered 3.4 Issues related to WTO agreements 3.5 Trade barriers in services	
	Total Lectures	30 Lectures

Recommended Books:

- 1) Vasanti Venugopal, Raghu V.N., Services Marketing – Himalaya Publishing House
- 2) S. Shajahan, International Business, Macmillan.
- 3) V.Jauhari, Kirti Dutta Services, Oxford University Press
- 4) Datta, Sundaram, Indian Economy – S. Chand and Co, Delhi
- 5) Service Management, by James A. Fitzsimmons, Mona J. Fitzsimmons
- 6) International Business – Environments and Operations’ John D. Daniels, Lee H. Radebaugh and Daniel P. Sullivan Pearson, Pearson Publication
- 7) Plans for service Business, Oxford. McDonald Mrlcoln Adrian Payne,
- 8) Marketing professional services: winning new business in the professional services sector: Roe, Michael M: Chartered Institute of Marketing
- 9) Services Marketing -The Indian Perspective, Ravi Shanker, Excel Books Publication, New Delhi
- 10) Service Management, V.N. Raghu,Vasanti Venugopal, Himalaya Publishing House, Mumbai
- 11) ‘Services Marketing: People, Technology, Strategy’, Wirtz Jochen, Lovelock Christopher, Chatterjee Jayanta, Pearson Education, U.K.
- 12) ‘Services Marketing: Integrating Customer Focus Across the Firm’, Zeithaml and Bitner, Tata McGraw Hill, Noida
- 13) Service Marketing (Concept, Practices & Cases), Dr.Shajahan. S, Himalaya Publishing House, Mumbai

E Books/Links:

- 1) <https://egyankosh.ac.in/bitstream/123456789/37978/1/Unit-10.pdf>
- 2) <https://www.econstor.eu/bitstream/10419/109469/1/ewp-352.pdf>
- 3) [en.wikipedia.org > wiki > International business](https://en.wikipedia.org/wiki/International_business)

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Second Year BBA IB-Semester IV
(Under NEP 2024)

Course Code: 24BaBIBU4601

Course Name: Port Exposure (SEC)

Teaching Scheme: 2Hours per week

Credit 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- Students should have knowledge about the significance of water transport.
- Students should know about importance of ports in international business.

Course Objectives:

- To visit the ports, and learn their functioning.
- To understand the significance & need of ports in international as well as domestic trade.
- To become familiar with procedure of loading and unloading, transfer of cargo etc.

Course Outcomes:

Upon completion of the course, student will be able to

CO No	Course Outcomes	Booms Cognitive Level
1	Define planning for port visits.	1
2	Understand and summarise the working of ports.	2
3	Apply the knowledge of working procedure of Ports through the port visit .	3
4	Analyse importance of shipping in international trade.	4
5	Organise and Evaluate a meaningful report of Industrial visit to make oneself conversant with Record Keeping.	5
6	Create the situations favourable for water ,air and road transport by visiting either air port, sea port or dry port.	6

Students are supposed to visit either sea port, dry port or air port.

After the visit, they will be asked to write a report, which will be evaluated on the basis of written report and viva-voce will be conducted in the presence of external examiner.