Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Commerce in International Business

(B.Com. - IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

Preamble:

In an increasingly interconnected global economy, the Bachelor of Commerce in International Business (B.Com.-IB) program at Savitribai Phule Pune University is meticulously crafted to equip students with the knowledge and skills required to thrive in international business environments. This program aims to provide a comprehensive understanding of global business practices, international trade, and cross-cultural management, thereby preparing students to excel in the dynamic world of international commerce. The B.Com.-IB program integrates essential aspects of commerce and management with a strong focus on international business. Students are exposed to various facets of global trade, supply chain management, international marketing, financial management, and logistics. The curriculum is designed to foster strategic thinking, analytical skills, and a deep understanding of global business dynamics. A distinctive feature of this program is its emphasis on practical and experiential learning. Students engage in hands-on projects, internships, and fieldwork that allow them to apply theoretical knowledge to real-world international business scenarios. This experiential approach not only enhances their practical skills but also prepares them for the challenges of the global marketplace. The program also places a strong emphasis on developing essential soft skills such as effective communication, leadership, and teamwork. Courses in business communication, intercultural understanding, and ethics prepare students to navigate the complexities of international business environments with confidence and integrity. Furthermore, the B.Com.-IB program encourages students to adopt a multidisciplinary approach, integrating knowledge from economics, law, technology, and management to provide a holistic understanding of international business. Elective courses and skill enhancement modules offer students the flexibility to tailor their education to their career aspirations and interests. Through a blend of rigorous academics, practical experience, and skill development, the B.Com.-IB program aims to create well-rounded professionals who are equipped to lead and innovate in the global business arena. Graduates of this program will be prepared to contribute effectively to multinational corporations, export-import businesses, global financial institutions, and other organizations operating on an international scale. In essence, the B.Com.-IB program is committed to fostering a new generation of business leaders who are adept at navigating the complexities of the global economy, driving sustainable growth, and promoting ethical business practices worldwide.

Following aspects highlight the importance of commercial education:

1. Academic Rigor and Excellence: Commercial education provides a rigorous academic curriculum that equips students with a comprehensive understanding of business theories, principles, and practices. Through innovative teaching methods and experiential learning opportunities students excel in dynamic and competitive global business environments.

2. Ethical Leadership and Social Responsibility: Students are instilled in the importance of ethical decision-making, integrity, and corporate social responsibility. Our program emphasizes the significance of ethical leadership and the impact of business practices on society and the environment.
3. Critical Thinking and Problem-Solving Skills: We foster the development of critical thinking, analytical reasoning, and problem-solving skills essential for effective decision-making in complex business situations. Students learn to evaluate information, analyze data, and formulate strategic solutions to real-world challenges.
4. Global Perspective and Cultural Awareness: Recognizing the interconnectedness of the global economy, we emphasize the development of a global mindset and cultural competence among the students. Our curriculum integrates international business concepts and opportunities for cross-cultural learning experiences.
5. Professional Development and Career Readiness: Through internships, professional development workshops, and networking opportunities, students are facilitated the acquisition of practical skills and industry-specific knowledge necessary for professional growth and advancement.
6. Innovation and Entrepreneurship: Encouraging creativity and innovation, we inspire entrepreneurial thinking and the ability to identify and seize opportunities in the marketplace. Our program supports aspiring entrepreneurs in developing business plans and launching ventures that contribute to economic growth and innovation.
7. Continuous Learning and Adaptation: Committed to continuous improvement and adaptation to meet the evolving demands of the business world. Our faculty engage in scholarly research and professional development to ensure that our curriculum remains relevant and responsive to industry trends and technological advancements.
8. Constant Learning: Commerce is a field that requires continuous learning and adaptation to stay competitive. Business education instills a mindset of lifelong learning, encouraging individuals to stay updated about industry trends, new technologies, and evolving business practices.

Objectives of the Programme:

1. To equip students with a comprehensive understanding of international business practices, global trade, and supply chain management.
2. To foster knowledge in areas such as international marketing, finance, and logistics to prepare students for careers in global business environments.
3. To enable students to analyze complex business scenarios and develop strategic solutions to global business challenges.
4. To provide tools and methodologies for critical thinking and effective decision-making in international business operations.
5. To incorporate modern technological advancements in business practices, including information technology for business and digital marketing.
6. To prepare students to leverage technology for enhancing international business operations and competitiveness.
7. To emphasize hands-on learning through practical sessions, field projects, and internships.
8. To facilitate real-world experience in international business settings, fostering practical skills and professional growth.
9. To enhance written and verbal communication skills essential for international business correspondence and negotiations.
10. To promote intercultural understanding and effective communication in diverse business environments.
11. To instill ethical business practices and corporate social responsibility in the context of international business.

12. To encourage awareness of environmental sustainability and social impact in global business operations.
13. To offer a range of elective courses to provide a broad perspective on international business issues.
14. To integrate knowledge from various disciplines, including economics, law, and management, to foster a holistic understanding of global commerce.
15. To prepare students for successful careers in international trade, logistics, global marketing, and related fields.
16. To equip graduates with the skills and knowledge required to excel in multinational corporations, export-import businesses, and global financial institutions.
17. To encourage continuous learning and adaptability to stay current with global business trends and evolving market conditions.
18. To foster a mindset of innovation and adaptability to navigate the dynamic global business landscape.
19. To develop leadership skills and the ability to work effectively in diverse teams.
20. To promote collaborative approaches to managing international business projects and initiatives.
21. To provide knowledge of international trade laws, regulations, and compliance requirements.
22. To ensure graduates are well-versed in global standards and practices for conducting international business.
23. To foster critical thinking skills to identify and solve complex problems in international business contexts.
24. To equip students with the ability to innovate and implement effective solutions to global business challenges.

Program Outcomes:

1. Graduates will have a deep understanding of international business practices, global trade, and supply chain management also able to analyze and interpret global market trends and economic factors affecting international business.
2. Graduates will be proficient in developing strategic plans and solutions for complex international business challenges and will demonstrate strong analytical skills to assess business environments and make informed decisions.
3. Graduates will be able to utilize modern technological tools and information systems in business operations and will be skilled in digital marketing, information technology for business, and other tech-driven business practices.
4. Graduates will have hands-on experience through practical sessions, projects, and internships and will be capable of managing and executing international business projects efficiently.
5. Graduates will possess excellent written and verbal communication skills, essential for business correspondence and negotiations in a global context and will be adept at intercultural communication, fostering effective interactions in diverse business environments.
6. Graduates will understand the importance of ethical practices and corporate social responsibility in international business and will be aware of environmental sustainability and social impact considerations in global operations.
7. Graduates will have a broad perspective on international business issues, integrating knowledge from economics, law, management, and other disciplines.
8. Graduates will be able to approach problems from various disciplinary angles, providing comprehensive solutions.
9. Graduates will be well-prepared for careers in international trade, logistics, global marketing, and related fields and will possess the skills and knowledge required to excel in multinational

corporations, export-import businesses, and global financial institutions.

10. Graduates will be committed to continuous learning and staying current with global business trends and evolving market conditions.
11. Graduates will demonstrate leadership skills and the ability to work effectively in diverse teams and be able to lead international business projects and initiatives, promoting collaborative approaches.
12. Graduates will have knowledge of international trade laws, regulations, and compliance requirements.
13. Graduates will exhibit critical thinking skills and the ability to identify and solve complex problems in international business contexts and will be equipped to innovate and implement effective solutions to global business challenges.
14. Graduates will be adept at applying theoretical knowledge in practical settings through internships, projects, and experiential learning opportunities.
15. Graduates will have a strong understanding of cultural differences and the ability to operate effectively in diverse cultural environments.

Introduction

The B.Com. - IB Degree Program (2024 Pattern) will be introduced in the following order:

Sr. No.	B. Com. Degree Program	Academic Year
A	First Year B.Com. - IB	2024-2025
B	Second Year B.Com. - IB	2025-2026
C	Third Year B.Com. - IB	2026-2027
D	Fourth Year B.Com. - IB	2027-2028

Eligibility

a) No Candidates shall be admitted to the First Year of the B.Com. - IB Degree Program (2024 Pattern) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board or equivalent or University with English as a passing Course.

b) No candidate shall be admitted to the Third Semester Examination of the Second Year unless he / she has cleared First Two Semesters satisfactorily for the course at the college affiliated to this University.

c) No student shall be admitted to the Third Year B.Com. – CA (Fifth Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of First and Second Semester Examination of F.Y. B.Com. - IB

d) No candidate shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared the first Two Semesters satisfactorily of Second Year for the Program at the college affiliated to this University.

e) No candidate shall be admitted to the Fourth Year B. Com. - IB (Seventh Semester) Degree Program (2024 pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of S.Y. B.Com.- IB

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

- Class Room Lectures
- Demonstration for programming course

- Guest Lectures of Professionals, Industry Experts etc.
- Teaching with the help of ICT tools
- Visits to various Professionals Units, Companies and Business / Industry Units
- Group Discussion / Debates
- Assignments, Tutorials, Presentations, Role Play etc.
- YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
- Analysis of Case Studies

Examination

1) A student cannot appear for the Semester End Examination unless he / she has maintained at least 75% attendance during the teaching period of that course. If a student fails to maintain attendance up to 75%, at the time of filling of Examination Forms, an undertaking from the student should be taken stating that he / she will be allowed to appear for Examination subject to fulfillment of required attendance criteria during the remaining period of teaching of the course.
2) Each credit will be evaluated for 25 Marks.
3) Each course will have a distribution of 30:70 for CIE and SEE.
4) To pass a course, the student must obtain at least 40% Percent marks in the CIE and SEE separately.
5) If a student misses CIE examination, he / she will have a Second Chance with the permission of the teacher concerned only. Such a Second Chance shall not be the right of the student; it will be the discretion of the teacher concerned only rather than the Head of the Department or Principal to give or not to give Second Chance to a student to appear for Internal Assessment.
6) A student cannot register for the Third, Fifth and Seventh Semester, if he / she fails to complete 50% credits of the total credits expected to be ordinarily completed within Two Semesters.
7) No student shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared First Two Semesters.
8) No student shall be admitted to the Fourth Year B. Com. - IB (Seventh Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of S.Y. B. Com. - IB and has satisfactorily kept terms for the Third Year (Fifth and Sixth Semester).
9) There shall be revaluation of the Answer Scripts of Semester-End Examination but not of Answer Scripts of Internal Assessment Papers as per Ordinance No. 134 A and B.

A.T.K.T. Rules

The present relevant ordinances issued by the SPPU pertaining to ATKT are applicable.

University Terms:

The dates for the commencement and conclusion of the First and the Second Terms shall be as determined by the University Authorities. Only duly admitted students can keep to the terms. The present relevant ordinances pertaining to the grant of terms will be applicable.

Verification and Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

Restructuring of Courses

This revised course structure shall be made applicable to the colleges implementing ‘Restructured Programme at the Undergraduate Level from June 2024. The Colleges under the Restructured

Programme which have revised their structure in the light of the “2024 Pattern” shall be introduced with effect from Academic Year 2024-25.

Standard of Passing

- A candidate is required to obtain 40% Marks in Internal Assessment, Practical Examination and Semester End University Examination.
- It means that passing separately at Internal Assessment, Practical Examination and Semester End University Examination is compulsory.

Methods of Evaluation, Passing, and Evaluation Criteria

The evaluation of students will be done on Three Times during each Semester:

- Internal Assessment (Internal)
- Practical Examination (If applicable)
- Semester End University Examination (External)

For Semester End University Examination, question papers will be set for Seventy Percent of the Total Marks allotted for the course.

Evaluation will be done on a continuous basis Three Times during each Semester. Internal Assessment will be of Thirty Percent of the Total Marks allotted for the subject. The colleges need to adopt any Two Methods out of the following Methods for Internal Assessment:

- Offline Written Examination
- Power Point Presentations
- Assignments / Tutorials
- Oral Examination
- Open Book Test
- Offline MCQ Test
- Group Discussion
- Analysis of Case Studies

Programme Structure

FYBCOM-IB Semester I							
Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 1	Essentials of Management	5	4	30	70	100
	Major Mandatory 2	Fundamentals of Supply chain and Logistics Management	3	2	15	35	50
Open Elective (OE)	Open Elective 1	Business Economics – Micro	3	2	15	35	50
	Open Elective 2	Business Mathematics	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Hospitality & Tourism Management	3	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Information Technology for Business	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	English for Business Correspondence - I	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2	50	0	50
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS	3	2	50	0	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – I	@ Department	2	50	0	50
		Total	-	22	270	280	550

FYBCOM-IB Semester II							
Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 3	Fundamentals of Financial & Cost Accounting	5	4	30	70	100
	Major Mandatory 4	Basics of Financial Management	3	2	15	35	50
Minor	Minor 1	Fundamentals of Marketing Management	3	2	15	35	50
Open Elective (OE)	Open Elective 3	Fundamentals of Indian Economy	3	2	15	35	50
	Open Elective 4	Business Statistics	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Entrepreneurship & Start-up Management	3	2	50	0	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basic Managerial Skills	3	2	15	35	50

Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	English for Business Correspondence - II	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2	50	0	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – II	@ Department	2	50	0	50
		Total	-	22	270	280	550

SYBCOM-IB Semester III

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 7	Strategic Supply Chain Management/ Marketing Research/ International Banking & Insurance	5	4
	Major Mandatory 8	Supply Chain and Risk Management/ International Brand Management/Auditing & Taxation	5	4
Minor	Minor 2	Research Methodology	5	4
Open Elective (OE)	Open Elective 5	Managerial Economics/ Mercantile Law	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Digital Marketing	5	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1	3	2
Field Projects (FP)	Project	Business Exposure related to Major Course	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	@ Department	2
		Total	-	22

SYBCOM-IB Semester IV

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 9	Inventory & Warehouse Management/ International Service Marketing/Corporate Accounting	5	4
	Major Mandatory 10	Procurement & Quality Management/Customer Relationship Management/Financial Risk Management	5	4
Minor	Minor 3	Import Export Procedure	5	4
Open Elective (OE)	Open Elective 6	International Economics/ Intellectual Property Rights	3	2
		Event Management	3	2

Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)			
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 2	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through Social Awareness	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	@ Department	2
		Total	-	22

TYBCOM-IB Semester V

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 11	Management of Agribusiness and Agri Exports	5	4
	Major Mandatory 12	International Relations	5	4
	Major Mandatory 13	Organisation Behaviour	3	2
Major Elective	Major Elective 1	Production & Operations Management/ Industrial Marketing /Management of Financial Services	5	4
Minor	Minor 4	International Business Law	5	4
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	Retail Management	3	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Community Engagement through CSR	5	2
		Total	-	22

TYBCOM-IB Semester VI

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 14	Foreign Exchange Management	5	4
	Major Mandatory 15	Elements of Human Resource Management	5	4
	Major Mandatory 16	Corporate Law	3	2

Major Elective	Major Elective 2	Sustainable Supply Chain Management/ Marketing of Financial Services / Investment Planning & Portfolio Management	5	4
Minor	Minor 5	International Business Environment	5	4
On Job Training (OJT)	On Jot Training	Internship	After the final exams of Sem V	4
		Total	-	22

Detail Syllabus

Semester I					
Semester No.	**Course Code**	**Type of Course**	**CourseTitle**	**Credits**	**Lecture Hours/Week**
I	**BBA1101**	**Major Mandatory**	**Essentials of Management**	**4**	**5**

Course Objectives	
1.	To understand basic concept regarding administration
2.	To develop managerial skills among the students
3.	To examining how various management principles

Course Outcome		**Blooms Taxonomy**
CO1	To develop managerial effectiveness through managerial thinking Knowledge ofeffective	Evaluate the Managerial Concept
CO2	Learning about the management philosophy over the period od time	Understand the managerial skills
CO3	How to plan and organize an activity andmotivate the group	Analysis of Organizational Activity
CO4	To develop understanding regarding newsystems of management.	To make Management system understanding

Unit	Title and Contents	No. of Lecture Hours
1	Nature of management 1.1 Introduction: Meaning, Definition, Nature of Management, Importance of management.	15
	1.2 Concept of Administration, Difference between Administration and Management, Responsibilities of Managers 1.3 Management as a Science, Management as an Art, Management as aProfession	
2	Evolution of managementthoughts 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker	15
3	Functions of Management 3.1 Forecasting: Meaning, Advantages, Disadvantages, Planning: Meaning, Types, Advantages, Disadvantages 3.2 Organizing: Meaning, Importance, Staffing: Meaning and Importance, Decision Making: Meaning, Process, 3.3 Direction: Meaning Nature and Principles, Motivation: Meaning, Importance, Types, Maslow's Hierarchy of Needs,Theory X & Y 3.4 Controlling: Meaning, Needs, Process, Techniques.	15
4	Recent trends inManagement 4.1 Management of change, Management of crisis, 4.2 Stress Management, Time Management	15

Reference Material

Text Books

1. Principles of Management -T. Ramaswamy, Himalaya Publilishing House, New Delhi
2. Management Concepts and Strategies - J.S. Chandan Vikas, Publishing House Pvt. Ltd.New Delhi
3. Principles of Management- Harold Koontz, Heinz Weihrich, A. Ramachandra Arysri, McGrawhill companies, New Delhi

Reference Books

1. Introduction toManagement- John R. Schermerhorn, Wiley India Pvt. Ltd., New Delhi
2. Principles of Management- P.C. Tripathi, P.N. reddy, McGraw hill companies, New Delhi
3. Management 2008Edition- Robert Kreitner, Mamata Mohapatra, Biztantra – Managementfor Flat World,New Delhi

Other Learning Material

1. Essentials of Management by Harold Koontz, Heinz Weihrich, books mountain
2. ttps://www.coursera.org/learn/management-essentials-strategic-planning

Semester No.	Course Code	Type of Course	CourseTitle	Credits	Lecture Hours/Week
I	BBA-IB 1102	Major Mandatory	Fundamentals of Supply chain and Logistics Management	2	3

Course Objectives	
1.	To understand the basics of supply chain analysis, logistics management, procurement, and transportation.
2.	To provide the students an opportunity to learn the fundamentals of supplychain and logistics to relate the

Course Outcome		Blooms Taxonomy
CO 1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.	REMEMBERING
CO 2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real-world context.	UNDERSTANDING
CO 3	DESCRIBE Implement a transportation plan considering cost, time, and environmental factors	APPLYING
CO 4	CALCULATE the financial implications of different logistics and inventory decisions.	ANALYSING
CO 5	OUTLINE the effectiveness of a logistics outsourcing strategy based on real-world case studies.	EVALUATING
CO 6	ELABORATE upon a set of key performance indicators (KPIs) to measure the success of logistics outsourcing initiatives.	CREATING

Unit	Title and Contents	No. of Lecture Hours

1	**Introduction to Supply Chain Management-** 1.1 Concept, objectives, significance 1.2 Process view of a supply chain-cycle and push pull view 1.3 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling 1.4 Achieving tradeoff between customer service and cost.	**7**
2	**Physical distribution-** 2.1 Definition, Importance, participants inphysical distribution process. 2.2 Marketing Channels – Definition and Importance 2.3 Different forms of channels - Unconventional channels	**8**
	- Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel 2.4 Functions of Marketing Channels 2.5 Channel Management – ChannelSelection Process & criteria 2.6 Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts.	
3	**Logistics Management-** 3.1 Logistics definition, scope and function of logistics, 3.2 Logistics a system approach, logistics for business excellence, objectives of logistics, logistics solution, and value added logistical services, 3.3 Role of logistics in supply chain.	**8**
4	**Logistics Outsourcing-** 4.1 Catalysts for outsourcing trends, benefits of Logistics Outsourcing, 4.2 Third party logistics, Fourth party logistics,selection of service provider, value added services, 4.3 Logistics service contract, critical issues, outsourcing value proposition.	**7**

Reference Material

Text Books

1. Supply Chain Logistics Management, Donald Bowersox, David Closs and M. BixbyCooper, McGraw-Hill Education, India
2. Supply Chain Management - Strategy, Planning & Operation, Sunil Chopra, PeterMeindl, D. V. Kalra, Pearson Education
3. Logistics Management: The Supply Chain Imperative, Vindo Sople, PearsonEducation

Reference Books

1. Supply Chain Management Sunil Chopra, Peter Meindl& D.V. Kalra PearsonEducation, UK
2. Supply Chain Management For Global Competitiveness ,B.S.Sahay. ,MacmillanIndia Limited, India
3. Logistical Management Donald J. Bowersox& David J. Closs Tata McGraw Hill,New Delhi

Other Learning Material

1. https://www.youtube.com/watch?v=Mi1QBxVjZAw&list=PLCD3E338A3E58E906&inde x=1
2.https://www.youtube.com/watch?v=ZpHiMTwOdM&list=PLCD3E338A3E58E906&inde x=4

Semester No.	Course Code	Type of Course	CourseTitle	Credits	Lecture Hours/Week
I	BBA-IB 1103 A	Open Elective	Business Economics - Micro	2	3

Course Objectives	
1.	To understand the role of economics in Government, community and business.
2.	To study how different business and government decisions are taken in relation to pricing,and influence demand and supply.
3.	To Development understanding regarding different market forms and related concepts such as costs and revenues.
4.	To understand and appreciate the practical application of the concepts learnt in decision making by economic agents.

Course Outcome		**Blooms Taxonomy**
CO 1	DEFINE basic concepts such as Resource constraints, Economic Problems Demand, Supply, Different types of Elasticity, market forms, different types of costs and revenues, Market Equilibrium, Social Optimality	REMEMBERING
CO 2	EXPLAIN the scope of business economics, Basic economic problems, problems of scarcity, laws of demand and supply, important features of different markets	UNDERSTANDING
CO 3	DESCRIBE how firms determine price and output determination, how marketeconomies function (market equilibrium), why market economies may not lead to social optimality.	APPLYING
CO 4	CALCULATE the elasticity of demand and supply, cost and revenue calculation	ANALYSING
CO 5	OUTLINE why markets fail and the ways in which Governments may intervene to reach social optimality. Outline how firms might use elasticity concept to price goods	EVALUATING
CO 6	ELABORATE Survival and growth strategies which businesses might use in different market structures. Elaborate on how Governments will utilize price	CREATING

	elasticity concept to tax demerit goods.	

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Business Economics-** 1.1 Meaning and scope of Business Economics 1.2 Basic Problems of an Economy and how the market helps solve these problems	5
2	**Theory of Demand and Supply -** 2.1 Meaning and Determinants of Demand, Law of Demand and Elasticity of Demand – Price, Income andCross Elasticity 2.2 Determinants of Supply, Law of Supply and Elasticity of Supply 2.3 Market Equilibrium and Introduction to Social Efficiency	10
3	**Theory of Production and Cost -** 3.1 Factors of Production 3.2Concepts of Costs – Short- run and long-run costs, Average and Marginal Costs, Total, Fixed and Variable Costs, Revenues - Total, Marginal and Average Revenue.	7
4	**Price Determination in Different Markets –** 4.1 Market Structures: Perfect Competition, Monopoly and Monopolistic Competition, Oligopoly 4.2 Price-Output Determination under different Market Forms.	8

Reference Material

Text Books

1. Economics, Paul A. Samuelson and William D. Nordhaus, McGraw Hill
2. Microeconomics – Pindyck, Rubinfeld and Mehta, Prentice Hall

Reference Books

1. Business Economics, Andrew Gillespie, Oxford Press, New Delhi
2. Business Economics – Theory and Applications, Dr. D.D. Chaturvedi , Dr. S. L.Gupta, International Book House Pvt. Ltd., New Delhi
3. Economics for management – Text and Cases, S. K. Sarangi, HimalayaPublishing House, Mumbai
4. Economics Principles and Applications, Cengage Learning India Pvt. Ltd., NewDelhi

Other Learning Material

https://www.youtube.com/watch?v=RpYuGP9Z5Hs&list=PLUStaOtXfx02et-le_lfushqXTSSgftqB

https://ocw.mit.edu/courses/14-01sc-principles-of-microeconomics-fall-2011/pages/unit- 1-supply-and-demand/

https://ocw.mit.edu/courses/14-01sc-principles-of-microeconomics-fall-2011/pages/unit- 2-

consumer-theory/

https://ocw.mit.edu/courses/14-01sc-principles-of-microeconomics-fall-2011/pages/unit- 3-producer-theory/

https://www.youtube.com/watch?v=94NAdF5IYR8&list=PLUStaOtXfx02et-le_lfushqXTSSgftqB&index=2

Semester No.	Course Code	Type of Course	CourseTitle	Credits	Lecture Hours/Week
I	BBA-IB 1103 B	Open Elective	Business Mathematics	2	3

Course Objectives	
1.	To understand the role of mathematics in Business.
2.	To study the application of mathematical tools
3.	To develop a logical and analytical mindset

Course Outcome		Blooms Taxonomy
CO 1	DEFINE Interests, commissions, combinations, EMIs	REMEMBERING
CO 2	UNDERSTAND concepts such as difference in interest calculations, permutations and combinations etc	UNDERSTANDING
CO 3	APPLY the concept of interests, percentages, permutations and combinations	APPLYING
CO 4	CALCULATE discounts, profits and losses, brokerages, EMIs etc	ANALYSING
CO 5	EVALUATE the imposition of simple and/or compound interest on businessesand individuals. Evaluate the impact of permutation and combination in business and society.	EVALUATING
CO 6	Create simple models using mathematical concepts and tools learnt to use indifferent business operations.	CREATING

Unit	Title and Contents	No. of Lecture Hours

1	**Ratio and Proportion** 1.1 Ratio and Proportion 1.2 Percentages 1.3 Data Interpretation	**5**
2	**Profit & Loss** 2.1 Profit and Loss 2.2 Commission & Brokerage 2.3 Discounts 2.4Calendar	**8**
3	**Interest** 3.1 Simple Interest 3.2 Compound Interest 3.3 EMI Calculation	**9**
4	**Permutation and Combination** 4.1 Permutations	**8**
	4.2 Combinations	

Reference Material

Text Books

1. Business Mathematics, Padmalochan Hazarika, Sultan Chand & Sons, New Delhi
2. Business Mathematics, J. K. Sharma, I.K. International Publishing House Pvt. Ltd.

Reference Books

1. Arithmetic for Business Students, Harvey, J.H., Cassell, London
2. Business Mathematics, Amarnath Dikshit and Jinendra Kumar Jain, HimalayaPublishing House

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA-IB 1104	Vocational Skill Developmen tCourse(VSC)	Hospitality and Tourism Management	2	3

Course Objectives

- **Introduce students to Tourism Industry.**
- **Introduce students to Hospitality Industry.**
- **Identify and apply business concepts and skills relevant to Hospitality &Tourism Industry.**
- **To give students hands-on experience of Tourism and HospitalityIndustries' practices.**

Course Outcome		**Blooms Taxonomy**
CO 1	To demonstrate professional behaviour and competencies in customer service in Hospital & Tourism Industry	Knowledge
CO 2	To interpret the fundamental principles of essential hospitality & tourism Industry.	Understand
CO 3	Identify and apply business concepts and skills relevant toHospitality & Tourism Industry.	Apply

CO 4	Analyze information and make decisions using critical thinkingand problem solving skills related to Hospitality & Tourism Industry.	Analyze
CO 5	Evaluate diversity and ethical considerations relevant to the Hospitality & Tourism Industry.	Evaluate
CO 6	To develop a range of leadership skills and abilities such as motivating others,leading changes and resolving conflicts inHospital & Tourism Industry	Create

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Hospitality & Tourism Management** : Overview of structure and performances of hospitality & tourism industry, food & lodging, resorts, tourism enterprises. Major focus on orientation to customer service , cultural & economic trends and career opportunities	15
2	**Hospitality Information Systems** : Application of various information systems to the management of facilities programs, services , finances and accounting , products, marketing & sales, human resources & othermajor functions of hospitality , recreation and tourism organizations / agencies	15

Reference Material

Text Books

Sr No	Title of Book	Author (s)	Publication
1	Hospitality and Tourism Management	Rajat Gupta,Nishant Singh,Ishita kirar, Mahesh Bairwa	Vikas.
2	A Text Book of Tourism & Hospitality Management	Rakesh Kadam, Shaifalee, Chainickaa	Bookman.
3	Tourism and Hospitality Industry	Pandey M	Naman Publisher & Distributor
4	A Text Book on Hospitalityand Tourism Management	Rajiv Mishra,M.P.Sharma,Vikas Singh, Rohit Jaswal	Paperback

Reference Books

Sr. No	Title of Book	Author(s)	Publication
1	Management Science in Hospitality and Tourism –Theory, Practice and Applications	Ercan Sirakaya-Turk, Muzaffer Uysal, Zvi Schwartz	Apple Academic Press
2	The Indian Hospitality Industry – Dynamics and Future Trends	Sandeep Munjal, Sudhanshu Bhushan	Apple Academic Press
3	Entrepreneurship Education in Tourism and Hospitality Management	K. C. Junaid, R. K. Dhodi, Satish Chandra Bagri	IGI Global
4	The Food and Beverage Hospitality Industry in India – An Emergent Segment	Sandeep Munjal, Sanjay Sharma	Apple Academic Press
5	Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management	Debasish Batabyal, Dilip Kumar Das	IGI Global

Other Learning Material :

1. Journal of Hospitality & Tourism Education .**Routledge ISSN 1096-3578.**
2. Journal of Hospitality and Tourism Management .**Cauthe ISSN 1447-6770.**
3. Tourism and Hospitality Research. **University of Brighton. ISSN 1467-3584.**

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Skill Enhancement Course (SEC)	Information Technology for Business	2	3

Course Objectives

To understand the Role of Information Technology in Business:
To apply acquired IT skills to solve real-world business problems.

Course Outcome		Blooms Taxonomy

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Information Technology in Business Introduction to Information Technology in Business Overview of information technology and its role in business Evolution of technology and its impact on business	10
2	**E-Business and E- Commerce** Introduction to e-business and e-commerce Online business models Payment systems and security Digital marketing and social media	10
3	**Business Communication Tools** Email etiquette and effective communication Video conferencing tools (Zoom, Microsoft Teams) Collaborative tools for document sharing and editing	10

Reference Material

1. Enterprise Systems for Management by Luvai Motiwalla, Guido Tabellini, Jeffrey Thompson, Pearson Education
2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education
3. Management of Information Technology by Carroll W. Frenzel and John C. Frenzel, fourth Edition, Thomson Press
4. E-commerce – A Managerial Perspective by P. T. Joseph, Prentic Hall India Publications

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA1106	Major Mandatory	English for Business Correspondence I	2	3

Course Objectives	
1.	**This course is designed to help participants develop effective written communication skills for professional and personal correspondence. It coversvarious types of written communication, including emails, letters, memos, and reports. The course focuses on grammar, vocabulary, style, and etiquette forsuccessful written communication.**

Course Outcome		Blooms Taxonomy
CO 1	DESCRIBE an appropriate understanding role and utility of written communication in life	REMEMBERING
CO 2	SUMMARIZE the main points of a business letter or email & Interpret the tone and style of different types of business correspondence.	UNDERSTANDING
CO 3	CONSTRUCT Business letters, Memos for business correspondence	APPLYING
CO 4	Evaluate the effectiveness of a business email in achieving its purpose.	ANALYSING
CO 5	Critically assess the effectiveness of different report structures and proposal formats.	EVALUATING
CO 6	Develop and compose a comprehensive report or proposal.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	**Introduction to Written Communication** 1.1 Introduction to Written Communication 1.2 Introduction to different types of written communication 1.3 Understanding the purpose and audience 1.4 Formatting and structuring written documents.	8
2	**Email Correspondence** 2.1 Email Correspondence - Writing effective emails 2.2 Appropriate email subject lines 2.3 Email etiquette and conventions 2.4 Practice writing and receiving emails	7
3	**Business Letters** 3.1 Business Letters and Memos Structure and components of a business letter 3.2 Writing business memos Formal and informal language in business correspondence 3.3 Drafting business letters and memos.	8
4	**Reports and Proposals writing**	7

	4.1 Understanding the components of a report 4.2 Writing analytical reports 4.3 Proposal writing and persuasive communication 4.4 Reviewand practice of report writing	

Reference Material

Text Books

1. Business Communication Today, Bovee C L et. al., Pearson Education
2. Business Communication, P.D. Chaturvedi, Pearson Education
3. Business Communication, T N Chhabra, Bhanu Ranjan, Sun India

Reference Books

1. Communication Skills for Effective Management, Hargie et. al., Palgrave 2.
2. Communication for Business, Tayler Shinley, Pearson Education
3. The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi