

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous) Shivajinagar, Pune 5
(An Autonomous College Affiliated to Savitribai Phule Pune University)

Framework of Syllabus For

B. B.A. (Marketing)

Choice Based Credit System (CBCS) Syllabus Under National Education Policy (NEP)
To be implemented from Academic Year 2024-2025

Level 4.5 (First Year) Semester I

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max. Marks		
			TH	PR	TH	PR	CE	ESE	Total
Subject 1 T(2) + (T/P) (2) or T(4)	24BaFinU1101 /24BaMktU1101 24BaHrmU1101/24BaRtmU1101 /24BaScIU1101	Principles of Finance / Principles of Marketing / Principles of Human Resource Management /Fundamentals of Retail Management /Fundamentals of Supply Chain Management	4		4		40	60	100
Subject 2 T(2) + (T/P) (2) or T(4)	24BaFinU1101 /24BaMktU1101 / 24BaHrmU1101 /24BaRtmU1101 / 24BaScIU1101	Principles of Finance / Principles of Marketing / Principles of Human Resource Management / Fundamentals of Retail Management / Fundamentals of Supply Chain Management	4		4		40	60	100
Subject 3 T(2) + (T/P) (2) or T(4)	24BaBbaU1301	Basics of Economics	4		4		40	60	100
IKS T(2)	24CpCopU1901	Generic IKS	2		2		20	30	50
GE/OE (T/P) (2)	24BaBbaU1401	Business Correspondence	2		2		20	30	50
SEC (T) (2)	24BaBbaU1601	Business Mathematics	2		2		20	30	50
AEC T(2)	24CpCopU1701 /24CpCopU1702	MIL-I (Hindi) /MIL-I (Marathi)	2		2		20	30	50
VEC T (2)	24CpCopU1801	Environmental Science	2		2		20	30	50
Total			22	00	22	00			550

Level 4.5 (First Year) Semester II

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max. Marks		
			TH	PR	TH	PR	CE	ESE	Total
Subject 1 T(2)+ T/P(2) or T(4)	24BaFinU2101 /24BaMktU2101 / 24BaHrmU2101 /24BaRtmU2101 /24BaScIU2101	Business Accounting / Basics of Digital Marketing /Functions of Human Resource Management / Retail Store Operations / Fundamentals of Logistics Management	4		4		40	60	100
Subject 2 T(2)+ T/P(2) or T(4)	24BaFinU2101 /24BaMktU2101 / 24BaHrmU2101 /24BaRtmU2101 /24BaScIU2101	Business Accounting / Basics of Digital Marketing /Functions of Human Resource Management / Retail Store Operations /Fundamentals of Logistics Management	4		4		40	60	100
Subject 3 T(2)+ T/P(2) or T(4)	24BaBbaU2301	Business Economics (Micro)	4		4		40	60	100
GE/OE (T/P)(2)	24BaBbaU2401	Personality Development	2		2		20	30	50
SEC T(2)	24BaBbaU2601	Business Statistics	2		2		20	30	50
AEC T(2)	24CpCopU2703	English Communication Skills I	2		2		20	30	50
VEC T(2)	24CpCopU2801	Democracy, Election and Governance	2		2		20	30	50
CC(2)	24CpCopU2001 /24CpCopU2011 /24CpCopU2021/24CpCopU2031 /24CpCopU2041/24CpCopU2051 /24CpCopU2061/24CpCopU2071	Physical Education Cultural Activities / NSS /NCC /Fine Arts / Applied Arts / Visual Arts / Performing Arts	2		2		20	30	50
Total			22	00	22	00			550

Level 5.0 (Second Year) Semester III

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max. Marks		
			TH	PR	TH	PR	CE	ESE	Total
Major Core T(2+2 or 4), (T/P)(2)	24BaMktU3101	Consumer Behavior	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			550

Level: 5.0 (Second Year) Semester IV

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max. Marks		
			TH	PR	TH	PR	CE	ESE	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			550

Level 5.5 (Third Year) Semester V

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max. Marks		
			TH	PR	TH	PR	CE	ESE	Total
Major Core T(2+2+2+2 or 4 + 2+2 or 4 + 4) P(2+2 or 4)	24BaMktU5601	Rural Marketing	4		4		40	60	100
	24BaMktU5602	Product Management	4		4		40	60	100
	24BaMktU5603	Brand Management	2		2		20	30	50
	24BaBbaU5604	Entrepreneurship Development	2		2		20	30	50
Major Elective (T/P) (2+2 or 4)	24BaMktU5201	Business Ethics in Marketing	4		4		40	60	100
	24BaMktU5202	Service Marketing	4		4		40	60	100
VSC P(2)	24BaMktU5501	Lab Course on Customer Relationship Management		2		4	20	30	50
FP (2)	24BaMktU5001	Field Project II		2		4	20	30	50
Minor (T/P) (2)	24BaBbaU5301	Indian Economic Environment	2		2		20	30	50
Total			18	04	18	08			550

Level 5.5 (Third Year) Semester VI

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max. Marks		
			TH	PR	TH	PR	CE	ESE	Total
Major Core T(2+2+2+2 or 4+2+2 or 4+4) P(2+2 or 4)	24BaMktU6601	Strategic Marketing Management	4		4		40	60	100
	24BaMktU6602	Advertising and Sales Promotion	4		4		40	60	100
	24BaMktU6603	International Marketing	2		2		20	30	50
	24BaBbaU6604	Fundamentals of e-Commerce	2		2		20	30	50
Major Elective (T/P) (2+2 or 4)	24BaMktU6201	Legal Aspects in Marketing	4		4		40	60	100
	24BaMktU6202	Supply Chain Management	4		4		40	60	100
VSC P(2)	24BaMktU6501	Lab Course on Marketing Research		2		4	20	30	50
OJT (2)	24CpCopU6004	On Job Training		4		8	40	60	100
Total			16	06	16	12			550