

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

(An Autonomous College affiliated to Savitribai Phule Pune University)

Syllabus

For

B. B.A. (Marketing)

Choice Based Credit System (CBCS)

Syllabus under National Education Policy (NEP)

To be implemented from Academic Year 2025-2026

Semester III (Second Year)

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)	24BaMktU3101	Consumer Behaviour	4		4		40	60	100
	24BaBbaU3102	Principles and Practices of Management	2		2		20	30	50
VSC P (2)	24BaMktU3501	Lab Course on Sales Management		2		4	20	30	50
IKS (T/P) (2)	24BaBbaU3901	Ancient Indian Trade & Commerce	2		2		20	30	50
FP P (2)	24BaMktU3002	Field Project I		2		4	20	30	50
Minor (T/P) (2+2 or 4)	24BaBbaU3301	Business Economics (Macro)	4		4		40	60	100
GE/OE (T/P) (2)	24BaBbaU3401	Event 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	220	330	550

- OE: Open Elective
- AEC: Ability Enhancement Course
- VEC: Value Education Course
- CC: Co-Curricular Course
- IKS: Indian Knowledge System
- OJT: On Job Training
- FP: Field Project
- VSC: Vocational Skill Course
- CEP: Community Engagement Project
- SEC: Skill Enhancement Course

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S.Y. B.B.A (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaMktU3101

Course Name: Consumer Behaviour

Course Type: Major Core Theory

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End Sem: 60 Marks

Prerequisites of the Course:

- Students should have fair understanding of the concepts in marketing.
- Students should understand the meaning of consumer.

Course Objectives:

- To introduce the concepts of consumer behaviour.
- To understand the consumer decision making process.
- To illustrate the diverse elements of consumer behaviour and their impact on the market.
- To facilitate an exploration of consumer behaviour theories.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Identify the need and importance to study Consumer behaviour.	1
CO2	Interpret and understand the consumer decision making process.	2
CO3	Discover the theories formulated on consumer behaviour.	3
CO4	Correlate the effect of Social & Class influences on consumer behaviour.	4
CO5	Explain the Changing Patterns of Consumer Behaviour in the Context of the Evolving Indian Economy.	5
CO6	Create a report by studying the consumer buying process for a particular type of product.	6

Course Contents:

Chapter 1	Introduction to Consumer Behaviour	No. of Lectures
	Introduction to Consumer Behaviour 1.1 Definition, Meaning of Customers & Consumers, Difference between Consumer & Customer 1.2 Consumer Behaviour : Definition, Nature, Scope, Importance of Consumer Behaviour 1.3 Need for studying Consumer Behaviour 1.4 Use of Market Segmentation in Consumer Behaviour, 1.5 Consumer Behaviour and its Applications in Marketing.	12
Chapter 2	Social Class & Group Influences on Consumer Behaviour	No. of Lectures
	2.1 Social Class: Meaning, Categories, Characteristics of Social class, Impact of Social class on Consumer Behaviour 2.2 Social Groups: Meaning, Types, Group Norms & Behaviour 2.3 Family: Family Life Cycle & Purchasing Decisions. 2.4 Life style: Application of life style, Influence of life style on consumer behaviour. 2.5 Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions.	12
Chapter 3	Consumer Decision Making Process	No. of Lectures
	3.1 Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information. 3.2 Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications Situational Influences on Purchase Decisions 3.3 Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns. 3.4 Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post- Purchase Dissonance.	16
Chapter 4	Consumer Behaviour Models	No. of Lectures
	4.1 Traditional Behaviour Models • Learning Model • Psychoanalytical Model 4.2 Contemporary Models • Hawkins Stern Impulse Buying Model • Nicosia Model	14
Experiential Learning		
Study of the consumer buying process for a product.		04
Case Study		

Case studies (classroom discussion) to learn the consumer buying behaviour while buying different category of products.	02
Total No. of Lectures	60

Experiential Learning:

Students to do a practical activity where they will do a research to understand the complete buying behaviour of a certain category of product. Further they will make a class presentation to explain their findings.

This activity will:

- Help students understand practically the dynamics of consumer behaviour.
- Give them a better learning and exposure to the phases involved in consumer decision making.
- Give them an opportunity to get exposure of different consumer behaviour for a variety of products.

Recommended Books:

- 1 Consumer Behaviour - Insights from Indian Market Majumdar Ramanuj, PHI, 2nd Edition. 2.
- 2 Consumer Behaviour, Blackwell and Engel, Cengage Publication, Indian Edition.
- 3 Consumer Behaviour - Hawkins, Best and Coney, Tata McGraw Hill, New Delhi
- 4 Consumer Behaviour in Marketing Strategy- John A Howard Prentice Hall New Delhi
- 5 Consumer Behaviour - Schiffman L G and Kanuk L L, Prentice Hall New Delhi
- 6 Consumer Behaviour in India- Nita Ghatak, D K Agencies (P) Ltd New Delhi
- 7 Consumer Behaviour in India – Jaim, P.C.& Bhatt, Monika – S. Chnad & Company

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S.Y. B.B.A (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3102

Course Type: Major Core Theory

Teaching Scheme: TH: 2 Lectures/Week

Examination Scheme: CIA: 20 Marks

Course Name: Principles and Practices of Management

Credits: 2

End-Sem: 30 Marks

Prerequisites of the Course:

- Basic Communication Skills & Comprehensive ability.
- Planning and Time Management Skills.

Course Objectives:

- The study of this subject enables students to understand basic principles of management, their critical-thinking and problem-solving skills.
- To identify professional and managerial skills of a manager.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	To Define the basic concept of Management	1
CO 2	To Understand the Principles of Management in real-life business situation.	2
CO 3	To Identify their Managerial Ability and Professional Skills.	3
CO 4	To Analyze case studies for Critical Thinking and Problem Solving	4
CO 5	To Evaluate the Functions of Management with real-life business situation	5
CO 6	To Understand & Improve Decision Making and Managerial Skills	2,6

Course Contents:

Chapter 1	Concept & Nature of Management	No. of Lectures
	1.1 Meaning, definition, characteristics, nature, importance, objectives & functions – main & subsidiary 1.2 Concept of Management & Administration 1.3 Levels of Management 1.4 Skills of a manager, roles of a manager	08
Chapter 2	Evolution of Management Thoughts	No. of Lectures
	2.1 Approaches to management – Classical, Neo-classical and Modern: Quantitative / Mathematical, Systems, Decision Making / Decision Theory, William Ouchi's Theory Z, MBO 2.2 Contributions to management thoughts – Taylor and Scientific theory, Fayol and Administrative theory, Mayo and Hawthorne Experiments 2.3 Indian Management Thought: Indian perspectives on Functions of Management	08
Chapter 3	Functions of Management	No. of Lectures
	3.1 Planning – Meaning, nature and objectives 3.2 Organizing – Meaning, nature, elements of organizing, delegation of authority – meaning, need, centralization – meaning, advantages & disadvantages, decentralization - meaning, advantages & disadvantages 3.3 Staffing – Meaning, nature, and importance 3.4 Directing, Controlling, & Coordinating - Meaning, nature, and importance 3.5 Communication – Meaning, types of communication in an organization, and importance 3.6 Motivation- Meaning and concept 3.7 Decision making – Meaning, types and importance	10
Experiential Learning		No. of Lectures
Problem Solving using Group Discussions followed by Guest lectures		04
Total No. of Lectures		30

Experiential Learning:

1. Followed by various guest lectures and group discussion activities, critical thinking for problem solving and communication skills can be developed among students.
2. Application of basic functions of management can be done with the help of role playing and other tools

Recommended Books:

1. Principles & Practice of Management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
2. Essentials of Management - Harold Koontz and Itenz Wiebritch, McGraw Hill International
3. Principles of Management – P.C. Tripathi, P.N. Reddy, Tata McGraw Hill
4. Management Theory & Practice – J.N. Chandan
5. Principles of Management – T Ramasamy, Himalaya Publishing House

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S.Y. B.B.A (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaMktU3501

Course Name: Lab Course on Sales Management

Course Type: Vocational Skill Course

Teaching Scheme: PR: 4 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 marks

End-Sem: 30 marks

Prerequisites of the Course:

- Students should know the basics of marketing.
- Students should have a basic understanding of what is sales and why it is crucial to the existence of a Firm.

Course Objectives:

- To provide the students with a basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.
- To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
- To provide students with advanced skills in the areas of interpersonal communication & motivational techniques.

Course Outcomes:

After successful completion of this course, students will able to -

CO No.	Course Outcome	Cognitive Level
CO 1	Define sales management, list the functions of a sales manager, and identify different types of sales organization.	1
CO 2	Execute advertising and sales promotion techniques in business. Explain the role of sales management in marketing, describe various sales concepts, summarize different types of compensation plans	2
CO 3	Apply technology in personal selling, use sales reports to assess market potential	3
CO 4	Compare and contrast different sales organization structures, analyze the impact of motivation on sales force productivity	4

CO 5	Assess the qualities of a good salesperson and evaluate the effectiveness of sales control processes.	5
CO 6	Develop a sales presentation, create a sales contest to boost motivation	6

Course Contents:

Chapter 1	Introduction to Sales Management	No. of Lectures
	1.1 Introduction to Sales Management: Definition, Meaning, and Objectives 1.2 Role of sales management in marketing 1.3 Functions and responsibilities of a sales manager 1.4 Qualities of a Good Salesperson	14
Chapter 2	Sales Organization and Relationship Management	No. of Lectures
	2.1 Sales organization: Meaning, Types, and structures of sales organization 2.2 Understanding Sales Concepts: Sales leads, Sales Calls and types, Sales quotas, sales presentation, Relationship Management 2.3 Use of technology in personal selling	12
Chapter 3	Managing the Sales Force	No. of Lectures
	3.1 Motivation: Motivation and productivity of sales force, Types of compensation plans, sales meetings, and sales contests. 3.2 Sales control: Meaning, need, and process of sales control 3.3 Sales Reporting: Sales records, Sales reports, Market, and Sales Potential.	12
Experiential Learning		No. of Lectures
Completion of the Activities listed below		22
Total No. of Lectures		60

Experiential Learning:

The students will do practical activities on the 16 topics listed below.

List of Activities:

The students will prepare a report of all the listed topics and submit all the assignments in a single file after the completion of the semester.

1. Prepare a detailed report on the functions and responsibilities of a sales manager
2. Write a detailed report on why Sales management is crucial in a business enterprise.
3. Prepare a diagrammatical report on the different types and structures of a sales organization.
4. Write a report on Different types of sales contests conducted by organizations.
5. Do research and find a case study on the Customer relationship-building strategies of any company. Prepare a detailed report on it.
6. Class presentation on Different techniques of motivation adopted by sales firms.

7. Visit an organization, observe & write a report on their sales activities.
8. Find statistics on the internet to compare the sales of competing brands in a specific product category.
9. Class Discussion on how sales quotas are created by using examples.
10. Role Plays to learn techniques of effective selling.
11. Students will perform practical sales for at least 3 days where they will first start with deciding on a product/service to be sold.
12. For the activity the students will compute the costing and pricing strategy.
13. While doing the activity create a database of the number of customers visited, and customer details like name, address contact number, details of sale/transaction, etc.
14. In the sales activity receipt to be given to customers for every purchase and maintain a bill book. Submit the bill book with the report.
15. After the activity do analyses of sales performance of the 3 days.
16. The students will present the details of the entire activity in the classroom and prepare a detailed report on it.

Recommended Books:

1. Sales and Distribution Management by Havaladar & Cavale, TMGH
2. Sales Management by Still, Cundiff & Govani, Pearson Education
3. Sales and Distribution Management, SL Gupta, Excel books
4. Marketing Management, B. R. Sangale, Success Publications, Pune
5. Retailing Management by Michael Levy & Barton Weitz, TMGH, 5thEdition
6. Building a Winning Sales Team – Gini Graham & Scott
7. Sales Management Handbook – Forsyth Patrick
8. Professional Sales Management – Anderson, Hair and Bush
9. Sales Management - Richard R Still Edward W. Cundiff
10. International Marketing – Robert Reed
11. Strategies for selling-Gerald A. Michaelson

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S.Y. B.B.A (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3901

Course Name: Ancient Indian Trade & Commerce

Course Type: Indian Knowledge System

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic knowledge of ancient Indian history like Chatrapati Shivaji Maharaj

Course Objectives:

- To acquaint the students about the nature of Industry, Occupation and Agriculture in Mauryan period.
- To understand the nature of Trade and Commerce during Mauryan period.
- To understand the nature of Guilds system during Mauryan period.
- To make students understand the nature of Textiles during Mauryan period.
- To make them understand about Administration system during Mauryan period.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	To define concepts and explain nature of Industry, Occupation, Agriculture during Mauryan period.	1,2
CO2	To explain and distinguish Internal and External Trade during Mauryan Empire. .	2,4
CO3	To explain the nature of commerce Mauryan period..	2,5
CO4	To explain the nature and system of Guilds in Ancient India.	2,5
CO5	To explain nature of Textiles and Costume.	2
CO6	To explain and distinguish Coinage with and Administration system	2,4

Course Contents:

Chapter I	<u>Section-A</u> Industries & Occupation during Mauryan Period (322-185 BCE)	No. of Lectures
	1.1 Nature of Economic System: 1.1.1 Agriculture, 1.1.2 Irrigation 1.1.3 Occupation 1.1.4 Tax 1.1.5 Metals, and others	08
	<u>Section-B</u> Trade & Commerce in Maurya (322-185 BCE) and Gupta Period (320-550 CE)	No. of Lectures
	1.2. Trade 1.2.1. Nature of Trade 1.2.2. Trade Centres 1.2.3. Internal Trade (Eastern India & Northern India) 1.2.4. External Trade (Srilanka, Egypt and Greece) 1.2.5. Trade Routes 1.2.6. Transportation 1.3. Weight and Measures 1.3.1. Nature of Weights and Measures	06
Chapter 2	Guilds in Ancient India	No. of Lectures
	2.1 Meaning of Guilds 2.2 Nature and Membership 2.3 Work 2.4 Importance of Guilds: Social and Economic	06
Chapter 3	Coinage	No. of Lectures
	3.1 Origin and Development of Coin 3.2 Nature of Coins: 3.2.1. Punch Marked, 3.2.2. Satavahana, and 3.2.3. Gupta 3.3 Importance Numismatics 3.4 Nature of Textiles and Costumes 3.5 Administration System: 3.5.1. Central Administration 3.5.2. Revenue Administration 3.5.3. Provincial Administration 3.5.4. Judicial Administration	06
Experiential Learning		No. of Lectures
Project, Guest Lecture, Visit		04
Total No. of Lectures		30

Recommended Books:

1. A.S. Altekar: State & Government in Ancient India, Banarsidas Publication Delhi
2. Shrivastav B: Trade & Commerce in Ancient Indian
3. Economic Sutras by Prof.Satish Y.Deodhar, IIMA Books Series
4. Essentials of Business Economics, Vikas Publications, Latest Edition

5. Kanagasabapathi, “Indian Models of Economy, Business and Management”, Third Edition, Prentice Hall India Ltd., Delhi
6. Lotus and Stones, Garuda Prakashan Pvt.Ltd. (31 October 2020)
7. Economic Modeling Analysis and Policy for Sustainability, IGI Global, Latest Edition by Goswami Anandajit

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S.Y. B.B.A (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3301

Course Type: Minor Paper Theory

Teaching Scheme: TH: 4 Hours/Week

Examination Scheme: CIA: 40 Marks

Course Name: Business Economics (Macro)

Credits: 4

End Sem: 60 Marks

Prerequisites of the Course:

1. Students have knowledge about Economics.
2. Students have knowledge about Microeconomics and Macroeconomics.

Course Objectives:

1. Students will understand meaning and importance of study of Macroeconomics.
2. Students will be able to understand Macroeconomics Aggregates such as National Income, Inflation, Deflation, Money, Monetary Policies, Consumption, Savings, Investments and Business Cycles etc.
3. Students will understand role of Macroeconomics Policies in Economic Growth and Development of the Nation.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	To define Macroeconomics and its importance . To define, explain NI and its concepts. To explain importance of National Income. To explain different methods to measure National Income.	1,5,
CO2	To explain and criticize Theories of Output and Employment.	2,5
CO3	To explain Consumption and Saving Function and distinguish its various types and to discuss about factors affecting on them.	2,4, 6
CO4	To define Investment Function and Classify investment. To define and explain Marginal efficiency of Capital, Multiplier and Accelerator Principle.	1,2,4
CO5	To define and explain Functions of money. To explain demand for and supply of money and measures of RBI to control credit. To explain , causes, consequences, classify and effects of inflation. To define stagflation and its causes.	1,5,4
CO6	To define, explain Business Cycle, Phases of Business Cycle and its effects.	1,2,5

Course Contents:

Chapter 1	Introduction to Macroeconomics and National Income	No. of Lectures
	1.1. Introduction to Macroeconomics: 1.1.1. .Meaning, Definition & Objectives of Macro Economics 1.1.2. Nature of Macroeconomics. 1.1.3. Scope of Macroeconomics 1.1.4.Significance of Macroeconomics 1.1.5. Limitations of Macro Economics 2.1. National Income: 2.1.1. Meaning and Importance of National Income 2.1.2. Concepts: Gross National Product (GNP), Net National Product (NNP), Gross Domestic Product Per Capita Income, Personal Income, Disposable Income 2.1.3. Measurement of National Income: Methods and Difficulties. 2.1.4. Circular Flow of Income in Two Sector Model (With Savings) 2.1.5. Circular Flow of Income in Three Sector Model (With Government) 2.6. Circular Flow of Income in Four Sector Model (With World Economy) 3.1. Theories of Output and Employment: 3.1.1. J.B.Say's Classical Theory of Employment 3.1.2. Keynes Criticism on Classical Theory of Employment 3.1.3. Kenyesian Theory of Employment	14
Chapter 2	Consumption, Saving and Investment	No. of Lectures
	2.1. Consumption Function: Meaning 2.1.1. Average Propensity to Consume (APC) and Marginal Propensity to Consume (MPC) 2.1.2. Psychological Law of Consumption 2.1.3. Determinants of Consumption 2.2. Saving Function: Meaning 2.2.1. Average Propensity to Save (APS) and Marginal Propensity to Save (MPS) 2.2.2. Determinants of Saving 2.3. Investment Function: Meaning 2.3.1. Types of Investment: Gross, Net Autonomous, Induced. 2.3.2. Marginal Efficiency of Capital and its Determinants 2.3.3. Concept of Investment Multiplier and Accelerator Principle	14
Chapter 3	Money and Inflation	No. of Lectures

	3.1. Money: 3.1.1. Meaning and Functions of Money 3.1.2. Demand for Money: 3.1.3. Classical Approach, Keynesian Approach 3.2. Supply of Money: 3.2.1. Meaning 3.2.2. Credit Creation of Commercial Banks, 3.2.3. Money Measures of RBI (M1, M2, M3, M4), 3.2.4. Credit Control Methods	14
	3.3. Inflation: 3.3.1 Meaning and Definition 3.3.2. Philip Curve 3.3.3. Causes of Inflation 3.3.4. Consequences of Inflation 3.3.4. Demand Pull and Cost Push Inflation 3.3.5. Stagflation: meaning and Causes	
Chapter 4	Trade Cycle	No. of Lectures
	4.1. Meaning and Definition of Trade Cycle 4.1.1. Characteristics of Trade Cycle 4.1.2. Phases of Trade Cycle 4.1.3. Control of Trade Cycle: Monetary Measures and Fiscal Measures	12
Experiential Learning		No. of Lectures
Assignments, Project, PPT.		06
Total No. of Lectures		60

Recommended Books:

1. Economics – Samuelson, Nordhaus –MC Graw Hill.
2. Macro Economics-D.M.Mithani – Himalaya Publishing.
3. Macro Economics - M.L.Jingan – Vrinda Publications (P) Ltd.

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S.Y. B.B.A (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3401

Course Name: Event Management

Course Type: Open Elective (OE)

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic knowledge about concept of events
- They should know various types of events.

Course Objectives:

- To acquaint the students with concepts, issues, and various aspects of event management.
- To understand the scope of the event management industry.
- Understand the concepts of market segmentation, niche marketing, targeting, positioning, and branding in events
- Acquire the skills necessary to organize and manage events, including pre-event, during-event, and post-event activities.
- Gain insights into the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in India and its significance in event management.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define key terms related to event management. List the 5 C's and 5 W's of events.	1
CO 2	Explain the importance of event management. Describe the characteristics of different types of events.	2
CO 3	Apply the 5 C's and 5 W's to a real-world event scenario. Organize a team for an event based on the core concepts of event infrastructure.	3
CO 4	Analyze the role and qualities of an event organizer. Differentiate between revenue-generating and non-revenue-generating customers.	4

CO 5	Evaluate the factors to be considered when selecting a venue. Critique the effectiveness of pre-event, during-event, and post-event activities.	5
CO 6	Design a comprehensive event management plan including goals, budget, and marketing strategies. Develop a niche marketing strategy for a specific event.	6

Course Contents:

Chapter 1	Introduction to Event and Event Management	No. of Lectures
	1.1 Introduction and Definition of Event. 1.2 Importance of Event Management 1.3 5 C's of Events. 1.4 5 W's of Event. 1.5 Types of Events and its characteristics. 1.6 Objectives of Event Management. 1.7 MICE in India	08
Chapter 2	Event Infrastructure	No. of Lectures
	2.1 Event Infrastructure: 2.1.1 Core Concept, 2.1.2 Core People, 2.1.3 Core Talent, 2.1.4 Core Structure. 2.2 Clients: 2.2.1 Types of clients 2.2.2 Revenue Generating Customers. 2.2.3 Nonrevenue Generating Customers. 2.3 Event Organizers: 2.3.1 Role of Event Organizer, 2.3.2 Qualities of an Event Organizer, 2.4 Venue: 2.4.1 In-house Venue, 2.4.2 In-door Venue, External Venue. 2.4.3 Factors to be considered on selection of venue.	08
Chapter 3	Procurement, Warehouse Management and Inventory Management	No. of Lectures

	3.1 Activities in Event Management: 3.1.1 Pre-event Activities. 3.1.2 During-Event Activities. 3.1.3 Post-event Activities. 3.2 Event management process 3.2.1 Define event goals and objectives 3.2.2 Organize a team 3.2.3 Set a budget 3.2.4 Choose an event date and venue 3.2.5 Plan event details 3.2.6 Market and promote the event 3.2.7 Execute and manage the event	08
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	3.3 Concept of Market in Event: 3.3.1 Segmentation for Events 3.3.2 Niche marketing in events. 3.3.3 Targeting. 3.3.4 Positioning of Events. 3.3.5 Branding in Events.	
Experiential Learning		No. of Lectures
Visit to any trade fairs or exhibitions or any other event category.		06
Total No. of Lectures		30

Experiential Learning:

The students will attend any event on their own and make a report. The report should be made in the following format.

- Introduction about the event: Name of event, Date, Venue.
- Details of Organisers and management
- Type of event-Explain
- Expected Number of Attendees
- Number and types of Stalls
- List of events/activities
- List of Sponsors and types of interaction points with sponsors.
- Type of Venue and its pros and cons.
- Details about the Layout of the event.
- Details about the stage and Decoration.
- Safety and risk management measures adopted in the event.
- Parking management.
- Washroom facility.
- Audio-visual arrangements.
- How was the canvassing of the event done? Explain with examples.

- Examples of press coverage of the event.

Recommended Books:

1. Event Management: Wagen, Lynn Van Der, Pearson Education, 2012.
2. Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd. 2003.
3. Business Management: G. M. Dumbre, Success Publications, Pune.
4. Event Planning and Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd. 2005.
5. Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd. 2009

Semester IV (Second Year)

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)	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)	24CpCopU4003	Community Engagement Project		2		4	20	30	50
Minor (T/P) (2+2 or 4)	24BaBbaU4301	Public Finance and International Economics	4		4		40	60	100
GE/OE (T/P) (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)	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	220	330	550

OE: Open Elective

AEC: Ability Enhancement Course

VEC: Value Education Course

CC: Co-Curricular Course

IKS: Indian Knowledge System

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Shivajinagar, Pune – 5

S.Y B.B.A (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaMktU4101

Course Name: Retail Management

Course Type: Major Core Theory

Teaching Scheme: TH: 4 Lectures/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- Students should have knowledge of basic concepts of marketing.
- Students should be aware about the concept of retailing and functions of retailers.

Course Objectives:

- To provide a detailed understanding to the students regarding the retail industry.
- To introduce various retailing concepts to the students like retail location and layout, concept of merchandising, retail segmentation, retail promotion mix and CRM.
- To provide an understanding to the students about various retail strategies.
- To introduce the latest trends in retail to the students.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Recall basic concept & functions of retail marketing	1
CO2	Interpret and apply various concepts in retail like retail location, store design and layout.	2/3
CO3	Apply concepts in merchandising	3
CO4	Analyse the ways in which retailers use marketing tools and techniques to interact with their customers	4

CO5	Detecting the challenges of working in the retail field.	5
CO6	Create a report on store design & façade of retail outlet	6

Course Contents:

Chapter 1	Retailing	No. of Lectures
	1.1 Retailing: Definition & Scope 1.1.1 Role and Functions of retailers, 1.1.2 Advantages of retailing 1.2 Role of Retail in Nation's Economy 1.3 Classification of Retailers: a) Traditional Retailers b) Modern Retailers 1.4 Role of IT in retailing: Electronic Data Interchange (EDI), Database Management, Data warehousing, Data Mining, Radio Frequency Identification (RFID), E-tailing, Bar Coding, Artificial Intelligence, Augmented reality, Virtual Reality 1.5 Changing Trends In Retail Marketing	14
Chapter 2	Retail Location & Site Selection, Store Layout & Design and Visual Merchandising	No. of Lectures
	2.1 Retail Location and Site Selection: a) Concept of location and site b) Factors to be considered in retail locations Types of retail locations 2.2 Store Design and Store Layout: a) The concept of store design b) Elements of store design (interior and exterior), concept of store facade c) Store layout- Types of layout, factors affecting store layout 2.3 Visual Merchandising: a) Concept, Need and importance b) Tools used for Visual Merchandising and Store Atmospherics	14
Chapter 3	Retail Merchandising	No. of Lectures

	3.1 Retail Merchandising: Concept and principles of merchandising 3.2 Merchandise Planning: Concept of merchandise planning, 3.2.1 types of merchandise, 3.2.2 process of merchandise planning 3.3.3 Private label brands	13
Chapter 4	Promotion Mix in Retailing and Retail Strategies	No. of Lectures
	4.1 Promotion Mix in Retailing: Concept, need, objectives & elements of promotion mix, tools of promotion mix in-store advertising, outdoor advertising, online advertising 4.2 Retail Market Segmentation and Strategies: Retail market segmentation and its benefits, Types of markets, Strategy for effective retail market segmentation 4.3 Retail Strategies: Definition of Retail strategy, Differentiation strategy, Growth strategy, Expansion strategy, Pricing strategy, Retail Value Chain 4.4 Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing retail consumer behaviour, Customer decision making process	13
Experiential Learning		No. of Lectures
Visit to retail outlet & prepare a report		04
Case Study		02
Total No. of Lectures		60

Experiential Learning:

Students to visit retail outlets to observe and study the various concepts studied in theory and make a report about it.

With this activity students will:

- Learn practically about store location, store façade designing.
- Analyze Strategies adopted while creating facades.

- Get a practical learning of the store designing and visual merchandising

Recommended Books:

1. Retailing Management; Latest Edition; McGraw Hill Education; Michael Levy, Barton Weitz, Ajay Pandit
2. Retailing Management: Text and Cases; Latest Edition; McGraw Hill Education; Swapna Pradhan
3. Retail Management: Functional principles and practices; Latest Edition; Jaico Publishing House; Gibson G. Vedamani,
4. Fundamentals of Retailing; Latest Edition; McGraw Hill Education; K V S Madaan
5. Retail Marketing Management; Latest Edition; Pearson Education; David Gilbert 6. Retail Management; Himalaya Publishing House; Arif Sheikh

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S.Y B.B.A (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4102

Course Name: Business Organization and System

Course Type: Major Core Theory

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic awareness about various types of business.
- Students should have awareness about recent developments in business.

Course Objectives:

1. To make the students aware about various activities of business, business practices and recent trends in the business world.
2. To study the challenges before the businesses and setting up of a business enterprise.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Define key terms related to business, trade, and industry	1
CO2	Explain the evolution of industry from Industry 1.0 to 4.0 and the impact of globalization on businesses	2
CO3	Identify different forms of business organizations (e.g., sole proprietorship, partnership firm, joint-stock company) and determine the suitability of each form for various business scenarios	3
CO4	Compare the merits and demerits of different forms of business organizations, such as sole proprietorships, partnership firms, and joint-stock companies	4
CO5	Assess the effects of Foreign Direct Investment (FDI) on retail trade and evaluate the role of industry associations like MCCIA, ROC, FICCI, and IIA	5

CO6	Apply the import and Export procedure and understand the difference between Domestic trade and Foreign trade	6
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Course Contents:

Chapter 1	Nature and Evolution of Business	No. of Lectures
	1.1 Business – Meaning, characteristics, Objectives of Business, Requisites for success in Business, Divisions of Business 1.2 Evolution of Industry 1.0 to Industry 4.0 1.3 Globalization & Emergence of MNCs - Merits & Demerits 1.4 Introductions to - Mergers and Acquisitions, Franchising. BPOs and KPOs, E-Commerce, M-Commerce, On-line trading, Patents, trademarks, and copyrights	08
Chapter 2	Forms of Business Organizations	No. of Lectures
	2.1 Mixed Economy—Private Sector—Public Sector—Cooperative sector—Joint sector —Service Sector 2.2 Forms of Business Organizations—Sole proprietorship, Partnership firm, Joint stock company—Features—Merits, demerits and suitability of various forms of business 2.3 Opportunity and idea generation—Business Plan Preparation — Feasibility Study	08
Chapter 3	Domestic and Foreign Trade	No. of Lectures
	3.1 Intermediaries in Domestic Trade and Foreign Trade – Effects of FDI on Retail Trade 3.2 Import and Export procedure 3.3 EXIM policy 3.4 Industry Associations like MCCIA, ROC, FICCI, IIA etc.	08
Experiential Learning		No. of Lectures
• Comparison between sole proprietor and partnership firms. • Survey on sole proprietors who does online business.		06
Total No. of Lectures		30

Experiential Learning:

Students are encouraged to take up live projects in the market in order to acquaint students to align their theoretical knowledge and its application.

Recommended Books:

1. Business Organization and Management - Vijay Kumar Kaul Pearson New Delhi
2. Business organization - Dr. Khushpat S. Jain Himalaya Publishing House Mumbai
3. Modern Business Organisation and Management – Systems Approach S.A. Sherlekar , V.s. Sherlekar Himalaya Publishing House Mumbai
4. Business Organization - Rajendra P. Maheshwari, J.P. Mahajan International Book House New Delhi
5. Business Organisation and management - Neeruvashishtha, Namita Rajput Kitab Mahal Allahabad
6. New Course in Organization of Commerce - A.N. Rangparia ,Chopde, Negwekar and more Sheth Mumbai
7. Students' guide to Business Organisation - Dr. Neeru Vasisht Taxmann New Delhi
8. Business Organisation and Management - Jagdish Prakash Kitab Mahal Allahabad

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S.Y B.B.A (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaMktU4501

Course Name: Lab Course on Social Media Marketing

Course Type: Vocational Skill Course

Teaching Scheme: PR: 4 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should have an understanding of the basic functional areas in social media marketing.
- Students should understand how to utilize different social media for marketing & business expansion.

Course Objectives:

- Gain a clear understanding of what social media marketing is and its fundamental principles.
- Explore the basic elements and strategies involved in social media marketing.
- Understand why social media marketing is crucial in today's digital landscape.
- Gain a basic understanding of the tools and strategies for using Twitter, Instagram, and Snapchat for marketing purposes.
- Learn why businesses need to incorporate social media marketing into their overall marketing strategy.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define social media marketing, list the benefits of LinkedIn, and identify different types of ad formats on Facebook.	1
CO 2	Explain the concept of Facebook Marketing and describe the basics of Twitter usage.	2
CO 3	Create a business account on Instagram, and set up a Facebook advertising account.	3
CO 4	Analyse LinkedIn strategy, analyse Twitter analytics.	4
CO 5	Apply social media strategy on any platform.	5

CO 6	Design Facebook advertising campaigns, build a content strategy for Twitter.	6
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Course Contents:

Chapter 1	Introduction to Social Media Marketing	No. of Lectures
	1.1. Concept, and definition of social media marketing 1.2. Fundamentals of Social Media Marketing 1.3. Importance & its significance of social media marketing, 1.4. Necessity of Social Media Marketing	14
Chapter 2	Facebook & Instagram Marketing	No. of Lectures
	2.1 Facebook Marketing: concept & importance 2.2 Facebook for Business 2.3 Different types of Ad formats 2.4 Setting up Facebook Advertising Account, 2.5 Facebook audience & types 2.6 Instagram Marketing: Importance 2.7 Create an account on Instagram 2.8 Types of Instagram Account (Personal Account vs Professional Account) 2.9 Designing Facebook Advertising campaigns	16
Chapter 3	LinkedIn & Twitter Marketing	No. of Lectures
	3.1. LinkedIn Concept, Overview, Benefits & Profile 3.2 LinkedIn Marketing: Importance of LinkedIn presence, 3.3 LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign 3.4 LinkedIn groups, Jobs & Network 3.5 Twitter Marketing: - Basics, Building a content strategy 3.6 Twitter usage, Twitter Ads, Twitter ad campaigns, 3.7 Twitter Analytics Twitter Tools, Instagram & Snapchat basics	16
Experiential Learning		No. of Lectures
The students will do practical activities on the 16 topics listed below.		14
Total No. of Lectures		60

Experiential Learning:

The students will do practical activities on the 16 topics listed below.

List of Activities:

The students will prepare a report of all the listed topics and submit all the assignments in a single file after the completion of the semester.

1. Do Research and prepare a report on different types of social media.
2. Explore the benefits of social media marketing and prepare a report.
3. Explore the challenges of social media marketing and prepare a report.
4. Discussion on a case study about successful social media marketing strategies. (Students will prepare a report on the outcomes of the discussion).
5. Select a product/brand. Study its social media marketing and make a report.
6. Make a product gallery for Social Media Platforms.
7. Make a Video advertisement for social media platforms.
8. Make a descriptive career profile for LinkedIn.
9. Make a Video Testimonial advertisement.
10. Classroom discussion of businesses that started from Social media platforms and now have become big names in the e-commerce industry (Students will prepare a report on the outcomes of the discussion).
11. Classroom demonstration to understand the analytical tools available on social media platforms. (Students will prepare a report on the outcomes of the discussion).
12. Created a detailed report explaining the difference in the audience types on different social media platforms
13. Brainstorming session to explore innovative techniques of social media marketing. (Students will prepare a report on the outcomes of the discussion).
14. Do research on the internet to find the latest statistics on the number of Users and time spent on the 4 social media platforms discussed in the syllabus.
15. Research on the internet to find the latest statistics on Social media use by purpose and Social platforms with the greatest advertising reach.
16. Research on the internet to find the latest statistics on what are the best benchmarks for different platforms' engagement rates.

Recommended Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Digital Marketing, S.Gupta, McGraw-Hill
3. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
4. The Social Media Marketing Book – Dan Zarella by O'Reilly Media, Inc.

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S.Y B.B.A (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4301

Course Name: Public Finance and
International Economics

Course Type: Minor Paper Theory

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End Sem: 60 Marks

Prerequisites of the Course:

1. Students should have basic knowledge of macroeconomics.
2. Students should know Finance.
3. Students should know revenue, expenditure and debt.

Course Objectives:

1. Understand students public finance concepts including taxation, public expenditure, budgeting and fiscal policy.
2. Understand students analyze different tax systems and policies, including income tax, property tax, and tax incidence. .
3. Understand the students analyze public expenditure theories of public goods and merit goods, need of public debt and fiscal policy and its impact on economy.
4. Understand student's basics of international trade and theories including Ricardian, Hecksher-Ohlin.
5. Understand students balance of payments, international finance and monetary system including exchange rates and international monetary system.
6. Understand students different international trade policies and agreements including, including WTO, FTAs.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	To define and explain concepts public finance and public revenue, sources of revenues.	1,2,5
CO2	To define and explain public expenditure and public debt, its types and effects.	1,2,5
CO3	To discuss the role of fiscal, classify budget, deficit financing and role of finance commission.	6,4
CO4	To define international trade, explain international trade theories, BOPs,	1,2,5
CO5	To evaluate Foreign Trade Policy, explain role of foreign capital, foreign exchange market and different type's foreign exchange rates.	5,2,5
CO6	To discuss role of international financial institutions.	6

Course Contents:

Chapter 1	Public Finance: Public Revenue, Public Expenditure and Public Debt	No. of Lectures
	1.1. Public Finance: Meaning, 1.1.1. Principle of Maximum Social Advantage 1.1.2. Public Revenue: Meaning 1.2. Direct Tax and Indirect Taxes: Meaning 1.2.1. Goods and Service Tax: Concept, Objectives and Need of GST in India 1.2.2. Concept of Impact of Tax, Incidence of Tax, Shifting of Tax & Taxable Capacity 1.3. Public Expenditure: Meaning, Classification 1.4. Public Debt: Meaning, Sources and Importance of Public Debt	14
Chapter 2	Fiscal Policy, Budget, Deficit Financing	No. of Lectures
	2.1. Fiscal Policy: Meaning, Objectives and Instruments of Fiscal Policy 2.2. Budget: Meaning, 2.2.1. Classification of Budget 2.2.2. Fiscal Responsibility and Budget Management Act, 2.2.3. Fiscal Federalism 3.1. Deficit Financing: Meaning and Objectives 3.1.1 Fiscal Solvency	12

Chapter 3	Introduction to International Economics and Theories of International Trade	No. of Lectures
	3.1. International Economics: Meaning, Scope and Importance 3.2. Theory of Absolute Cost Advantage and Ricardian Theory of Comparative Cost 3.2.1. Heckscher-Ohlin Theory 3.3. Terms of Trade: Meaning and Types of Terms of Trade 3.3.1. Causes of Unfavorable Terms of Trade to Developing Countries 3.4. Balance of Trade and Balance of Payments 3.4.1. Balance of Payments - Components 3.4.2. Disequilibrium in BOPs and 3.4.3. Measures to correct Disequilibrium in BOPs	14
Chapter 4	India's Foreign Trade and Policy, Foreign Capital, Foreign Exchange & Regional and International Cooperation	No. of Lectures
	4.1. India's Foreign Trade and Policy : 4.1.1. Role of Foreign Trade in Economic Development 4.1.2. Highlights of India's Foreign Trade Policy Since 2015 4.1.3. Special Economic Zone: Meaning, Objectives and Role of SEZ in India's Economy 4.2. Foreign Exchange Rate: Meaning 4.2.1. Types of Exchange Rate: Fixed and Flexible Exchange Rate 4.2.2. Foreign Exchange Market: Meaning, and Functions 4.3. International Financial Institutions: 4.3.1. World Trade Organization (WTO): Agreements on Agriculture : GATs, TRIPS, TRIMS 4.3.2. IMF: Objectives and Functions 4.3.3. World Bank: Objectives and Functions	14
Experiential Learning		No. of Lectures
Assignments, Group Discussion, Report Writing		06
Total No. of Lectures		60

Recommended Books:

- Economics – Samuelson, Nordhaus –MC Graw Hill.
- Macro Economics-D.M.Mithani – Himalaya Publishing.
- Macro Economics - M.L.Jingan – Vrinda Publications (P) Ltd.
- Economics - Paul Samuelson, William D.Nordhaus – MC Graw Hill

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S.Y B.B.A (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4401

Course Name: Business Planning & Project Management

Course Type: Open Elective (OE)

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic understanding of business planning & development.
- Students should know the key role of a manager in planning & executing any work.
- Students should have knowledge and basic understanding of different projects like construction projects, IT projects, academic projects etc.

Course Objectives:

- To familiarize with the concept of business plan and business plan preparation.
- To create a conceptual understanding of strategies and Strategic Management process.
- To understand concept of project, Project Management approach and Project Management skills.
- To familiarize the students with the functions and techniques of Project Management.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Understand the key concepts and types of business strategies	1
CO2	Relate the use of corporate level, business level & functional strategies in business	2

CO3	Apply the network techniques while planning projects in real business	3
CO4	Analyse & define project life cycle & phase-wise resource requirements	4
CO5	Evaluate the project based on pre-defined project criteria	5
CO6	Understand the proper procedures for closing a project and utilize insights to improve project management practices	1,6

Course Contents:

Chapter 1	Business Planning & Business Strategies	No. of Lectures
	1.1 Business Planning: Meaning & Process 1.2 Business Plan: Meaning, Scope 1.3 Strategy: Concept, Elements, Different Levels of Strategy 1.4 Strategic Management: 1.4.1 Meaning, Process, 1.4.2 Strategic Fit Vs Strategic Intent: External Analysis (Industry & Competitive & PESTL), Internal Analysis (SWOT analysis) 1.4.3 Strategy Formulation: Strategy Alternatives: Growth/Expansion, Stability, Retrenchment, Combination 1.4.4 Strategy Implementation: Meaning & Process	12
Chapter 2	Project Management & Network Techniques	No. of Lectures
	2.1 Project: Meaning, Objectives, Types 2.2 Project Management: Meaning, Objectives, Scope 2.3 The Project Life Cycle, Project Management 2.4 Project Selection Criteria 2.5 Project Portfolio Process 2.6 Estimating Project Budget 2.7 Project Proposals 2.8 The Project Manager: Qualities, Role, Special Demands on the Project Manager 2.9 Project Network: Concept, Development of Project Network 2.10 Network Techniques: PERT & CPM 2.11 Project Control: Meaning, Tools	12
Chapter 3	Project Evaluation & Termination	No. of Lectures

	3.1 Purpose of Evaluation 3.2 Project Audit: Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evaluation. 3.3 Project Termination: Varieties, Reasons, Process.	06
Total No. of Lectures		30

Recommended Books:

1. Production and Operation Management: K. Mahanthappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions
2. Project Management - Samuel J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
3. Project Management - Vasant Desai, Himalaya Publishing House
4. Project Management: A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.
5. Strategic Management - Text & Cases: V S P Rao, V Hari Krishna, Excel Books
6. Business Policy and Strategic Management - Concepts & Applications: Vipin Gupta, Kamala Gollakota, R. Srinivasan
7. Strategic Management and Business Policy: Azhar Kazmi, the McGraw -Hill Companies

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S.Y B.B.A (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4601

Course Name: Research Methodology
(Tools & Analysis)

Course Type: Skill Enhancement Course

Teaching Scheme: TH: 2 Hours/Week

Examination Scheme: CIA: 20 Marks

Credits: 2

End Sem: 30 Marks

Prerequisites of the Course:

- Students should have preliminary knowledge about the concept of research.
- Students should have knowledge of use of statistics into research.
- Students should have an idea about survey and report writing.

Course Objectives:

1. To provide the students with basic understanding of research process.
2. To provide an understanding of the tools and techniques necessary for research.
3. To understand the importance report writing and the basic format to be used.
4. To create awareness about Plagiarism and Self-Plagiarism

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Define the key concepts & elements of research	1
CO2	Understand the process of research and the steps involved	2
CO3	Apply research knowledge to solve real life problems or issues	3
CO4	Analyze the importance of primary and secondary data in research	4

CO5	Interpret and evaluate the research outcomes	5
CO6	Propose different solutions to management problems	6

Course Contents:

Chapter 1	Introduction to Research	No. of Lectures
	1.1 Research – Meaning, Characteristics & Importance 1.2 Types of Research. 1.3 Basic Research Process – Steps involved 1.4 Research Design – Meaning, Characteristics of a Good Research Design 1.5 Population & Sampling – Introduction & Meaning 1.6 Hypothesis Framing – Concept, Types of hypotheses, Types of Errors,	04
Chapter 2	Primary Data & Secondary Data	No. of Lectures
	2.1 Primary Data – Concept and Definitions 2.2 Respondents – Concept and Meaning 2.3 Primary Data – Methods of collecting Primary Data 2.3.1 Survey Method – Types of Surveys 2.3.2 Questionnaire Method – Types of Questions, Essentials of a Good Questionnaire 2.3.3 Interview Method – Types of Interviews 2.3.4 Experimentation & Observation Methods 2.3.5 Focus Group Methods like Panel Groups & Group Discussions 2.4 Advantages and Disadvantages of Primary Data 2.5 Secondary Data – Concept and Definition 2.6 Secondary Data – Methods & Sources of Collecting Secondary Data 2.7 Advantages and Disadvantages of Secondary Data	13
Chapter 3	Data Analysis & Project Report Writing	No. of Lectures
	3.1 Data Processing – Editing, Codification, Classification, Tabulation, Scaling & Measurement – Concept 3.2 Data Analysis – Concept 3.3 Project Report Writing – Selecting and Defining Topic, Writing Chapters, Subject Matter, Style and Structure 3.4 Research Paper Writing – Structure of Research Paper 3.5 Plagiarism and Self- Plagiarism	13
Total No. of Lectures		30

Recommended Books:

1. Ghosh, B.N. Scientific Method and Social Research (Sterling: New Delhi)
2. Kothari. C.R. Research Methodology – Methods and Techniques (New Age: New Delhi)
3. Sangale B. R. Research Methodology – (Success Publications, Pune)
4. Donald. R. Cooper and Pamela S. Schindler, Business Research Methods (Irwin McGraw- Hill Publications, New Delhi).
5. Naresh K. Malhotra, Basic Marketing Research 4/E (Pearson Education Publications).
6. S. N. Murthy and U. Bhojanna, Business Research Methods. (Excel Books, New Delhi).