

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

T.Y. B.B.A. (Marketing)

(Based on NEP 2020 framework)

(To be implemented from the Academic Year 2025-26)

Semester V (Third Year)

Course Type	Course	Course Code	Course / Paper Title	Hours/Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4 + 2)	Major Core Paper 9 (Theory)	23BaMktU5101	Rural Marketing	4	4	40	60	100
	Major Paper 10 (Theory)	23BaMktU5102	Brand Management	4	4	40	60	100
	Major Paper 11 (Theory)	23BaBbaU5103	Entrepreneurship Development	2	2	20	30	50
Major Electives	Elective I	23BaMktU5201	Business Ethics in Marketing	4	4	40	60	100
	Elective II	23BaMktU5202	Service Marketing	4	4	40	60	100
Minor (4)	Minor Paper IV	23BaBbaU5301	Public Finance and International Economics	4	4	40	60	100
OE (2 + 2)	--	--	--	--	--	--	--	--
VSC (2)	Major Specific Practical IV	23BaMktU5501	Lab Course on Marketing Research	4	2	20	30	50
SEC (2)	--	--	--	--	--	--	--	--
AEC (2)	--	--	--	--	--	--	--	--
VEC (2)	--	--	--	--	--	--	--	--
IKS (2)	--	--	--	--	--	--	--	--
FP / CEP (2)	FP – II	23BaMktU5002	Field Project II	4	2	20	30	50
Total				26	22	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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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaMktU5101

Course Name: Rural Marketing

Course Type: Major Core Paper 9 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 rural marketing.
- Students should be aware about the concept of rural market and importance of rural marketing in India.

Course Objectives:

- To develop better understanding of the Indian Rural Economy.
- Identification of challenges & opportunities in Rural Marketing.
- To provide exposure to the Rural Marketing Environment & Rural Market.
- To understand the applications of the rural marketing strategies.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Define rural marketing, list its characteristics, and identify factors affecting it, such as socio-cultural and economic elements	1
CO2	Explain the concept of rural consumer behavior, including buying decisions and brand loyalty.	2
CO3	Apply appropriate promotional, pricing, and distribution strategies for the rural market	3
CO4	Analyze the challenges in rural communication and evaluate the effectiveness of different communication strategies	4
CO5	Evaluate the role of e commerce & digital platforms in rural marketing.	5

CO6	Create a communication plan to effectively reach rural consumer.	6
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Course Contents:

Chapter 1	Introduction to Rural Marketing	No. of Lectures
	1.1 Concept, characteristic, Scope, Nature and Evolution of Rural Marketing in India. 1.2 Factors affecting rural marketing: Socio-cultural, economic, and other environmental factors. 1.3 Indian Rural Market: Rural Vs Urban Market. 1.4 Problems of Rural Market.	12
Chapter 2	Rural Consumer Behaviour	No. of Lectures
	2.1 Rural Consumer: Meaning & Definitions 2.2 Characteristics of rural consumer 2.3 Types of consumer 2.4 Buying decision Process 2.5 Buyers Characteristics 2.6 Buying Behaviour Pattern 2.7 Brand Loyalty	14
Chapter 3	Rural Marketing Mix Strategies	No. of Lectures
	3.1 Product strategies: Rural product categories, Importance of Branding, Packaging & Labelling. 3.2 Pricing Strategies & Objective 3.3 Distribution strategies for rural consumers 3.4 Promotional Strategies: Targeting & Positioning for rural market 3.5 Communication strategy Challenges in rural communication, Developing effective communication	15
Chapter 4	Recent Trends in Rural Marketing	No. of Lectures

	4.1 Recent trends in rural marketing : Digital Penetration, Pricing Purchasing power, Localised Market, Innovative distribution channel, Education & Literacy, Family Centric buying Decision, Sustainability & Social Responsibility. 4.2 E- Commerce: Importance and Impact of E-Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing. 4.3 Online Marketers: Role of online Marketers, Growth and Challenges.	13
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Experiential Learning	No. of Lectures
Write a report on different types of marketing strategy adopted by a different company for promotional purpose in rural area.	03
Case Study	03
Total No. of Lectures	60

Experiential Learning:

Students have identify the different types of strategy adopted by company for promotion purpose specifically in rural market of India.

Eg: Shakti Ammas are women who participate in the Project Shakti program by Hindustan Unilever (HUL)

With this activity students will:

- Learn about how to develop business in rural area.
- Analyze the sales growth in rural area after adoption of marketing strategies.

Recommended Books:

1. The Rural Marekting; Pearson, (Latest), New Delhi ; Pradeep Kashyap
2. Rural Marketing in India: Himalaya Publishing House, New Delhi; K.S.Habeeb-Ur-Rahman
3. Rural Mraketing : Concepts & Practices: McGraw Hills, New Delhi, BalramDogra, KarminderGhuman
4. Rural Marketing : Himalaya Publishing House:, M.S.Kamat, R.Krishnamoorthy

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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaMktU5102

Course Name: Brand Management

Course Type: Major Paper 10 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 an understanding of core marketing concepts.
- Students should have basic knowledge of digital marketing techniques.

Course Objectives:

- To understand how to leverage brand equity effectively.
- To learn brand management and understand the advantages of maintaining a positive one.
- To understand the impact of social media on brand management and managing online brand reputation.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define brand management, list the elements of a brand.	1
CO 2	Explain the importance of branding, describe the strategic brand management process.	2
CO 3	Apply guidelines for brand positioning, use SEO in digital brand strategies.	3
CO 4	Analyse the impact of social media on brand management ¹ , analyse online brand reputation.	4
CO 5	Evaluate the advantages of a positive brand image.	5
CO 6	Develop digital brand strategies.	6

Course Contents:

Chapter 1	Introduction to Brand Management	No. of Lectures
	Brand Management 1. Meaning and Definition. 2. Elements of a brand. 3. Scope of Brand Management. 4. Importance of branding. 5. Strategic brand management process. 6. Types of Brands. 7. Branding Challenges and Opportunities.	12
Chapter 2	Brand Equity, Brand Awareness, Brand Image	No. of Lectures
	2.1 Brand Equity 2.1.1 Meaning and Definition. 2.1.2 The Importance of Building Brand Equity. 2.1.3 Measuring Brand Equity: Tools and Techniques. 2.2 Brand Awareness 2.2.1 Meaning and definition. 2.2.2 Components of brand awareness. 2.2.3 Importance of brand awareness. 2.3 Brand Image 2.3.1 Meaning and Definition. 2.3.2 Elements of brand image. 2.3.3 Advantages of Positive brand image. 2.3.4 Consequences of negative brand image.	14
Chapter 3	Brand Positioning, Brand Identity, Leveraging Brand Equity	No. of Lectures
	3.1 Brand Positioning 3.1.1 Meaning and Definition. 3.1.2 Guidelines for positioning of a brand. 3.2 Brand Identity 3.2.1 Meaning and definition. 3.2.2 Brand elements and the things to be considered while choosing brand elements. 3.2.3 Tactics of choosing brand elements. 3.3 Leveraging Brand Equity: Concept and case study.	14
Chapter 4	Brand Management in the Digital Era	No. of Lectures
	4.1 The Impact of Social Media on Brand Management. 4.2 Managing Online Brand Reputation management. 4.3 Influencer Marketing and User-Generated Content. 4.4 Digital Brand Strategies: SEO, Content Marketing, and Paid Media. 4.5 Customer experience management. 4.6 Personalised marketing.	12

	4.7 Challenges of brand management in digital era..	
Experiential Learning		No. of Lectures
Students will develop a brand for a product or service. All branding elements must be applied, and a detailed project report should be prepared.		06
Case Study		02
Total No. of Lectures		60

Experiential Learning:

Students will create a comprehensive brand for a specific product or service. This project will require the application of various branding elements, including brand name, logo, tagline, color scheme, packaging design, etc. Additionally, students should consider the target audience and the brand's positioning in the market.

A detailed project report must be prepared, which should include the following:

1. Brand Concept: An explanation of the product and brand.
2. Market Research: An analysis of the target audience, competitors, and market trends.
3. Brand Elements: A description and visual representation of the logo, color palette, typography, and other design components.
4. Brand Strategy: A plan outlining how the brand will be promoted and positioned in the marketplace.

Recommended Books:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 4rd Edition, 2012.
2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
3. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.
4. Paul Tmepoal, Branding in Asia, John Willy, 2000.
5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
6. Jagdeep Kapoor, Brandex, Biztranza, India, 2005.
7. Mahim Sagar, Deepali Singh, D.P.Agarwal, Achintya Gupta.–Brand Management Ane Books Pvt.Ltd – (2009).
8. Gulnar Sharma and Karan Singh Khundia , Brand Management, Himalaya Publishing House (2012)
9. Aaker, David A: Building a Strong Brands, Free Press, New York
10. Joel Kapfferrer: Strategic Brand Management, Kogen Pagev

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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaBbaU5103

Course Name: Entrepreneurship Development

Course Type: Major Paper 11 Theory

Teaching Scheme: TH: 2 Lectures/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic knowledge of the concept of business and entrepreneurship.

Course Objectives:

- To create entrepreneurial awareness among the students.
- To help students to up bring out their own business plan.
- To develop knowledge and understanding in creating and managing new venture.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Understand Entrepreneurship Fundamentals	1
CO2	Analyze the Entrepreneurial Process	2
CO3	Apply methods of divergent and convergent thinking to search for business opportunities	3
CO4	Develop a comprehensive business plan including its essential elements	4
CO5	Explain the types of financial assistance available for small enterprises	5
CO6	Identify and describe government schemes designed to boost entrepreneurship in India	6

Course Contents:

Chapter 1	Entrepreneur and Entrepreneurship	No. of Lectures
	1.1 Concept of Entrepreneur, Manager, Intrapreneur 1.2 Definition, meaning and functions of an entrepreneur, Need and Importance of Entrepreneurship 1.3 Stages in entrepreneurial process.	8
Chapter 2	Business Opportunity Identification and Preparation of Business Plan	No. of Lectures
	2.1 Opportunity Search: Methods of Divergent Thinking and Convergent thinking 2.2 Environmental scanning for business opportunity Identification: Tools and Techniques 2.3 Meaning and Objectives of Business Plan, Elements of Business Plan 2.4 Business Planning Process	10
Chapter 3	Institutional Support to New Venture and Legislative Support	No. of Lectures
	3.1 Micro, Small & Medium Enterprise (MSME) 3.2 Financial Assistance for Small Enterprises – Introduction and types. 3.3 Government Schemes to boost Entrepreneurship in India. 3.4 Maharashtra shop and establishment act- Procedure to obtain shop act license.	10
Experiential Learning		No. of Lectures
Identifying a business opportunity and creating a business plan		02
Total No. of Lectures		30

Experiential Learning:

Students will identify a business opportunity and create a business plan for the same.

The student will:

- Learn how to identify a business opportunity
- Practically do environmental scanning and research to conduct a feasibility study
- The students will prepare a detailed business plan as per the format provided on their idea.

Recommended Books:

1. Desai Vasant: “Management of Small-Scale Industries” - Himalaya Publishing House
2. Taneja Satish and Gupta: “Entrepreneurship Development-New Venture Creation” - Galgotia Publishing Company, New Delhi
3. Jain P.C: Handbook for New Entrepreneurs Entrepreneurship Development Institute of India
4. Sangle B. R.: Business Environment & Entrepreneurship, Success Publications, Pune
5. Gupta C.B. & Srinivas: “Entrepreneurial Development”- Sultan D, Chand & Sons, New Delhi
6. Prof Rajeev Roy: “Entrepreneurship” - Oxford University Press
7. Edward D. Bono: “Opportunities”

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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaMktU5201

Course Name: Business Ethics in Marketing

Course Type: Major Electives (Elective I)

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- Familiarity with core marketing concepts would be useful when exploring marketing ethics.
- Ability to do Critical thinking about ethical, societal, and environmental issues.

Course Objectives:

- Understanding the fundamentals of ethics in business and marketing.
- Understanding product and pricing ethics as well as issues like price discrimination and predatory pricing.
- Understanding promotion and market research ethics including data privacy and consumer protection.
- Understanding digital marketing ethical issues in online advertising, targeted marketing, and online reputation management.
- Understanding Corporate Social Responsibility (CSR) in marketing.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define ethics, business ethics, marketing ethics and corporate social responsibility.	1
CO 2	Describe ethical issues related to product design, safety, and quality. Explain ethical considerations in advertising and marketing communication	2
CO 3	Apply ethical practices in data collection and analysis	3
CO 4	Analyse the ethical issues related to the marketing of socially undesirable products and Analyse price discrimination and unfair pricing strategies.	4

CO 5	Evaluate the use of obscene, violent, and fear appeals in advertising and evaluate the ethics of influencer marketing.	5
CO 6	Develop Corporate Social Responsibility (CSR) strategies for sustainable development, develop strategies for ethical online advertising and targeted marketing.	6

Course Contents:

Chapter 1	Introduction to Ethics, Business Ethics, Marketing Ethics	No. of Lectures
	1.1 Definition of Ethics 1.2 Difference between Morals and Ethics. 1.2 Importance of Ethics 1.3 Definition of Business Ethics 1.4 Importance of Ethics in Business 1.5 Meaning of Marketing Ethics 1.6 Importance of marketing ethics 1.7 Principles of Marketing Ethics 1.8 Legal and regulatory considerations in marketing ethics.	14
Chapter 2	Product Ethics and Pricing Ethics	No. of Lectures
	2.1 Product Ethics: 2.1.1 Ethical issues related to product design, safety, and quality 2.1.2 Green marketing and sustainable product development 2.1.3 Marketing of socially undesirable products (e.g., tobacco, alcohol) 2.1.4 Product labeling and transparency 2.1.5 Ethics related to Competition. 2.2 Pricing Ethics: 2.2.1 Price discrimination and unfair pricing strategies 2.2.2 Predatory pricing and competitive practices 2.2.3 Price gouging and exploitation	14
Chapter 3	Ethics Related to Channel Management and Promotion	No. of Lectures
	3.1 Ethics related to Channel Management: 3.1.1 Meaning and Importance of Channel Management. 3.1.2 Key ethical considerations in channel management. 3.1.3 Unethical channel management practices: examples and their negative implication on business. 3.2 Promotion Ethics: 3.2.1 Ethical considerations in advertising and marketing communication 3.2.2 Deception and misleading claims in advertising 3.2.3 Use of Obscene, violent, and fear appeals in advertising 3.2.4 Influencer marketing ethics	12

Chapter 4	Digital Marketing Ethics, Corporate Social Responsibility (CSR) in Marketing	No. of Lectures
	4.1 Digital Marketing Ethics: 4.1.1 Ethical issues in online advertising and targeted marketing 4.1.2 Privacy concerns related to data analytics and cookies 4.1.3 Online reputation management and ethical practices 4.2 Corporate Social Responsibility (CSR) in Marketing: 4.2.1 Meaning & Concept 4.2.2 Social Responsibility of Business towards Diverse Groups (Interest Groups) of Society 4.2.3 CSR and Sustainable Development 4.2.4 Legal Aspects of Corporate Social Responsibility	12
Experiential Learning		No. of Lectures
Case study: Unethical/Ethical business practices of any one company in any sector and its implications on market.		08
Total No. of Lectures		60

Experiential Learning:

Students are encouraged to take up case study of any industry and do a thorough research on its ethical/unethical practices and its impact on its stakeholders, its goodwill and its survival.

Students to make a PowerPoint presentation in the classroom and submit a project report in the format prescribed by the subject teacher.

Recommended Books:

1. Ethics in Marketing: International cases and perspectives 2nd Edition, Patrick E. Murphy (Author), Gene R. Laczniak (Author), Fiona Harris (Author)- Routledge
2. Ethics In Marketing, Shel Horowitz - Jaico Publishing House
3. Handbook on Ethics and Marketing, Alexander Nill- Edward Elgar publishing
4. Ethical Marketing: Succeeding in Business with Integrity, Dr. Rashmi Mishra (Author), Prof. Dr. Gagandeep Kaur Nagra (Author)- HSRA PUBLICATIONS
5. Ethical Marketing, Patrick E. Murphy, Gene R. Laczniak, Norman E. Bowie, Andrea Prothero, Thomas A. Klein- Pearson
6. Ethics in marketing, K.B. Rao

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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaMktU5202

Course Name: Service Marketing

Course Type: Major Electives (Elective II)

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 Service marketing.
- Students should be aware about the importance of Service marketing in India.

Course Objectives:

- To understand the foundations of service marketing
- Identification of challenges & opportunities in Service Marketing.
- To provide exposure to students for understand different application services.
- To understand the Service marketing strategies adopted for business development purpose.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Understanding the foundations of service marketing with different key words.	1
CO2	Developing service marketing strategies	2
CO3	Classify service market segmentation, including the bases and process	3
CO4	Applying service marketing principles to specific service industries like tourism, retail, hospitality, logistics, event management, and telecom	4

CO5	Explain relationship marketing, including its evaluation, importance, challenges, customer retention, and relationship value	5
CO6	Create a report on after Applying service marketing principles to specific service industries like tourism, retail, hospitality, logistics, event management, and telecom	6

Course Contents:

Chapter 1	Introduction to Service & Service Marketing	No. of Lectures
	1.1 Service: Meaning, Definition, Characteristics of Services, 1.1.2 Classification of service 1.1.3. Significance of service 1.1.4 Difference between goods and Services, 1.2 Services Marketing : 1.2.1. Introduction 1.2.2. Need of Service Marketing, 1.2.3 Factors Influencing Service Marketing 1.2.4 Importance of services marketing 1.2.5. Challenges in services marketing	12
Chapter 2	Services Marketing Strategies	No. of Lectures
	2.1 Introduction 2.2 Services market segmentation 2.2.1 Basis for segmentation of services 2.2.2 Process of service market segmentation 2.3 Target Market: 2.3.1 Basis of targeting the identified segments 2.3.2 Selecting target market 2.4 Positioning of services 2.4.1 Meaning & Concept 2.4.2 Steps in developing a positioning strategies	14
Chapter 3	Service Marketing Triangles and Relationship Marketing	No. of Lectures

	3.1 Service marketing triangles 3.1.1 Introduction 3.1.2 Variants of services marketing triangles 3.1.3 Internal Marketing 3.1.4 External marketing 3.1.5 Interactive marketing 3.2 Relationship marketing 3.2.1 Introduction, evaluation of relationship marketing 3.2.2 Importance and challenges of relationship marketing 3.2.3 Customer retention 3.2.4 Relationship value of customer	14
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Chapter 4	Applications of Service Marketing	No. of Lectures
	Introduction, Marketing Segmentation & Marketing mix for : 4.1 Tourism service 4.2 Retail service 4.3 Hospitality service 4.4 Logistic services 4.5 Event management services 4.6 Telecom service	14
Experiential Learning		No. of Lectures
Choose any service brand & prepare a detailed report to analyse its marketing mix.		03
Case Study		03
Total No. of Lectures		60

Experiential Learning:

Select any brand service and do thorough research to find details about its marketing mix elements.

The students will present their findings in the class and submit the report in the format prescribed by the subject teacher.

Recommended Books:

1. Services Marketing, S.M. Jha, Himalaya Publishing House Delhi.
2. Services Marketing Concepts Applications and Cases M.K. Rampal and S.L. Gupta, Atlantic Publishers & Distributors
3. Services Marketing Text and Cases Steve Baron and Kim Harris MacMillan Business
4. Services Marketing Concepts Strategies and Cases K. Douglas Hoffman and John E.G. Bateson Cengage Learning
5. Service Marketing, Rao.K Ramamohan, Pearson

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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaBbaU5301

Course Name: Public Finance and International
Economics

Course Type: Minor Paper IV

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.	3

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 12.1. 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 2.3 Deficit Financing: Meaning and Objectives 2.3.1 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. Hecksher-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	14
	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	
Experiential Learning		No. of Lectures
Assignments, Group Discussion, Report Writing		06
Total Number 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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T.Y. BBA (SEMESTER – V)
(2023 Course under NEP 2020)

Course Code: 23BaMktU5501 **Course Name:** Lab Course on Marketing Research
Course Type: Vocational Skill Course
Teaching Scheme: PR: 4 Lectures/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 the basics of research methodologies.

Course Objectives:

- To provide students with a comprehensive understanding of the definitions, scope, advantages, and limitations of marketing research.
- To equip students with the knowledge and skills necessary to execute the marketing research process effectively.
- To introduce students to various branches of marketing research, including consumer research, product research, advertising research, and media research.
- To enable students to analyse and forecast sales, develop new products, and make informed pricing strategy decisions based on marketing research.
- To foster the ability to apply marketing research techniques in real-world scenarios and develop comprehensive marketing research plans.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define key terms such as marketing research and market research, and list the functions and scope of marketing research	1
CO 2		2
CO 3	Apply consumer research techniques to identify market needs and preferences, and use product research methods to evaluate product performance	3

CO 4	Compare and contrast different branches of marketing research, such as consumer research, product research, advertising research, and media research	4
CO 5	Assess the implications of marketing research on sales analysis, forecasting, new product development, and pricing strategies	5
CO 6	Develop a comprehensive marketing research plan that includes consumer research, product research, advertising research, and media research	6

Course Contents:

Chapter 1	Introduction to Marketing Research	No. of Lectures
	1.1 Definitions - Marketing Research, Market Research, 1.2 Scope of Marketing Research 1.3 Advantages of Marketing Research 1.4 limitations of Marketing Research 1.5 The marketing research process	14
Chapter 2	Branches of Marketing Research	No. of Lectures
	2.1 Consumer Research - Meaning & Scope, Need, Functions. 2.2 Product Research - Meaning & Scope, Importance. 2.3 Advertising Research - What to Test, When to Test. 2.4 Media Research - Functions of Media Research.	12
Chapter 3	Marketing Research Implications	No. of Lectures
	3.1 Sales Analysis and Forecasting: Market demand and Market potential, Forecasting, Forecasting methods, 3.2 New Product Development and Test Marketing: uses, types, methods, limitations. 3.3 Pricing research: Pricing research and pricing strategy decisions,	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 need of conducting marketing research.
2. Classroom discussion on examples of product development through marketing research.
3. Prepare a report, explaining in detail the process of marketing research. List the different types of advertising testing methods in a detailed a report.
4. Do research and find a case study on the Research and development activity of any company.
5. Classroom presentation on case study on new product development example.
6. Prepare a report on the different types of media and their pros and cons. Also, explain why media research is important.
7. Prepare a report on the scope of Marketing Research.
8. Prepare a detailed report on different techniques of sales forecasting.
9. Prepare a report to explain consumer research and the different techniques of consumer research.
10. Prepare a detailed report to explain the concepts of market demand and market potential.
Find examples from the internet to include in your report.
11. Find statistics on the internet to compare the pricing strategies of competing brands in a specific product category.
12. Classroom presentation on different techniques of data collection.
13. Conduct Research to compare two or more competing brands to find consumer preferences.
14. Prepare a Project report on the research conducted.
15. Classroom presentation on the brand comparison research conducted.

Recommended Books:

1. Marketing Research: An Applied Orientation, Naresh K. Malhotra-Pearson
2. Research for Marketing Decisions, Paul E. Green-Prentice Hall
3. Market Research in Practice: An Introduction to Gaining Greater Market Insight, Matthew Harrison, Julia Cupman, Oliver Truman, Paul Hague- Kogan Page
4. Marketing Research: Methodological Foundations, Dawn Iacobucci, Gilbert A. Churchill-South Western Educational Publishing
5. Essentials of Marketing Research, Joseph F. Hair Jr., David J. Ortinau, Mary Wolfinbarger, Robert P. Bush- McGraw-Hill Education
6. Essentials of Marketing Research, Joseph F. Hair Jr.- McGraw-Hill Education

Semester VI (Third Year)

Course Type	Course	Course Code	Course / Paper Title	Hours/Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4 + 2)	Major Paper 12 (Theory)	23BaMktU6101	International Marketing	4	4	40	60	100
	Major Paper 13 (Theory)	23BaMktU6102	Strategic Marketing Management	4	4	40	60	100
	Major Paper 14 (Theory)	23BaBbaU6103	Fundamentals of E-Commerce	2	2	20	30	50
Major Electives	Elective III	23BaMktU6201	Legal Aspects in Marketing	4	4	40	60	100
	Elective IV	23BaMktU6202	Supply Chain Management	4	4	40	60	100
Minor (4)	Minor Paper IV	23BaBbaU6301	Indian Economic Environment	4	4	40	60	100
OE (2 + 2)	--	--	--	--	--	--	--	--
VSC (2)	--	--	--	--	--	--	--	--
SEC (2)	--	--	--	--	--	--	--	--
AEC (2)	--	--	--	--	--	--	--	--
VEC (2)	--	--	--	--	--	--	--	--
OJT (4)	OJT	23CpCopU6004	On Job Training	8	4	40	60	100
FP / CEP (2)	--	--	--	--	--	--	--	--
Total				26	22	220	330	550

OE: Open Elective

AEC: Ability Enhancement Course

VEC: Value Education 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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T.Y. BBA (SEMESTER – VI)
(2023 Course under NEP 2020)

Course Code: 23BaMktU6101

Course Name: International Marketing

Course Type: Major Paper 12 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 International marketing.
- Students should be aware about importance of international marketing in global to help development of country.

Course Objectives:

- Identification of challenges & opportunities in international market.
- To provide exposure to the International Marketing Environment & international market.
- To understand the importance of marketers for success in the 21st-century global marketplace.
- To gain useful insights to indulge in global marketing.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	To develop Disciplinary Knowledge in International Marketing	1
CO2	Understand dynamics involved in marketing beyond the national boundaries.	2
CO3	It explores the external environmental factors that shape international marketing strategies	3

CO4	Analysing the global pricing policies for international promotional decision.	4
CO5	Comprehend changed orientation of marketing in global arena viz-a-viz marketing within domestic boundaries.	5
CO6	Compile information touches on managing international marketing in the 21st century	6

Course Contents:

Chapter 1	Introduction to International Marketing	No. of Lectures
	1.1 Meaning, Scope & Significance of international marketing 1.2 Importance of international marketing 1.3 Difference between of Domestic Marketing & International marketing 1.4 International Marketing Environment & its effect on international marketing – Economic, Trade, Political Social & Cultural, Legal, Demographic & Technological Environment.	12
Chapter 2	Approaches to International Marketing	No. of Lectures
	2.1 International Marketing Information system: Meaning, Components & Applications 2.2 International marketing research: Meaning, Objective & Process 2.3 International marketing segmentation: Meaning, Objective & Importance 2.4 Target Market Selection 2.5 International Market Entry Strategies 2.6 International Product Positioning: Strategies, Approaches & Challenges	12
Chapter 3	International Marketing Mix	No. of Lectures

	3.1 Product Planning: Product Decision, Branding, Labelling, Packaging, New Product Development, International Product Life Cycle 3.2 Pricing: Factors affecting on international pricing determinations, Pricing Strategies in International Market 3.3 Promotion: International Promotion Mix, Sales promotion, PR in international marketing 3.4 Distribution: Designing International Distribution Channel, Management of international distributions channel, Distributions channel Dynamics, International logistic management	18
Chapter 4	Managing International Marketing in 21st Century	No. of Lectures
	4.1 Patterns of international marketing Organisations 4.2 Role & Significance of Digital Marketing & International Marketing 4.3 Developing International Competitiveness 4.4 Ethics, CSR & Social responsibilities in Globalisation Era	12
Experiential Learning		No. of Lectures
Study on International marketing strategies of any MNCs & create a detail report		02
Case Study		04
Total No. of Lectures		60

Experiential Learning:

Choose any one MNCs company by student and detailed study on which type of strategies applied by this company.

Prepare a PPT, present & discuss in the class room & accordingly prepare a report after presentation.

Recommended Books:

- Vern Terpestra and Ravi Sarthy : International Marketing, Thosmson.
- Cateora, Graham and Salwan : International Marketing, Tata McGraw-Hill, 2008. 3. Kotabe, M. and andHelsen, K. : Global Marketing Management, Wiley, 2011.
- R. L. Varshney and B. Bhattacharya : International Marketing; Sultan Chand Publication, N. Delhi.
- SakOnkvisit and John Shaw : International Marketing (Analysis and Strategy), PHI, N. Delhi.
- Rakesh Mohan Joshi: International Marketing, Oxford University Press.

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T.Y. BBA (SEMESTER – VI)
(2023 Course under NEP 2020)

Course Code: 23BaMktU6102

Course Name: Strategic Marketing Management

Course Type: Major Paper 13 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 understanding fundamental marketing concepts would likely be helpful when learning about strategic marketing management
- Students should be aware knowledge of business concepts such as strategy, management, and operations could provide a useful context

Course Objectives:

- To understand the fundamentals of strategic marketing management
- Analyse the market environment using 5 C framework..
- To develop & apply the 7 tactics of marketing mix
- To identify & select target customer segment based on factors like attractiveness & compatibility.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Market identification Using the "five C framework" (customer, company, collaborator, competitor, context)	1
CO2	Marketing mix Understanding the "7 tactics" (product, service, brand, price, incentives, communication, and distribution)	2
CO3	Pricing strategies Applying cost-based and psychological pricing approaches and managing competitive pricing	3
CO4	Analysing strategic decisions related to product and service management, including new product development and adoption	4

CO5	Evaluating target customer segments based on factors like attractiveness and compatibility	5
CO6	Create customer value through strategic positioning, exploring options like quality, value, being a pioneer, focusing on a narrow product, or targeting a specific segment	6

Course Contents:

Chapter 1	Introduction to Strategic Marketing Management	No. of Lectures
	1.1 Strategic decisions: Nature of strategy, the marketing strategy interface, difference between marketing planning and strategic planning 1.2 Identifying the market: The five C framework-customer, company, collaborator, competitor, context 1.3 The 7 tactics of Marketing mix: Product, service, brand, price, incentives, communication and distribution	10
Chapter 2	Targeting, Positioning and Creation of Value in the Context of Strategic Marketing	No. of Lectures
	2.1 Identifying Target Customers: Factors to be considered while targeting, targeting strategies-One for all strategy, one for each strategy, Strategic Targeting criteria: target attractiveness, target compatibility 2.2 Essential strategic assets for target compatibility: business infrastructure, collaborator networks, human capital, intellectual property, strong brands, established customer base, synergistic offerings, access to scarce resources and capital. 2.3 Creating Customer Value through Positioning: Role of strategic positioning, strategic positioning options: The quality option, value option, the pioneer, a narrow product focus, target segment focus; strategies for creating superior customer value. 2.4 Creating Company Value: Understanding Company Value: Monetary, functional and psychological value; strategically managing profits-increasing sales revenue-through volume, optimizing price, lowering costs	16
Chapter 3	Strategic Decisions in Product, Services and Branding	No. of Lectures

	3.1. Managing Product & service 3.1.1 factors affecting product and service decisions 3.1.2 Managing New Products 3.1.3 New product adoption 3.1.3.1 Understanding new product adoption, 3.1.3.2 factors influencing diffusion of new offering, 3.1.3.3. new product development process, 3.1.3.4 managing risk in new products- market risk 3.2 Brand Tactics:	15
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	3.2.1. Brand: Meaning, brand identity, brand as value creation process brand hierarchy-Individual and umbrella branding, 3.2.2 Brand extension: vertical and horizontal, brand equity and brand power	
Chapter 4	Strategic Decisions in Pricing, Promotion and Distribution	No. of Lectures
	4.1. Major approaches to strategic pricing -cost based pricing Five psychological pricing effects: reference price effects, price quantity effects, price tier effects, price ending effects, product line effects; Understanding competitive pricing and price wars: factors affecting price wars, 4.2 Managing Promotions and incentives: Promotion mix strategy, Factors affecting strategic decisions in promotion mix, Promotion expenditure strategy Managing incentives as a value creation process, Goals of using customer incentives, Monetary incentives for customers, Non monetary incentives for customers. 4.3 Managing distribution: Distribution as value creation process, distribution channel design process- Channel structure: Direct, indirect and hybrid channel; channel coordination- common ownership, contractual relationship, implicit channel coordination; channel type, channel coverage, channel exclusivity	13
Experiential Learning		No. of Lectures
Participating in virtual business simulations where students make marketing decisions and observe the outcomes based on their choices.		04
Case Study		02
Total No. of Lectures		60

Experiential Learning:

Based on the sources, experiential learning involves actively participating in an experience and reflecting on it to learn and gain understanding.

The excerpt from "Virtual Business Simulation: Marketing Decision Outcomes" describes one such method of experiential learning & prepare a report:

1. Virtual business simulations where students make marketing decisions and then observe the outcomes of those decisions.

2. This process allows students to learn from their actions and choices in a simulated environment.

Recommended Books:

1. Aaker, David A, Strategic Market Management, Wiley Publications
2. Kerin, R A and R A Peterson, Strategic Marketing Problems, Pearson Education
3. Cravens, W and Nigel F Piercy, Strategic Marketing, McGraw-Hill Publications, Indian Edition.
4. Walker, B and Mullins Larrech, Marketing Strategy, McGraw Hills Publications, Indian Edition.
5. Jain, S C, Marketing Strategy- Planning, Implementation and Control, Cengage Learning, India Edition.
6. Kotler, P and Kevin L Keller, Marketing Management, Prentice Hall India

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T.Y. BBA (SEMESTER – VI)
(2023 Course under NEP 2020)

Course Code: 23BaBbaU6103

Course Name: Fundamentals of E-Commerce

Course Type: Major Paper 14 Theory

Teaching Scheme: TH: 2 Lectures/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should be aware about various E-Commerce business processes and functions.
- Students should have basic knowledge of payment system
- Students should have basic knowledge of E-commerce business websites

Course Objectives:

- To help students understand various concepts and models of E-Commerce.
- To help students understand Website Designing for E-Commerce business.

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 E-Commerce	1
CO 2	To Understand the E-Commerce Infrastructure	2
CO 3	To Apply security measures for to run E-Commerce business	3
CO 4	To Analyze various methods of E-payment	4
CO 5	To Evaluate the use latest technological concepts in E-Commerce.	5
CO 6	To Understand Web Design Principles & Improve the Website for E-Commerce business.	2,6

Course Contents:

Chapter 1	Introduction to E-Commerce	No. of Lectures
	1.1 E- Commerce Definition 1.2 Functions of E-Commerce 1.3 Scope of E-Commerce 1.4 E-Commerce Infrastructure 1.5 Advantages & Disadvantages of E-Commerce 1.6 Opportunities for E-Commerce in India 1.7 E-Commerce Business Models 1.8 Emerging trends in E-Commerce	10
Chapter 2	E-Commerce Website Development and Design	No. of Lectures
	2.1 Web Design Principles for E-Commerce Website 2.2 Designs in E-Commerce- UI & UX 2.3 E-Commerce Website Navigation, Layout, and Responsiveness 2.4 Mobile Optimization for E-Commerce Website 2.5 Integrating Shopping Carts and Product Management System 2.6 Case Study- Best Practices in E-Commerce Website Design	08
Chapter 3	E-Payment Systems	No. of Lectures
	2.1 Traditional Payment System 2.2 Introduction to Electronic Payment System 2.3 Types of Electronic Payment Systems (B2C & B2B) 2.4 Third-Party Payment Processing, Payment Gateway 2.5 Risks of Electronic Payment System 2.6 Security measures for online transactions 2.7 Role of RBI in Digital Transactions	10
Experiential Learning		No. of Lectures
Students will be asked to design and present E-commerce business website module or design		02
Total No. of Lectures		30

Experiential Learning:

Students will be required to design and present website module for e-commerce business. The students will have to consider the type of product, target customer segment and design website.

Main benefits: Students will be able to practically apply the concepts discussed in the lectures in order to create or design website for e-commerce business.

Recommended Books:

1. E-Commerce - Concepts, Models & Strategies; Himalaya Publishing House; C.S.V. Murthy
2. E-Commerce: The Cutting Edge of Business; Latest Edition; McGraw Hill Education; Kamlesh K Bajaj, Debjani Nag
3. E-Commerce 2017: Business, Technology, Society; Latest Edition; Pearson Education; Kenneth C.Laudon,Carol Guercio Traver
4. Electronic Commerce: From Vision to Fulfillment; Latest Edition; PHI Learning; Elias M. Awad
5. E-Commerce: An Indian Perspective; Latest Edition; PHI Learning; P.T.Joseph, S.J.

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T.Y. BBA (SEMESTER – VI)
(2023 Course under NEP 2020)

Course Code: 23BaMktU6201

Course Name: Legal Aspects in Marketing

Course Type: Major Electives (Elective III)

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- Understanding core marketing concepts would provide a helpful context for the legal aspects of marketing.
- Knowledge of e-commerce models would be useful when exploring e-commerce laws and FDI policy.

Course Objectives:

- To get an introduction to the legal aspects, importance, scope, and features of marketing law.
- To get an understanding of legal considerations for data protection.
- Understanding the meaning and definition of online marketing, e-commerce regulatory laws in India
- To learn the laws for broadcasting advertisements and the implications of misleading advertisements, harms, and offenses related to children, medicine, health, and national/societal interest

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define tele sales, list the duties of telesales representatives, identify types of advertising, define online marketing.	1
CO 2	Explain advertising control in India, describe the concept of customer privacy, summarise e-commerce regulatory laws in India	2
CO 3	Explain advertising control in India, describe the concept of customer privacy, summarise e-commerce regulatory laws in India	3

CO 4	Analyse claims for misleading advertisements, analyse the implications of laws protecting customer privacy.	4
CO 5	Evaluate harms and offences related to children, medicine, health, and national and societal interest in advertising.	5
CO 6	Develop ethical techniques for direct mailing, advertising and CRM.	6

Course Contents:

Chapter 1	Introduction to Legal Aspects, Telesales and Direct Mail	No. of Lectures
	1.1. Introduction to Legal Aspects of Marketing 1.2. Importance, Scope and Features 1.3. Tele Sales: 1.4. Introduction; Duties of telesales representatives; laws governing telemarketing 1.5. Direct Mail: 1.6. Introduction and techniques of Direct mailing. 1.7. Legal Implications related to Direct mailing	12
Chapter 2	Legal Aspects Related to Advertising	No. of Lectures
	Advertising: 2.1 Meaning and Definition, Importance, Types of Advertising (TV, Radio, Print form Advertising) 2.2 Advertising Control in India. 2.3 Laws for Broadcasting the Advertisement 2.4 Claims for Misleading Advertisement 2.5 Harms and Offence – Children, Medicine and Health, National and Societal Interest.	14
Chapter 3	Pricing Related Laws and Customer Privacy Laws in India	No. of Lectures
	4.1 Pricing related laws: 4.1.1 Introduction and Meaning 4.1.2 Importance of Pricing-Related Laws 4.1.3 Laws Related to Price/Payment Consumer Rights Surcharge Payment Regulations 4.2 Customer privacy laws in India: 4.2.1 Introduction to the concept of customer privacy. 4.2.2 Implication of the law protecting customer privacy. 4.2.3 Legal Consideration for Data Protection (Data Collected from Potential Customers, Its Usage, Security) 4.2.4 Concept of CRM, Terms and Conditions related to CRM	13
Chapter 4	Laws Related to E-Commerce	No. of Lectures
	4.1 Meaning and Definition of Online Marketing 4.2 E-commerce Regulatory Laws in India 4.3 E-commerce laws and FDI policy (Models of e-commerce laws) 4.4 Cookies – Monitoring and Governing of Cookies, Security, and Confidentiality of Client Data While Online Marketing	14

Experiential Learning:	No. of Lectures
Students are encouraged to take up case study of any company that faced legal implications.	04
Case Study	03
Total No. of Lectures	60

Experiential Learning:

Students are encouraged to take up a case study of any company that faced legal implications. Students will do thorough research to find what was the consequence of this illegal activity on the company, its stakeholders, its goodwill, and its survival in the market.

Students to make a PowerPoint presentation in the classroom and submit a project report in the format prescribed by the subject teacher.

Recommended Books:

1. Legal Aspects in Marketing management, Dr. Shaila Bootwala, Ms. Uzma shaikh-Nirali Prakashan.
2. Legal aspects of Marketing in India, V.V. Sople-New Age International Publishers.
3. IM Safety, The Legal Side Of Internet Marketing, Ben Shaffer
4. Legal Aspects of Marketing and Sales, Orlando Garfield and Anton Meng-Kruger Brentt
5. Legal aspects of business, 8th edition, Akhileshwar Pathak-McGrawHill.
6. Legal Aspects Of Business: Text And Cases, K Ramachandra, B Chandrashekhar, C Kanakatte-Himalayan Books
7. Legal Marketing: Winning the Game They Didn't Teach You in Law School, Les Altenberg.
8. Legal Aspects of Marketing, M.C. Howard-McGraw-Hill

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T.Y. BBA (SEMESTER – VI)
(2023 Course under NEP 2020)

Course Code: 23BaMktU6202

Course Name: Supply Chain Management

Course Type: Major Electives (Elective IV)

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- A basic understanding of business concepts can provide a helpful context for supply chain management.
- Familiarity with logistics could aid in understanding physical distribution, warehouse management, and inventory control.
- Awareness of Basic marketing knowledge could be useful when exploring marketing channels.
- Understanding of information technology will help learn about the role and future of IT in supply chain.

Course Objectives:

- To understand the concept of physical distribution and its importance.
- Understanding procurement and understanding its importance and functions.
- To learn concepts like warehouse management and inventory management.
- Exploring Current Trends in Supply Chain Management.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define supply chain management (SCM), list the objectives of SCM, identify types of supply chains	1
CO 2	Explain the concept of physical distribution, describe the importance of marketing channels, Describe the importance of marketing channels and their functions.	2
CO 3	Apply warehouse management processes, use inventory storage methods, Apply the concept of Economic Order Quantity (EOQ)	3

CO 4	Analyse the components of supplier relationship management and analyse warehouse operations, Analyse the participants in the physical distribution process	4
CO 5	Evaluate the advantages of warehouses, Evaluate the benefits of effective Supplier Relationship Management	5
CO 6	Develop green supply chains by incorporating the elements of green supply chains.	6

Course Contents:

Chapter 1	Introduction to Supply Chain Management	No. of Lectures
	1.1 Concept of SCM 1.2 Features of Supply Chain Management 1.3 Objectives of Supply Chain Management 1.4 Types of Supply Chain 1.5 Functions of Supply Chain Management 1.6 Significance of SCM 1.7 Process View of Supply Chain; Cycle View; Push and Pull View 1.8 Drivers/Components of Supply Chain	14
Chapter 2	Physical Distribution and Marketing Channels	No. of Lectures
	2.1 Physical Distribution 2.1.1 Definition of Physical Distribution 2.1.2 Importance of Physical Distribution 2.1.3 Participants in the Physical Distribution Process 2.2 Marketing Channels 2.2.1 Definitions of Marketing Channel 2.2.2. Importance of Marketing Channels 2.2.3 Different Forms of Channels 2.2.4 Functions of Marketing Channels	12
Chapter 3	Procurement, Warehouse Management and Inventory Management	No. of Lectures

	3.1 Procurement 3.1.1 Introduction 3.1.2 Definition of Procurement 3.1.3 Importance of Procurement 3.1.4 Procurement Process 3.1.5 Procurement Cycle 3.1.6 Functions of Procurement 3.2 Warehouse Management 3.2.1 Definition of Warehouse 3.2.2 Processes of Warehouse 3.2.3 Functions of Warehouses 3.2.4 Advantages of Warehouse 3.2.5 Types of Warehouses 3.2.6 Types of Warehouse Layout 3.2.7 Areas of Warehouse Operation 3.3 Inventory Management 3.3.1 Meaning and Definitions of Inventory 3.3.2 Need of an Inventory and its Control,	14
	3.3.3 Types of Inventory 3.3.4 Costs Associated with Inventory 3.3.5 Economic Order Quantity (EOQ) 3.3.6 ABC Analysis 3.3.7 Inventory Storage Methods: Stacking, Racking, FIFO, LIFO	
Chapter 4	Current Trends in Supply Chain Management and Supplier Management	No. of Lectures
	4.1 Green Supply Chain Management 4.1.1 Introduction 4.1.2 Elements of Green Supply Chains 4.2 Reverse Logistics Management: Meaning 4.3 Role and Future of IT in Supply Chain 4.3.1 Introduction 4.3.2 Technologies used in Supply Chain Management 4.4 Supplier Relationship Management 4.4.1 Meaning 4.4.2 Components of SRM 4.4.3 Benefits of Effective SRM 4.4.4 E-Business and the Supply Chain / E-Business in Practice	12
	Experiential Learning	No. of Lectures
Project report to be made by the student post doing thorough research on the supply chain aspects of a company of their choice. Project report to be made in the format prescribed by the subject teacher.		08
Total No. of Lectures		60

Experiential Learning:

Explain the supply chain of any one product of your choice. E.g: it can be an automobile, FMCG product or any product of your choice. Do research on the internet and find out what sort of channel of distribution is adopted by different brands and elaborately explain it as your answer. Write your answer in the following format.

- Introduction of the company and the product
- Explain how the product is manufactured: Production system, Production process, Suitable plant location and layout, Details of raw materials used, Machinery used.
- Packaging of product.
- Explain the Supply chain aspect:
- Channel of distribution, markets products supplied to, mode of transportation used and material handling equipment used.

Recommended Books:

1. World Class Supply Chain Management, Brut, Dobler, starling- Tata McGraw Hill.
2. Supply Chain Logistics Management (Third Edition), Donald J. Bowersox, David J. Closs, M Bixby Cooper- McGraw Hill.
3. Supply Chain Management-Strategy, Planning and Operation, Sunil Chopra, Peter Meindl, D. V. Kalra- McGraw Hill.
4. Operations and Supply chain Management, Richard B chase, Ravi Shankar, F Robert Jacobs- McGraw Hill.
5. Logistics and Supply Chain Management, Dr V. Saikumari, Prof S Purushothaman- Sultan Chand and Sons.
6. A Handbook On Supply Chain Management, Kuldeepak Singh-ISBN-13-978-1638508878.
7. Designing and Managing The Supply Chain: Concepts, Strategies, And Case Studies, David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi- McGraw-Hill Education
8. Supply Chain Management: Strategy, Planning, & Operation, 7th Revised Edition, Sunil Chopra, Dharam Vir Kalra, Gourav Dwivedi- Pearson Paperback.
9. The Introductory Guide to Supply Chain Management: A Comprehensive Exploration, Jeff Lingen.

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T.Y. BBA (SEMESTER – VI)
(2023 Course under NEP 2020)

Course Code: 23BaBbaU6301

Course Name: Indian Economic Environment

Course Type: Minor Paper V

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End Sem: 60 Marks

Prerequisites of the Course:

- Students have basic knowledge of economics.
- Students have knowledge of Indian economy with different aspects such as agriculture, industry, banking and finance and external sector.
- Students know the role of India's Economy in present era.

Course Objectives:

- To understand the Indian economy's structure and performance its sectors, including industries, institutions and analyze its performance i.e. growth and employment.
- Examine India's economic policies and reforms including liberalization, privatization and globalization.
- Analyze India's economic challenges, including inequality and environmental degradation and opportunities including demographic dividend and infrastructure development
- Understand India's role in the global economy trade and investment relationships with other countries and analyze its role in global economic institutions, including the WTO and BRICS.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Analyze growth and to show structural changes of Indian economy since economic reforms.	4
CO2	To summarize agriculture sector including Pricing, Finance and Marketing.	2
CO3	Examine role and structure industries i.e. PSEs, MSMEs and discuss problems of small scale entep.	3

CO4	Analyze recent trends in service sector including Banking, Insurance, Healthcare and Tourism.	4
CO5	Examine External Sector I.e. Foreign Trade, BOPs, FDI, FII and SAARC, BRICS, ASEAN and WTO and its impact on India's economy.	5
CO6	Assess and examine Money and Capital Market & Role of RBI	6

Course Contents:

Chapter 1	Introduction to Agricultural Sector	No. of Lectures
	1.1. Characteristics of the Indian Economy, Trends and Structure, 1.2. Growth and Structural Change in the Indian Economy Since 1990: Agriculture, Industry & Service Sector 1.3. Agriculture: 1.3.1. Technological Changes in agriculture 1.3.2. Agricultural Pricing 1.3.3. Agricultural Finance 1.3.4. Agricultural Marketing 1.3.5. National Agricultural Policy	14
Chapter 2	Industrial Sector	No. of Lectures
	2.1. Growth and Pattern of Industrialization Since 1991 2.2. Industrial Policy of 1991 2.3. Public Sector Enterprises and Disinvestment Policy 2.4. Micro, Small and Medium Enterprises: Meaning 2.4.1. Small Scale Enterprises: Problems and Prospects	12
Chapter 3	Service Sector and External Sector	No. of Lectures
	3.1. Service Sector : 3.1.1. Nature and scope of service industry and Unemployment Indicators 3.1.2. Recent trends in Banking Industry, Insurance Industry, Healthcare Industry and Tourism Industry 3.2. External sector: 3.2.1. Structure and directions of Foreign Trade 3.2.2. India's Balance of payments since 1991 3.2.3. Foreign Direct Investment 3.2.4. Foreign Institutional Investors 3.3.5. Transnational companies in India 3.3.6. SAARC, BRICS, ASEAN and WTO: Role and its Impact on India's economy.	14
Chapter 4	Money and Capital Market & Banking	No. of Lectures

	4.1. Money market: Meaning and its features 4.2. Monetary policy of RBI 4.3. Commercial Banks: Progress in India 4.4. Capital Markets: Meaning, features and its Developments 4.5. SEBI and its functions.	12
Experiential Learning		No. of Lectures
Assignments, Group Discussions, Project.		08
Total No. of Lectures		60

Recommended Books:

- India's Economy and Growth – Nayak, P.B & Goldar – Sage Publications
- India's Financial Sector – An Era of Reforms Sharan, V. - Sage Publications
- India's Liberalisation Experiences: Hostage to WTO? – Karmarkar, S & Rajiv Kumar - Sage Publications
- The Indian Economy: An Macroeconomic Perspective – Banik N - Sage Publications
- Urbanisation in India: Challenges, Opportunities, and the Way Forward – Ahuwalia, I & Kanbur - Sage Publications
- India's Economic Reforms & Development – Vidyanathan A.