

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 2026-27)

Semester V (Third Year)

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hrs./Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CIE	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

OE: Open Elective

AEC: Ability Enhancement Course

VEC: Value Education Courses

CC: Co-Curricular Courses

IKS: Indian Knowledge System

OJT: On Job Training

FP: Field Project

VSC: Vocational Skill Courses

CEP: Community Engagement Project

Progressive Education Society's
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Pune – 5
T. Y. B.B.A. (SEMESTER V)
(2024 Course under NEP 2020)

Course Code: 24 BaMktU5601

Course Name: Rural Marketing

Course Type: Major Core (Theory)

Teaching Scheme: TH: 4 Lectures/Week

Credit: 04

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

- 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 Outcome:

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

Co No.	Course Outcome	Cognitive Level
CO1	Recall and define key terms related to rural marketing, including concepts, scope, characteristics, and evolution in India.	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

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	
	2.1 Rural Consumer: Meaning & Definitions 2.2 Characteristics of rural consumer 2.3 Types of consumers 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	
	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	
	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
	Experiential Learning	
	Students will prepare a report on various marketing strategies used by companies for promoting products in rural areas.	3
	Case Study	3
Total No. of Lectures		60

Experiential Learning:

Students are required to identify various strategies implemented by companies for promotional purposes, particularly within the rural markets of India. For example, Shakti Ammas are women involved in Hindustan Unilever's (HUL) Project Shakti initiative.

Through this activity, students will:

- Gain insight into developing business operations in rural regions.
- Evaluate sales growth in rural areas following the adoption of targeted marketing strategies.

Recommended Books:

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

Course Code: 24 BaMktU5602

Course Name: Product Management

Course Type: Major Core (Theory)

Teaching Scheme: TH: 4 Lectures/Week

Credit: 04

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- Student should have an understanding of the basic concept of product management.
- Students should understand the concept of marketing mix.

Course Objectives:

- To introduce basic concept of product management.
- To provide a learning platform to students regarding how to develop or introduce a new product in a market.
- To impart appropriate knowledge & understanding to create a strategy for product development purpose.

Course Outcome:

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

Co No.	Course Outcome	Cognitive Level
CO1	Define the key concept of product & product management	1
CO2	Understand New product development process	2
CO3	Apply the techniques of idea generation	3
CO4	Examine the Characteristics of different product	4
CO5	Plan a basic product strategy.	5
CO6	Make a classification for any product category.	6

Course Contents

Unit 1	Introduction of product management	No. of Lectures
	1.1 Product: Meaning, Definition & Characteristics of product, Classification of Products, 1.2 Product Line, 1.3 Product Mix. 1.4 Difference between Product Line and Product Mix 1.5 Product Life Cycle 1.6 BCG Matrix 1.7 The Role of the Product Manager 1.9 Objectives of product management 1.10 Importance of product management	14
Unit 2	Product Planning and Development	
	2.1 Product Development: Meaning & objectives of product management 2.2 Product Planning: Meaning & importance of product planning 2.3 New product: Introduction and types of new products 2.4 New product development process : Idea generation, screening of new product, business Analysis, Product development, Test Marketing, Commercialisation	12
Unit 3	Product Strategy	
	3.1 Meaning, Importance of developing a product strategy, 3.2 Types of product strategies. Market penetration strategies, Product strategies in the different phases of product life cycle. 3.3 International product strategies: (1) straight product extension, (2) product adaptation, and (3) product invention.	12
Unit 4	Product Pricing, Product Launch and marketing	
	4.1 Product Pricing objectives 4.2 Product pricing strategies: • Price Setting • Multiple Pricing • Optional Product Pricing • Differential Pricing • Promotional Pricing • New Product Pricing • Psychological Pricing 4.3 Factors affecting Pricing Decisions 4.4 Product Launch and Marketing: • Introduction to the concept • Go-To-Market Strategy (GTM) • Branding and packaging Decisions • Product Launch Planning	14
	Case Study	04

	Experiential learning: Students To create a new product and create a report as per the below guidelines	04
	Total No. of Lectures	60

Experiential Learning:

Students will create a new product and present it in the class as per following instructions:

- Create a new product prototype
- Create the branding elements: brand name, logo, tag line, unique packaging
- Create the marketing Mix of the product
- Make a Report including the above details.

Recommended Books:

1. Product management - Donal R. Lehmann, Russel S. Winer
2. Marketing Management - Philip Kotler
3. Product Management- Lehmann & Winer, TMGH 2
4. Product Management- S. A. Chunawalla, Himalaya Publishing House
5. Product Management- Dr. C. Anandan, TMGH 2.
6. Product & Brand Management - U.C. Mathur, Excel books

Progressive Education Society's
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T. Y. B.B.A. (SEMESTER V)
(2024 Course under NEP 2020)

Course Code: 24BaMktU5603

Course Name: Brand Management

Course Type: Major Core (Theory)

Teaching Scheme: TH: 2 Hours/Week

Credit: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should understand 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 Outcomes (COs)	Blooms 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	Brand Management-Introduction	No. of Lectures
	Brand Management 1.1 Meaning and Definition. 1.2 Elements of a brand. 1.3 Scope of Brand Management. 1.4 Importance of branding. 1.5 Strategic brand management process. 1.6 Types of Brands. 1.7 Branding Challenges and Opportunities.	10
Chapter 2	Brand Equity, Brand Awareness, Brand Image	
	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.	10
Chapter 3	Brand Positioning & Brand Identity	
	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.	8
	Experiential Learning	
	Students will develop a brand for a product or service. All branding elements must be applied, and a detailed project report should be prepared.	2
	Case Study	2
	Total No. of Lectures	30

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

Progressive Education Society's
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Shivajinagar, Pune – 5
T. Y. B.B.A. (SEMESTER V)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU5604

Course Name: Entrepreneurship Development

Course Type: Major Core (Theory)

Teaching Scheme: TH: 2 Lectures/Week

Credit: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- 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, student 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
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	1.1 Concept of Entrepreneur, Manager, Entrepreneur 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:	
	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	
	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		
Students will identify a business idea and conduct a business in a college for one day.		2
Total No. of Lectures		30

Experiential Learning:

Students will identify a business idea and conduct a business in a college for one day. Students should prepare report on the same business idea. The format of report is as follows:

Chapter-1- Introduction:

- Product details
- Brand name
- Group member details (role played by each member)
- Investment details
- Photographs of activity

Chapter: 2- Costing

- Prepare a detailed cost sheet.
- Net Profit ratio and return on investment.

Chapter-3- Details of Promotion strategy adopted

- Attach a copy of your print advertisement.

Chapter 4- Conclusion

- Give details of the experiential learning derived from this activity.

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”

Course Code: 24BaMktU5201

Course Name: Business Ethics in Marketing

Course Type: Major Electives (Elective I)

Teaching Scheme: TH: 4 Hours/Week

Credit: 4

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- A foundational understanding of core marketing concepts is recommended for engaging with marketing ethics.
- The capacity for critical analysis regarding 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 Outcomes (COs)	Blooms 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	
	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	
	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	
	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	
	Case study: Unethical/Ethical business practices of any one company in any sector and its implications on market.	8
	Total No. of Lectures	60

Experiential Learning:

Students are encouraged to take up case study and prepare a report as per the following guidelines.

- Select an industry for a case study.
- Conduct in-depth research on the industry's ethical and/or unethical business practices.
- Analyse the impact of these practices on stakeholders, the company's goodwill, and its overall survival.
- Prepare a PowerPoint presentation to be delivered in the classroom.
- Submit a project report in the format specified 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 HorowitzShel 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

Progressive Education Society's
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Shivajinagar, Pune – 5
T. Y. B.B.A. (SEMESTER V)
(2024 Course under NEP 2020)

Course Code: 24BaMktU5202

Course Name: Service Marketing

Course Type: Major Elective (Elective II)

Teaching Scheme: TH: 4 Lectures/Week

Credit: 04

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

- 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 Outcome:

On completion of the course, student 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: 1.1.1 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 Mix - I	
	2.1 Introduction to concept of Service marketing mix 2.2 Service Product Mix: 2.2.1 Levels of service product. 2.2.2 Stages in new service development 2.2.3 Service life cycle 2.3 Pricing in service: 2.3.1 Factors affecting pricing decision 2.3.2 Special issues of pricing in service sector 2.3.3 Methods of Pricing in service 2.4 Service Promotion: 2.4.1 Promotion Mix for service 2.4.2 Guidelines for managing service communication	14
Chapter 3	Services Marketing Mix - II	
	3.1. Place in Service: 3.1.1 Location of service Premises 3.1.2 Channels in service Delivery 3.1.3 Designing a distribution System for services. 3.2. People in service 3.2.1 Types of service Personnel 3.2.2 Human Resource planning for service employees 3.3 Service process 3.3.1 Designing service process 3.3.2 Service process planning 3.4 Physical Evidence Introduction and different types of physical evidence: Physical facilities, Physical setting and social setting.	14
Chapter 4	Marketing Strategy in Services and Managing Service Quality	

	4.1 Role of Marketing in service sector 4.1.1 Types of marketing in service sector: Internal marketing, External marketing and interactive marketing. 4.2 Introduction to the concept of service quality 4.2.1 Dimensions of Service Quality 4.2.2 Benefits of service quality initiative 4.2.3 Process of service quality management 4.2.4 Problems of Service quality Control 4.2.5 Managing Quality Improvement	
	Experiential Learning	
	Choose any service brand & prepare a detailed report to analyse its marketing mix.	3
	Case Study	3
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.
6. Service Marketing, Vasanti Venugopal, Raghu V. N., Himalaya Publishing House Delhi.

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T. Y. B.B.A. (SEMESTER V)
(2024 Course under NEP 2020)

Course Code: 24BaMktU5501

Course Name: Lab Course on Customer

Relationship Management

Course Type: VSC (Practical II)

Teaching Scheme TH: 4 Lectures/Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite to the Courses:

- Basic understanding of marketing management concepts.
- Students should have a basic know how about the concept of CRM.

Course Objectives:

- To provide understanding of the concept of CRM.
- To Know the best practices of CRM implementation.
- To familiarize students with the Application of the CRM system.

Course Outcomes:

On completion of the course, students will be able to

Co No.	Course Outcome	Cognitive Level
CO 1	Define the key terms related to CRM	1
CO 2	Explain various methods of CRM.	2
CO 3	Develop a basic CRM strategy.	3
CO 4	Analyse competencies required for building a career in CRM	4
CO 5	Evaluate the CRM strategies of an organization.	5
CO 6	Create research projects on various CRM related aspects.	6

Course Contents:

Chapter 1	Introduction to CRM	No. of Lectures
	1.1 Introduction of Customer Relationship Management: meaning, definition. 1.2 components of CRM. 1.3 Objectives of CRM. 1.4 Types of CRM. 1.5 Benefits of CRM. 1.6 Challenges of CRM Implementation	14
Chapter 2	CRM Concepts and CRM Process	
	2.1 CRM Concepts- 2.1.1 Customer Value 2.1.2 Customer Expectation 2.1.3 Customer Satisfaction 2.1.4 Customer Centricity, 2.1.5 Customer Acquisition, 2.1.6 Customer Retention, 2.1.7 Customer Loyalty. 2.2 CRM Process: Customer life cycle 2.3 Steps in CRM process.	12
Chapter 3	CRM Marketing strategy and IT in CRM	
	3.1 CRM and Marketing Strategy, Steps in planning a CRM strategy. 3.2 CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. 3.3 Information Technology tools in CRM.	12
	Experiential Learning	
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 make a submission of all the assignments in a single file after the completion of the semester.

1. Do Research and prepare a report on different types of CRM.
2. Explore the benefits of applying CRM in an organisation.

3. Explore the challenges of implementing CRM in an organisation.
4. Discussion on a case study about successful CRM strategy adopted by an organisation.
5. Select a product & take a review to find the level of customer satisfaction.
6. Make a report on the types of CRM activities conducted by a brand/organisation of your choice.
7. Do a comparison of competitive brands from the CRM perspective.
8. Visit in organisation, observe & write a report on which type of challenges they face in CRM.
9. Class discussion on Different types of Information Technology tools used for CRM purpose.
(Students will prepare a report on the outcomes of the discussion).
10. Group Discussion in classroom to explore the pros and cons of different CRM techniques. (Students will prepare a report on the outcomes of the discussion).
11. Brainstorming session to explore innovative techniques of CRM. (Students will prepare a report on the outcomes of the discussion).
12. Role plays to exhibit the consequences of efficient and inefficient CRM policies of an organisation.
(Students will prepare a report on the outcomes of the discussion)
13. Students to explore the concept of customer life cycle and prepare a PowerPoint presentation. 14. PPT on the role of sales force in CRM.
15. Students will explore the importance of call centre's in executing CRM and present the same in class.
16. CRM is critical for an organisation's survival, students to create a PPT to validate this concept with a live example.

Recommended Books:

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011.
2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall Of India Private Limited, New Delhi, 2008.
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall Of India Private Limited, New Delhi, 2008.
4. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008.
5. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010.
6. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd Edition.

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T. Y. B.B.A. (SEMESTER V)

(2024 Course under NEP 2020)

Course Code: 24BaBbaU5301

Course Name: Indian Economic Environment

Course Type: Minor

Teaching Scheme TH: 2 Hours / Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End SEM: 30 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 economic trade and investments.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO1	Analyse recent developments in Indian economy since 2000.	4
CO2	To summarize agriculture sector including Pricing, Finance and Marketing.	2
CO3	Examine Industrial Policy since 1991 to till 2022.	3
CO4	Analyze recent trends in Monetary, fiscal and foreign trade policy	4
CO5	Examine the structure, growth and reforms in Money and Capital Market.	3

Course Contents:

Chapter 1	Recent Developments in Indian Economy Since 2000	No. of Lectures
	1.1. Characteristics of Indian Economy 1.2. Role of Social infrastructure with reference to Education, Health and Family welfare, 1.3. Sustainable Development Goals 1.4. Foreign Direct Investments and Multinational Corporations 1.5. Demonetisation and Goods and Service Tax	08
Chapter 2	Sectorial Development in Indian Economy.	
	2.1 Agricultural Pricing: Meaning, types and Objectives 2.2. Agricultural Finance: Role of Co-operatives, RRB'S and NABARD- objectives and functions 2.3. National Agricultural Policy 2000 2.4. Agricultural Marketing: Meaning, Objectives & Challenges, 2.5 Industrial Policy of 1991 – features Atmanirbhar Bharat (Self-Reliant India) Initiative (2020) 2.6 Foreign trade policy- Meaning and objectives ,Recent Foreign trade policy	10
Chapter 3	Monetary and Financial sector Reforms in India	
	3.1. Banking Sector: Monetary policies- Objectives, recent monetary policy 3.1.1. Digital Transformation – Challenges and Issues. 3.2. Financial Inclusion-Micro finance and MUDRA Yojana 3.3. Money Market: Structure, Features and reforms. 3.4. Capital Market: Structure, Features and reforms.	08
	Experiential Learning	
	Assignments, Group Discussions, Project & Viva Voce	04
Total No. of Lectures		30

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
- 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.
- Indian Economy Ramesh Singh – McGraw Hills Education – 2013 14th Edition
- Indian Economy: Performance and Policies – Uma Kapila – Academic Foundation 2022 23rd Edition

- Indian Financial System – M.Y.Khan – McGraw Hill Education -2023 14th Edition

Semester VI (Third Year)

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hrs./Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CIE	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

OE: Open Elective

AEC: Ability Enhancement Course

VEC: Value Education Courses

CC: Co-Curricular Courses

IKS: Indian Knowledge System

OJT: On Job Training

FP: Field Project

VSC: Vocational Skill Courses

CEP: Community Engagement Project

Progressive Education Society's
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Shivajinagar, Pune - 5
T.Y.B.B.A. (SEMESTER VI)
(2024 Course under NEP 2020)

Course Code: 24BaMktU6601 **Course Name:** Strategic Marketing Management

Course Type: Major Core (Theory)

Teaching Scheme: TH: 4 Lectures/Week **Credit:** 04

Examination Scheme: CIA: 40 Marks **End-Sem:** 60 Marks

Prerequisite Courses:

- 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 Outcome:

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

Course Contents:

Chapter 1	Introduction to Strategic Marketing Management	No. of Lectures
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	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	
	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	
	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,	15

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
	3.1.3.4 managing risk in new products- market risk 3.2 Brand Tactics: 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	
	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	
	Participating in virtual business simulations where students make marketing decisions and observe the outcomes based on their choices.	4
	Case Study	2
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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Shivajinagar, Pune – 05**

**T.Y. BBA (SEMESTER – VI)
(2024 Course under NEP 2020)**

Course Code: 24BaMktU6602

Course Name: Advertising and Sales Promotion

Course Type: Major Core

Teaching Scheme TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End Sem: 60 Marks

Prerequisites of the Course:

- Students should have a strong foundation in marketing.
- Students should have a basic understanding of elements of promotion mix.
- Students should have basic knowledge of various media of advertising.

Course Objectives:

- To provide ample knowledge to the students regarding various advertising and media decisions.
- To introduce the concept of advertising copy and process of copy creation.
- To provide an understanding about various techniques of sales promotion and the concept of brand equity.

Course Outcomes:

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

Co. No	Course Outcome	Cognitive Level
CO1	Identify appropriate tools to form a media strategy.	1
CO2	Interpret the techniques of creating an effective advertisement.	2
CO3	Execute advertising and sales promotion techniques in business.	3
CO4	Deduce an appropriate copy for an advertising layout	4
CO5	Assess the media planning methods.	5
CO6	Devise a sales promotion strategy for a small business.	6

Course Contents:

Chapter 1	Introduction to Advertising and Measurement of Advertising Effectiveness	No. of Lectures
	1.1 Advertising –Meaning, Definition, Classification, Benefits, Functions 1.2 Strategic Advertising Decisions - Setting Advertising Objectives, Deciding Advertising Budget, Advertising Framework Planning and Organization 1.3 Advertising Campaign – Meaning, Basis of Campaign, Length of Campaign, Parameters governing Advertising Campaign, Planning of Advertising Campaign 1.4 Advertising Agency – Meaning, Definition, Functions, Types, Advantages, Structure. 1.5 Advertising Effectiveness – Objective of measuring Advertising Effectiveness, Difficulties in measuring Advertising Effectiveness and Evaluation of Advertising Effectiveness 1.6 Advertising Control – Control of Advertising by Practitioners	14
Chapter 2	Copy Decisions	
	2.1 Advertising Copy -Meaning, Elements, Essentials of an Advertising Copy, Types of Copy 2.2 Advertising Layout – Principles, Components, Layout Format 2.3 Copy Creation –Principles, Verbal Versus Visual Thinking.	12
Chapter 3	Media Decisions	
	3.1 Advertising Media – Meaning, Types of Media 3.2 Media Planning – Importance, Process, Measuring Media Audiences, Determining Media Weight, Media Schedule Decisions, Space and Time Buying, Cost Considerations. 3.3 Media Research – Meaning, Importance, Functions, Process of Media Research. 3.4 Media Selection – Approaches and Factors affecting Media Selection. 3.5 Internet Advertising – Purpose, Types, Advantages, Disadvantages of Internet Advertising	14
Chapter 4	Sales Promotion and Brand Equity	
	4.1 Sales Promotion – Introduction, Meaning and Importance of Sales Promotion, Strengths and Limitations of Sales Promotion, Difference between Sales Promotion and Advertising, Techniques of Consumer Sales Promotion, Techniques of Trade Promotions 4.2 Strategic Sales Promotion -- Strategies and Practices in Sales Promotion, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues. 4.3 Brand Equity – Concept and Criteria, Building, Measuring and Managing Brand Equity.	14
	Experiential learning	
	Designing an advertising campaign	4
	Case Study	
	Case studies (classroom discussion) to study the digital marketing campaigns of successful brands.	2
	Total No. of Lectures	60

Experiential Learning:

Students to do a practical activity where they create a video advertisement and a print advertisement for a product.

This activity will:

- Help students understand practically how copy writing is done and advertisements are created.
- Give them a better understanding of different types of advertising media and media decisions.
- Give them an opportunity to develop their creativity and copy writing skills.

Recommended Books:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective- George Edward Belch, Michael A. Belch, McGraw Hill Education
2. Advertising Management - Rajeev Batra, John G. Myers & David A Aaker, Pearson Education
3. Advertising Management- Prin. Dr. Chandrakant N. Rawal, Success Publication
4. Contemporary Advertising- William F. Arens, McGraw-Hill/Irwin
5. Integrated Marketing Communications - Hans Ouwersloot, Tom Duncan, McGraw-Hill Education
6. Foundations of Advertising: Theory & Practice, With Supplementation of Digital Advertising - S.A.Chunawalla, K.C. Sethia, Himalaya Publishing House
7. Advertising Management: Concepts and Cases- Manendra Mohan, Tata McGraw-Hill
8. Sales Promotion and Advertising Management- M.N.Mishra, Himalaya Publishing House

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Shivajinagar, Pune - 5
T.Y.B.B.A. (SEMESTER VI)
(2024 Course under NEP 2020)

Course Code: 24BaMktU6603

Course Name: International Marketing

Course Type: Major Core

Teaching Scheme: TH: 2 Lectures/Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- 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 Outcome:

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

Course Contents:

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

Chapter 1	Introduction of 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.	10
Chapter 2	Approaching of International Marketing	
	2.1 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	10
Chapter 3	Managing International Marketing in 21 st Century	
	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	8
	Experiential Learning	
	Study on International marketing strategies of any MNCs & create a detail report.	2
Total No. of Lectures		30

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:

1. Vern Terpestra and Ravi Sarthy : International Marketing, Thosmson.
2. Cateora, Graham and Salwan : International Marketing, Tata McGraw-Hill, 2008.
3. Kotabe, M. and andHelsen, K. : Global Marketing Management, Wiley, 2011.

4. R. L. Varshney and B. Bhattacharya : International Marketing; Sultan Chand Publication, N. Delhi.
5. SakOnkvisit and John Shaw : International Marketing (Analysis and Strategy), PHI, N. Delhi.
6. Rakesh Mohan Joshi: International Marketing, Oxford University Press.

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T.Y. BBA (SEMESTER – VI)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU6604

Course Name: Fundamentals of E-Commerce

Course Type: Major Core

Teaching Scheme: TH 2 Lectures/Week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- 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:

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	
	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	
	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	
	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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Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5
T. Y. B.B.A. (SEMESTER VI)
(2024 Course under NEP 2020)

Course Code: 24BaMktU6201

Course Name: Legal Aspects in Marketing

Course Type: Major Electives

Teaching Scheme: TH: 4 Hours/Week

Credit: 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 Outcomes (COs)	Blooms 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	
	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	
	4.1Pricing 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	
	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:	
	Students are encouraged to take up case study of any company that faced legal implications.	4
	Case Study	3
	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, Orlendo 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

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5
T. Y. B.B.A. (SEMESTER VI)
(2024 Course under NEP 2020)

Course Code: 24BaMktU6202

Course Name: Supply Chain Management

Course Type: Major Electives

Teaching Scheme: TH: 4 Hours/Week

Credit: 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 Outcomes (COs)	Blooms 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	
	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	
	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, 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	14
Chapter 4	Current Trends in Supply Chain Management and Supplier Management	

	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:	
	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.	8
	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.
- Conclusion.

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.

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
T. Y. B.B.A. (SEMESTER VI)
(2024 Course under NEP 2020)

Course Code: 24BaMktU6501

Course Name: Lab Course on Marketing Research

Course Type: Vocational Skill Course (VSC P (2))

Teaching Scheme: TH: 4 Hours/Week

Credit: 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 Outcomes (COs)	Blooms 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	Explain the advantages and limitations of marketing research, and describe the marketing research process	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.	
	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.	
	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	
	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		
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.
4. List the different types of advertising testing methods in a detailed a report.
5. Do research and find a case study on the Research and development activity of any company.
6. Classroom presentation on case study on new product development example.
7. Prepare a report on the different types of media and their pros and cons. Also, explain why media research is important.
8. Prepare a report on the scope of Marketing Research.
9. Prepare a detailed report on different techniques of sales forecasting.
10. Prepare a report to explain consumer research and the different techniques of consumer research.
11. Prepare a detailed report to explain the concepts of market demand and market potential.
Find examples from the internet to include in your report.
12. Find statistics on the internet to compare the pricing strategies of competing brands in a specific product category.
13. Classroom presentation on different techniques of data collection.
14. Conduct Research to compare two or more competing brands to find consumer preferences.

15. Prepare a Project report on the research conducted.
16. 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