

B.B.A. (IB)

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce, and Science College, Ahmednagar**  
**(Autonomous)**  
(Affiliated to Savitribai Phule Pune University, Pune)



**National Education Policy (NEP 2020)**  
**Choice Based Credit System (CBCS)**

**Programme Framework**  
**B.B.A. (I.B.) (Major)**

Implemented from

**Academic Year 2024-25**

**Credit Distribution: B.B.A. (IB) (Major) including Minor and OE and other courses.**

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major International Business	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	<b>Total (I, II and III Year)</b>	<b>78</b>	<b>122</b>	<b>122</b>
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12	12	12
	Indian Knowledge System	02	02	02
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
		<b>Total</b>	<b>132</b>	<b>176</b>

**Programme Framework (Course Distribution): B.B.A. (IB) (Major)**

Year	Semester	Level	Major		SEC	VSC	FP/OJT /IN/CEP	IKS
			DSC	DSE				
I	I	4.5	02	00	01	00	00	01
I	II	4.5	02	00	01	01	00	-
II	III	5.0	03	00	01	00	FP-01	-
II	IV	5.0	03	00	00	01	CEP-01	-
III	V	5.5	03	01	00	01	FP-01	-
III	VI	5.5	02	01	00	01	OJT-01	-
IV	VII	6.0	04	01	RM:01	00	-	-
IV	VIII	6.0	04	01	00	00	OJT-01	-
IV	VII	6.0	03	01	RM:01	00	RP-01	-
IV	VIII	6.0	03	01	00	00	RP-01	-

**Programme Framework (Credit Distribution): B.B.A. (IB) (Major)**

Year	Semester	Level	Major					
			DSC	DSE	SEC	VSC	FP/OJT /IN/CEP	IKS
I	I	4.5	06	00	02	00	00	02
I	II	4.5	06	00	02	02	00	-
Exit Option: Award of <b>UG Certificate</b> with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor								

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II	III	5.0	08	00	02	00	FP-02	-
II	IV	5.0	08	00	00	02	CEP-02	-
Exit Option: Award of <b>UG Diploma</b> with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor								
III	V	5.5	10	04	00	02	FP-02	-
III	VI	5.5	08	04	00	02	OJT-04	-
Exit Option: Award of <b>UG Degree</b> in Major and Minor with 132 credits or continue with a Major for 4-year Degree with honours or honours with research								
IV	VII	6.0	14	04	RM:04	00	00	-
IV	VIII	6.0	14	04	00	00	OJT-04	-
<b>4-year Degree (Honours)</b>								
IV	VII	6.0	10	04	RM:04	00	RP-04	-
IV	VIII	6.0	10	04	00	00	RP-08	-
<b>4-Year Degree (Honours with Research)</b>								

**Programme Framework (Courses and Credits): B.B.A. (IB) (Major)**

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-1	BBA-IB 111T	Principles of Management	03
2.	I	I	4.5	DSC-2	BBA-IB 112T	Business Accounting	03
3.	I	I	4.5	SEC-1	BBA-IB 113T	Business Mathematics	02
4.	I	I	4.5	IKS-1	BBA-IB 114T	Indian Ethos and Business Ethics	02
5.	I	II	4.5	DSC-3	BBA-IB 121T	Basics of Cost Accounting	03
6.	I	II	4.5	DSC-4	BBA-IB 122T	Principles of Marketing	03
7.	I	II	4.5	SEC-2	BBA-IB 123T	Business Statistics	02
8.	I	II	4.5	VSC-1	BBA-IB 124T	Business Economics	02
9.	II	III	5.0	DSC-5	BBA-IB 231T	Elements of Human Resource Management	03
10.	II	III	5.0	DSC-6	BBA-IB 232T	Global Competencies and Personality Development	03
11.	II	III	5.0	DSC-7	BBA-IB 233T	International Economics	02
12.	II	III	5.0	SEC-3	BBA-IB 234T	Information Technology	02
13.	II	III	5.0	FP-01	BBA-IB 235T	Production Management and	02

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						Business Exposure	
14.	II	IV	5.0	DSC-8	BBA-IB 241T	Import Export Procedure	03
15.	II	IV	5.0	DSC-9	BBA-IB 242T	International Relations	03
16.	II	IV	5.0	DSC-10	BBA-IB 243T	Intellectual Property Rights	02
17.	II	IV	5.0	VSC-2	BBA-IB 244T	Foreign Language I	02
18.	II	IV	5.0	CEP-01	BBA-IB 245T	Community Engagement Project	02
19.	III	V	5.5	DSC-11	BBA-IB 351T	Research Methodology	04
20.	III	V	5.5	DSC-12	BBA-IB 352T	International Business Law	04
21.	III	V	5.5	DSC-13	BBA-IB 353T	Foreign Exchange Management	02
22.	III	V	5.5	DSE-01	BBA-IB A 354T ----- BBA-IB B 354T	International Marketing Management ----- International Financial Management	04
23.	III	V	5.5	VSC-3	BBA-IB 355T	Foreign Language -II	02
24.	III	V	5.5	FP-02	BBA-IB 356T	Scientific Societal Survey	02
25.	III	VI	5.5	DSC-14	BBA-IB 361T	New Venture Creation and Start up	04
26.	III	VI	5.5	DSC-15	BBA-IB 362T	International Project Management	04
27.	III	VI	5.5	DSE-2	BBA-IB 363T	Decision Making & Risk Management	04
28.	III	VI	5.5	VSC-4	BBA-IB A364T ----- BBA-IB B364T	International Service Management ----- International Human Resource Management	02
29.	III	VI	5.5	OJT-01	BBA-IB 365T	On the Job Training	04

**B. B. A.(IB) (Honours) :**

30.	IV	VII	6.0	DSC-16	BBA-IB 471T	E-Commerce	04
31.	IV	VII	6.0	DSC-17	BBA-IB 472T	Entrepreneurship Development	04
32.	IV	VII	6.0	DSC-18	BBA-IB 473T	Recent Trends in Supply Chain Management	04
33.	IV	VII	6.0	DSC-19	BBA-IB 474T	Data Analysis Presentation Through SPSS -I	02
34.	IV	VII	6.0	DSE-03	BBA-IB 475T	Strategic Management	04
35.	IV	VII	6.0	RM-01	BBA-IB 476T	Qualitative Research	04
36.	IV	VIII	6.0	DSC-20	BBA-IB 481T	Management of Innovation and Sustainability	04
37.	IV	VIII	6.0	DSC-21	BBA-IB 482T	Quantitative Research	04
38.	IV	VIII	6.0	DSC-22	BBA-IB 483T	Intellectual Property Rights	04
39.	IV	VIII	6.0	DSC-23	BBA-IB 484T	Data Analysis Presentation Through SPSS II	02
40.	IV	VIII	6.0	DSE-04	BBA-IB 485T	Business Reporting and Analysis	04
41.	IV	VIII	6.0	OJT-02	BBA-IB 486T	Internship / Project Viva Voce	04

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Elements of Human Resource Management</b>								
<b>Year: II</b>				<b>Semester: III</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours /Lectures Per Week</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
DSC-5	BBA-IB 231T	03	00	03	45/03	30	70	100

<b>Course Objectives</b>	
<b>1.</b>	To introduce the basic concepts of Human Resource Management.
<b>2.</b>	To cultivate right approach towards Human Resource and their role in business
<b>3.</b>	To create awareness about the various trends in HRM among the students.

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	Students should remember basic concept of HRM	Remembering
<b>CO2</b>	Understanding the importance of Human Resource Planning in the Organization.	Understanding
<b>CO3</b>	Knowledge and functions of HR Manager in managing Human resource	Applying
<b>CO4</b>	Challenges before HRM	Analysing
<b>CO5</b>	Development of Performance Appraisal and method of Wage Payments	Evaluating
<b>CO6</b>	Creating awareness related to HR policies and role of HR Manager	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Human Resource Management</b> 1.1 Definition and Concept of Human Resource Management 1.2 History of Human Resource Management 1.3 Importance of Human Resource Management 1.4 Functions of Human Resource Management 1.5 Role of HR Manager & Personnel Manager, Challenges before Human Resource Management	15
2	<b>Human Resources Planning</b> 2.1 Definition and Objectives of Human Resource Planning 2.2 Process of Human Resource Planning 2.3 Factors influencing estimating of Human Resources. 2.4 Concept of Selection, Importance of Selection and Procedure 2.5 Distinguish between Recruitment and Selection	15
3	<b>Performance Appraisal and Wage and Salary Administration</b> 3.1 Concept and Objectives of Performance Appraisal 3.2 Process of Performance Appraisal 3.3 Performance Appraisal Methods 3.4 Methods of Wage Payments 3.5 Employee Remuneration Factors	15
<b>Scheme of Marking:</b> 1.Internal Assessment: 30 2.External Assessment: 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. • Online Quiz • Presentations • Projects • Assignment • Tutorials • Oral examination • Open Book test	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination MCQ Questions Descriptive Type Question Short Answers (Solve Any 3 out of 4) Long Answers (Solve Any 2 out of 4)	70 marks. 14 Marks 24 Marks 32Marks
		(Min. 28 Marks) 40% out of total marks

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

**E- Resources**

1. <https://www.youtube.com/watch?v=bI9RZjF-538>
2. <https://www.sscasc.in/wp-content/uploads/downloads/BBM/Human-Resource-Management.pdf>
3. <https://www.youtube.com/watch?v=4nu7xgzN5GI>
4. [https://www.youtube.com/watch?v=c8\\_avX9miag](https://www.youtube.com/watch?v=c8_avX9miag)



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**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

Title of the Course: Global Competencies and Personality Development								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures Per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-6	BBA-IB 232T	03	00	03	45/03	30	70	100

Course Objectives	
1.	To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2.	To enhance global and cultural competencies of the students.
3.	To groom the students for appropriate behaviour in social and professional circles.

Course Outcome		Blooms Taxonomy
CO1	To learn various theories of personality development.	Remembering
CO2	To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.	Understanding
CO3	To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. To develop social empathy and explain social responsibilities of an Individual.	Applying
CO4	The students should groom themselves and effective use of body Language.	Analysing
CO5	To develop ability of effective public speaking. To train the students for writing e-mails.	Evaluating
CO6	Creating Persona and effective time management	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Personality and Its Development</b> 1.1 Definition and nature of personality 1.2 Characteristics of good personality 1.3 Determinants of personality development 1.4 Theories of personality development i. Psychoanalytical Theory by Sigmund Freud ii. Trait Theory by Allport and Big Five model iii. Social Cognition Theory by Albert Bandura 1.5 Grooming basics and use of body language	15
2	<b>Global Competence and Self Development</b> 2.1 Meaning and need of global competence. 2.2 Characteristics of globally competent individual (life-long learning, understanding cultural differences, Adaptability, comfortable with change, comparative and critical thinking). 2.3 Building self-esteem and self confidence 2.4 SWOC Analysis and Personal Goal Setting Social Responsibilities 2.5 Workplace ethics, Definition and importance of social image, Time management	15
3	<b>Development of Social and Interpersonal Skills</b> 3.1 Effective communication skills Preparation for self introduction. 3.2 Working on attitude i.e. Aggressive, assertive and submissive 3.3 Development of leadership skills and introduction to Leadership styles. 3.4 Team Building; develop ability to work under pressure, flexibility at workplace. 3.5 Social empathy, building blocks of social empathy and development of social empathy.	15
<b>Scheme of Marking:</b> 1. Internal Assessment : 30 2. External Assessment : 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. <ul style="list-style-type: none"> <li>• Online Quiz</li> <li>• Presentations</li> <li>• Projects</li> <li>• Assignment</li> </ul>	(Min. 12 Marks) 40% out of total marks

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	<ul style="list-style-type: none"> <li>• Tutorials</li> <li>• Oral examination</li> <li>• Open Book test</li> </ul>	
ESE / External Exam (70 Marks)	External examination MCQ Questions <b>Descriptive Type Question</b> Short Answers (Solve Any 3 out of 4 ) Long Answers (Solve Any 2 out of 4 )	70 marks. 14 Marks 24 Marks 32 Marks
		(Min. 28 Marks) 40% out of total marks

**Reference Book**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	India
2	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, Anitha Raju	Himalaya Publishing House	New Delhi, India
3	Effective Life Management	Swami Amartyananda	Advaita Ashrama	India
4	Personality Development and Soft Skills.	Barun Mitra	Oxford University Press	New Delhi, India
5	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	New Delhi, India
6	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	New York

**E-Resources:**

1. [https://www.youtube.com/watch?v=3\\_\\_SLot9qYw](https://www.youtube.com/watch?v=3__SLot9qYw)
2. <https://www.youtube.com/watch?v=LMN8TI669JM>
3. <https://www.youtube.com/watch?v=5CoKwpezDFE>
4. <https://www.youtube.com/watch?v=QLqTYtka2Vg>

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: International Economics</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours (Lectures/Week)</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
DSC-7	BBA-IB 233 T	02	00	02	30 / (02)	15	35	50

<b>Course Objectives</b>	
1.	To enable students to know various organizations dealing in international trade.
2.	To understand free trade agreement and various agreements related to international financing.
3.	To make students understand issues in international trading market.
4.	To enable students to have basic knowledge about various organizations having their impact on international trading.
5.	To understand the interventions of central banks in international trades.

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	Students must remember the concept, theories, issues in International trade	Remembering
<b>CO2</b>	To understand the history of development of the trade theory.	Understanding
<b>CO3</b>	To understand the problems of international banking.	Applying
<b>CO4</b>	To analyse exchange rate in the short run and the long run	Analyzing
<b>CO5</b>	To understand various international negotiations	Evaluating
<b>CO6</b>	To understand money exchange rate for long as well as short run.	Creating

Unit	Title and Contents	No. of Lecture Hours
I	<p><b>International Trade</b></p> <p>1.1 History of the development of trade theory, Important issues in International trade,                      1.2 Hecksher-Ohlin model of trade, The “Specific Factors” model of Trade                      1.3 Multinational firms and Direct Foreign Investment,                      1.4 Free Trade Agreement, Custom Unions,                      1.5 International negotiations: GATT, WTO, Doha round.</p>	(15)
II	<p><b>International Finance</b></p> <p>2.1 Aggregate Money Demand, Money Exchange Rate in the short run and the long run, Demand for Foreign Currency                      2.2 Central bank intervention in the foreign exchange market, Three models of currency (Balance of Payment) crisis,                      2.3 Bretton Woods Agreement, IMF, EMU                      2.4 Problems in international banking.</p>	(15)
<p><b>Scheme of Marking:</b></p> <p>1. Internal Assessment : 15                      2. External Assessment : 35</p>		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	<p>Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment.</p> <ul style="list-style-type: none"> <li>• Online Quiz</li> <li>• Presentations</li> <li>• Projects</li> <li>• Assignment</li> <li>• Tutorials</li> <li>• Oral examination</li> <li>• Open Book test</li> </ul>	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	<p>External examination 70 marks.                      MCQ Questions 05Marks  <b>Descriptive Type Question</b>                      Short Answers (Solve Any 2 out of 3 ) 10 Mark                      Long Answers (Sove Any 2 out of 4) 20 Mark</p>	(Min. 14 Marks) 40% out of total marks
<p>Note: There will be Separate Passing (40% Passing) for each CIE and ESE</p>		

## Reference Books

Sr. No.	Title of the Book	Author/s	Publication
1.	Exchange Rate and International Finance	Copeland L.	5 <sup>th</sup> Edition, 2008
2.	International Economics	Appleyard B, Reed G.	6 <sup>th</sup> Edition, 2008
3.	Advanced International Trade	Feenstra R.	Princeton University Press, 2004

## 1. E-Resource:

- <https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3D7Uj2FtuLBHQ&ved=2ahUKEwj9t6i-jO6DAX9oGMGHazoBW0QwqsBegQIBxAF&usg=AOvVaw2CMVCBTHwYLAcnKeOMXLJG>
- [https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DyFl1z\\_SCrXQ&ved=2ahUKEwjuheCoju6DAXW0UGcHHZF7Ch8QwqsBegQIBxAF&usg=AOvVaw1K6TF3r7UT6VW6h1768MdD](https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DyFl1z_SCrXQ&ved=2ahUKEwjuheCoju6DAXW0UGcHHZF7Ch8QwqsBegQIBxAF&usg=AOvVaw1K6TF3r7UT6VW6h1768MdD)
- <https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DUHcKRtzAG5c&ved=2ahUKEwjuheCoju6DAXW0UGcHHZF7Ch8QwqsBegQIDRAF&usg=AOvVaw2ucaHERkKD8PUrfPt-PSao>
- <https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DHfN8BnRJryQ&ved=2ahUKEwiSpaG0ju6DAXXERmwGHeOCCw4QwqsBegQIBxAF&usg=AOvVaw2mW1SA0tKbYMwCfcIfbeAQ>

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Information Technology</b>								
<b>Year: II</b>				<b>Semester: III</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours/ Lectures Per Week</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
SEC-03	BBA-IB 234 T	02	00	02	30/ 02	15	35	50

**Course Objectives**

1.	To understand the role of information technology in business.
2.	To identify new trends in Information technology used in business.
3.	To understand the Etiquettes associated with IT and use of different applications
4.	To develop rational approach as to how computers can be used in data process

**Course Outcome**

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	The students must remember the basic terminology related to information technology.	Remembering
<b>CO2</b>	The students must understand the importance of information technology, ergonomics,	Understanding
<b>CO3</b>	The student must learn the various applications of IT used in business sectors, Etiquettes associated with IT	Applying
<b>CO4</b>	Analyzing Excel , PowerPoint and MS- word tools for the business applications	Analyzing
<b>Co5</b>	Evaluate use of IT in business sector	Evaluating
<b>CO6</b>	Creating document, presentation using MS Office tools.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Information Technology in Business</b> 1.1 Introduction to Information Technology in Business 1.2 Overview of information technology and its role in business 1.3 Evolution of technology and its impact on	10
2	<b>Operating Systems and MS- Office Skills</b> 2.1 MS-Windows 2.2 MS Office – MS- word, MS- Excel, MS- Power Point,	10
3	<b>Digital Etiquettes, Cyber Security, Go Green</b> 3.1 Peer to Peer sharing, importance of strong password Know about Copy rights, trusted websites 3.2 Safety of Social website. What if my mobile is stolen? 3.3 Go Green – Non Productive Messages e- waste, unnecessary digital storage	10
<b>Scheme of Marking:</b> 1. Internal Assessment : 15 2. External Assessment : 35		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be for 15 marks The subject teacher needs to adopt any Three of the following methods for internal assessment. • Online Quiz • Presentations • Projects • Assignment • Tutorials • Oral examination	(Min.06 Marks) 40% out of total marks
ESE (35Marks)	External examination Q.1 MCQ Questions 05 Marks Q.2 Short Answers (Solve Any 2 out of 3) 10 Marks Q.3 Long Answers (Solve Any 2 out of 3) 20 Marks	(Min. 14 Marks) 40% out of total marks



## Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Informatics	Gautam Bapat	Nirali Publication	Pune
2	IT in Management	Gautam Bapat	Nirali Publication	Pune
3	Management of Information Technology	Carroll W. Frenzel and John C. Frenzel	fourth Edition, Thomson Press	New - Delhi
4	MS-CIT Course Certificate on Information technology	Kalpesh Patel	Computer world publication	-----
<b>E- Resource</b>				
1. <a href="https://theintactone.com/2018/06/21/itm-u3-topic-8-operation-of-internet-services-provided-by-internet/">https://theintactone.com/2018/06/21/itm-u3-topic-8-operation-of-internet-services-provided-by-internet/</a> <a href="https://www.knowledgehut.com/blog/others/what-is-information-technology">https://www.knowledgehut.com/blog/others/what-is-information-technology</a>				

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Production Management and Business Exposure</b>								
<b>Year: II</b>				<b>Semester: III</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours/ Lectures Per Week</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
FP-01	BBA- IB 235 T	02	00	02	30/ 02	15	35	50

**Course Objectives**

<b>1.</b>	To understand the key concepts of production management.
<b>2.</b>	To understand the various manufacturing methods and role in managing business.
<b>3.</b>	To know the various safety measures used in industries.
<b>4.</b>	To know the various quality measures and ergonomics in industries

**Course Outcome**

**Blooms Taxonomy**

<b>CO1</b>	Remembering basic concept of production and operation management	Remembering
<b>CO2</b>	Understanding the manufacturing methods and various plant layouts used in industries.	Understanding
<b>CO3</b>	Students must understand how to apply knowledge regarding safety measures and ergonomics	Applying
<b>CO4</b>	Students should be able to analyze production and operation effectiveness	Analyzing
<b>CO5</b>	Evaluate different quality techniques used in the industry.	Evaluating
<b>CO6</b>	Creating awareness about different manufacturing systems.	Creating

<b>Unit</b>	<b>Title and Contents</b>	<b>B.B.A.(IB) of Lecture Hours</b>
<b>1</b>	<b>Introduction</b> 1.1 Introduction to Production Management – Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management 1.2 Variety of business, Methods of manufacturing, Plant layout, 1.3 Safety considerations and environmental aspects.	<b>10</b>
<b>2</b>	<b>Production Planning and Quality Control</b> 2.1 Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up. 2.2 Productivity and Quality Control- Meaning, Definition, Importance Measurement techniques, Quality control, Quality circles, TQM	<b>10</b>
<b>3</b>	<b>Ergonomics and Field Project</b> 3.1 Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device. 3.2 Field Project Students must visit any two industries and list out the stages of PPC with as many details as possible. Preparing charts on Operation Management of a company. Group discussion on advantages and disadvantages of automation Take students out to different plant locations to make them understand the actual working of industry. Visit a company and list out various operations. Group discussion on importance of Quality Control. Describe the Functions of Quality Circles in an industry	<b>10</b>
<b>Scheme of Marking:</b> 1. Internal Assessment : 15 2. External Assessment : 35		
<b>Scheme of Examination</b>	<b>Exam Format</b>	<b>Minimum Passing marks</b>
CIE (15Marks)	Internal assessment will be for 15 marks. The subject teacher needs to adopt following methods for internal assessment. <ul style="list-style-type: none"> <li>• Project based on Industrial visit</li> <li>• Assignment</li> <li>• Oral examination</li> </ul>	(Min. 06 Marks) 40% out of Total marks

**B.B.A. (IB)**

ESE (35Marks)	External examination	35 Marks.	(Min. 14Marks) 40% out of total marks
	Q.1 MCQ Questions	05 Marks	
	Q.2 Short Answers (Solve Any 2 out of 3 )	10 Marks	
	Q.3 Long Answers (Solve Any 2 out of 3)	20 Marks	

**Suggested Readings:**

Sr. No.	Title of the Book	Author/s	Publication
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House New Delhi
2	Production and Operation Management	Chase Irwin	Professional Publishing U. S.
3	Production and Operation Management (With skill development- case lets and cases)	N. Suresh Newage	International publication New Delhi

**E-Resources:**

1. [https://youtu.be/fmT\\_\\_fQdbSU](https://youtu.be/fmT__fQdbSU)
2. <https://youtu.be/Y32mHHOjHGo>
3. <https://youtu.be/ygFTjc8foeI>

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Import Export Procedure</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours (Lectures/Week)</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
DSC-8	BBA-IB 241T	03	00	03	45/(03)	30	70	100

<b>Course Objectives</b>	
<b>1.</b>	To Understand the basic concepts of Export and Import Management
<b>2.</b>	To acquaint the students with Import Export Procedure and Documentation
<b>3.</b>	To familiarize students with policy, procedures and documentation relating to foreign trade operations.
<b>4.</b>	To Understand the INCOTERMS and its Importance in International Business

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	Student must Remember the basics concepts and Procedure of Import and Export Management	Remembering
<b>CO2</b>	Student must Understand how to Correlate the policy, procedures and documentation relating to foreign trade operations.	Understanding
<b>CO3</b>	Student must know how to Prepare the documents as per standard of the authorities across national boundaries	Applying
<b>CO4</b>	Student understand and analyzed the Inco terms and Methods of Payment <u>relating</u> to foreign trade	Analysing
<b>CO5</b>	Student must be able to Evaluate the Import and Export Procedure and Documentation	Evaluating
<b>CO6</b>	Creating awareness related to import and export procedure	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<b>Fundamentals of Import and Export</b> 1.1 Meaning of Export and Import, Classification of Exports and Imports, Categories of Exporters 1.2 Methods of Entering International Market-Contract Manufacturing, Licensing, Merger Acquisition, Joint Venture, Strategic Alliance, Subsidies. 1.3 INCOTERM, Role of Government and Semi Government Agenises in Export Promotion (EPC, SEZ, Export Incentive Schemes)	10
2	<b>Export Import Procedure and Documentation</b> 2.1 Export Procedure & Documentation for export and import, Requirement and Framework of Documentation (aspects including DGFT requirements), ADS (Aligned documentation system), Principal documents used in Export Procedure. 2.2 Export Order Processing & its Legal Implications. 2.3 Methods of Payment, Instruments of Payments, Pre-shipment finance, Post shipment finance 2.4 Categories of Importers, Import License, Import Contract, Pre- Import Procedure	20
3	<b>Concepts &amp; Objectives of Logistics Management,</b> 3.1 Role of EXIM bank and ECGC in India. 3.2 Major export promotion schemes in India – EPCGS, duty exemption scheme; DEPB scheme. 3.3 Customs Clearance of Import & Export, Cargo Clearance of Import, Cargo Clearance of Export, Cargo Customs. 3.4 FERA & FEMA	15
<b>Scheme of Marking:</b> 1. Internal Assessment : 30 2. External Assessment : 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. • Online Quiz • Presentations • Projects • Assignment • Tutorials • Oral examination • Open Book test	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination 70 marks. MCQ Questions 14 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4 ) 24 Mark Long Answers (Sove Any 2 out of 4) 32Mark	(Min. 28 Marks) 40% out of total marks

## Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Export Import Procedures & Documentation.	by Dr. Kushpat S. Jain, HPH, 5th Revised Edition, Aug. 2007	Himalaya Publication	India
2	Export Management	D.C. Kapoor	Vikas Publishing House, 2009	India
3	Practical Guide on How to Start Export-Import Business	<a href="#">CA Shiva Chaudhari</a>	<a href="#">Edu creation Publishing</a>	New-Delhi
4	The Ultimate Guide to Export Management	Thomas A. Cook	McGraw-Hill Education;	India
5	Export Procedures And Documentation AED-01 (P)	Sudhir Kochhar	Gullybaba.com	India
6	Export-Import Procedure and Documentation	Bimal Jaiswal & Yusuf Kamal	New Royal Book Company	New-Delhi
7	Export import procedures and documentation	(paperback, dr. V. C. Jeyaratha, dr. M. Deena, dr. V. Devi sathya, dr. V. Narayani.)	Alpha International Publication	New-Delhi

**E-Resources :**

- 1 <http://www.eximbankindia.com/>
2. <https://www.vedantu.com/commerce/export-procedures-and-documentations>
3. [https://www.youtube.com/watch?v=kULB\\_SMpOX4](https://www.youtube.com/watch?v=kULB_SMpOX4)
4. <https://www.youtube.com/watch?v=ekGYEhExHI4>
5. <https://www.youtube.com/watch?v=rJ7HIf-cOpo>

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: International Relations</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours/ Lectures per Week</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
DSE-9	BBA-IB 242T	03	00	03	45 / 03	30	70	100

<b>Course Objectives</b>	
<b>1.</b>	To know and understand foreign affairs & global issues with international business system relations.
<b>2.</b>	To introduce various regional groupings their contributions to strengthening of international
<b>3.</b>	To know about the various dispute settlement machineries involved in international relations.
<b>4.</b>	To know at length about the socio-cultural and trade relations

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	Enumerate the basic concept of international relations, its role, functions of various categories of international relations.	Remembering
<b>CO2</b>	Explain the various regional groupings for developing depth knowledge of various practices and achievements of these regional groupings.	Understanding
<b>CO3</b>	Identifying the problems and challenges faced by the WTO.	Applying
<b>CO4</b>	Examine the socio-cultural background of India and its effect on international relations.	Analysing
<b>CO5</b>	Explain the role and functions of culture, culture sensitivity on the creation of a global culture.	Evaluating
<b>CO6</b>	Discuss various dispute settlement machineries involved in international relations.	Creating



Unit	Title and Contents	No. of Lecture Hours
1	<p><b>An Overview of International Relations</b></p> <p>1.1 Meaning, scope, objective and principles of international relations</p> <p>1.2 Economic Relations</p> <p>1.3 Socio –Cultural Relations</p> <p>1.4 Legal Relations</p> <p>1.5 Political Relations EU, NAFTA, SAARC, SAPTA, BRICS</p>	15
2	<p><b>Legal Relations</b></p> <p>2.1 WTO provisions relating to preferential treatment of developing Countries</p> <p>2.2 General Agreement on Trade in Services [GATS]</p> <p>2.3 Trade Related Intellectual Property Rights [TRIPs]</p> <p>2.4 Trade Related Investment measures [TRIMs]</p> <p>2.5 Commodity Agreement</p>	15
3	<p><b>Socio-Cultural Relations and Trade Relations</b></p> <p>3.1 Social Structure – Dualism in Indian Society and Problem of uneven income distribution</p> <p>3.2 Culture and workplace Religious and ethical systems</p> <p>3.3 Cultural sensitivity and Acclimatisation to global Culture</p> <p>3.4 Instruments of Trade Policy – Tariffs, Subsidies, Quotas</p> <p>3.5 Dumping – Meaning and Antidumping policies</p>	15
<p style="text-align: center;"><b>Scheme of Marking:</b></p> <p style="text-align: center;">1. Internal Assessment : 30</p> <p style="text-align: center;">2. External Assessment : 70</p>		

**B.B.A. (IB)**

<b>Scheme of Examination</b>	<b>Exam Format</b>	<b>Minimum Passing marks</b>
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. •Quiz • Presentations • Projects • Assignment • Oral examination	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination 70 marks. MCQ Questions 14Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4 ) 24 Mark Long Answers (Sove Any 2 out of 4) 32Mark	(Min. 28 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	International Business – Competing in the Global Market	Charles Hill, Arun Kumar Jain	TATA McGraw Hill	New Delhi
2	International Economics	W.Charles Sawyer, Richard L. Sprinkle	Prentice Hall India	New Delhi
3	The Global Business Environment Text & cases.	Tayeb, Monis H	Taxman	New Delhi
4	Indian Foreign Trade	Raj Agrawal	Sage Publication	New Delhi
5	World Trade Organization	Institute of Company Secretaries of India	Institute of Company Secretaries of India	New Delhi

**E- Resources**

- [https://www.academia.edu/35989682/International\\_Relations\\_The\\_Basics\\_pdf](https://www.academia.edu/35989682/International_Relations_The_Basics_pdf)
- <https://www.e-ir.info/wp-content/uploads/2017/11/International-Relations-Theory-E-IR.pdf>

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Intellectual Property Right</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours (Lectures/Week)</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
DSC- 10	BBA-IB 243T	02	00	02	30/(02)	15	35	<b>35</b>

<b>Course Objectives</b>	
1	To Provide comprehensive understanding of the concepts of Intellectual Property Right
2	To develop theoretical tools to understand Intellectual Property mechanism
3	To analyze the role of IPR, Copyright, Patent ,Trademark in Global Scenario
4	To analyze ethical scenario in concerning to environment and consumer protection
5	To understand the national and International approaches on IPR

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	To Remember IPR Legislations and its importance	Remembering
<b>CO2</b>	To Understand basics of IPR and its role	Understanding
<b>CO3</b>	To apply theoretical tools to understand Intellectual Property mechanism	Applying
<b>CO4</b>	To Analyze the importance of Copyright, Trademark, Patent acts framed by government	Analysing
<b>CO5</b>	To Evaluate an initiatives are taken towards building sustainable role model	Evaluating
<b>CO6</b>	Creating awareness about IPR	Creating

Unit	Title	Contents	No. of lecture/ Hours
1	<b>Introduction to Intellectual Property Rights(IPRs)</b>	1.1 Meaning, Nature and basic concepts of Intellectual Property 1.2 Features of Intellectual Property Rights 1.2 Types of Intellectual property Rights <ul style="list-style-type: none"> <li>• Patent</li> <li>• Copyright</li> <li>• Trademark</li> <li>• Design</li> <li>• Geographical Indication</li> <li>• Plant Varieties and Layout design</li> </ul> 1.3 IPR in India- Genesis and Development	15
2	<b>Patent Rights and New Developments in Intellectual Property Rights</b>	2.1 Process of patenting and development 2.2 Types of patent applications 2.3 Procedure for grant of patent 2.4 New development in IPR in national and international level 2.5 Environmental ethics and Human Values 2.6 Administration of payment system in India 2.7 Types of patent applications	15
<p>Scheme of Marking: 1.Internal Assessment :-15 2.External Assessment:-35</p>			
Scheme of Examination	Exam Format		Minimum Passing Marks
CIE (15 Marks)	Internal assessment will be 15% marks of total marks. The subject teacher need to adopt any three of the following methods for internal assessment <ul style="list-style-type: none"> <li>• Online Quiz</li> <li>• Presentations</li> <li>• Projects</li> <li>• Assignments</li> <li>• Tutorials</li> <li>• Oral Examination</li> <li>• Open Book Test</li> </ul>		06
ESE/External Exam (35 Marks)	External examination	35 marks	14
	MCQ Questions	05 marks	

**B.B.A. (IB)**

	Descriptive type questions Short Answers(Solve any 3 out of 4) 15 Marks Long Answer (Solve any 2 out of 4) 15 Marks	
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**Reference Books:-**

Sr. No	Title of the Book	Authors	Publication	Place
1	Intellectual Property	Deborah E Bouchoux	Cengage Learning India Pvt ltd	India
2	Intellectual Property Rights	Prabuddha Ganguly	Tata Mc-Graw Hill	India
3	Intellectual Property Rights	M Ashok Kumar, Mohd Iqbal Ali	Serial Publication	India
4	Intellectual Property Rights	R Radha Krishnan, S Balsubramanyam	Excel Books	New Delhi
5	Intellectual Property	David I Bainbridge	Longman 9 <sup>th</sup> Edition	India

**E- Resource**

1. <https://youtu.be/4PzOdMSvxW0?si=WUfX2mSGBbmdGvk6>
2. <https://youtu.be/kyGflgxxlrw?si=p5W7v9IFS4lqJZjk>
3. <https://youtu.be/qKXB5nuZ7Cs?si=TPb8FxZyKUcNP8y7>
4. [https://youtu.be/HZwzoJ34\\_yE?si=ih6UCgyosGpEr1Hz](https://youtu.be/HZwzoJ34_yE?si=ih6UCgyosGpEr1Hz)
5. <https://youtu.be/K8BfJNKHhYs?si=161a5Lp2vc2wjIgl>

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Foreign Language I (Spanish)</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours (Lectures/Week)</b>	<b>Allotted Marks</b>		
		<b>Theory</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
VSC-O2	BBA-IB 244T A	02	00	02	30 / (02)	15	35	50

<b>Course Objectives</b>	
<b>1.</b>	To make students understand the basic knowledge about Spanish language.
<b>2.</b>	To understand basic grammar and vocabulary for the communication of Spanish language.
<b>3.</b>	To make students understand the basic communication skills, applicability and importance of Spanish language.

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	The students must understand the basic knowledge and grammar of Spanish language.	Understanding
<b>CO2</b>	The students must be able to remember and apply vocabulary of Spanish language.	Remembering
<b>CO3</b>	The students must be able to read small passages and understand the meaning of it in Spanish language.	Evaluating
<b>CO4</b>	The students must know how to write the Spanish language with an appropriate alphabets.	Analysing
<b>CO5</b>	Applying Grammar, phrases while communicating with each other in Spanish language.	Applying
<b>CO6</b>	Creating documents, presentation using Spanish language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p><b>Reading and Writing Section</b></p> <p>1.1 Read and understand elementary structure of spoken language</p> <p>1.2 Simple conversations of daily life.</p> <p>1.3 Write short compositions based on visual or verbal stimulus.</p> <p>1.4 Dialogue writing on matters related to everyday life.</p> <p>1.5 Dialogue completion.</p>	(15)
2	<p><b>Grammar</b></p> <ul style="list-style-type: none"> <li>• Personal pronouns: yo, tú, usted, él, ella, nosotros/as, vosotros/as, ustedes, ellos/as</li> <li>• Present tense of the verbs SER, LLAMARSE, DEDICARSE, VIVIR, TRABAJAR</li> <li>• Interrogative Pronouns: cómo, cuándo, qué, cuánto, cuál, quién, de dónde...</li> <li>• Regular Verbs: -ar, -er, &amp; -ir ending verbs</li> <li>• Uses of SER &amp; ESTAR: &lt;&gt;, &lt;&gt;</li> <li>• Uses of TENER and HACER</li> <li>• Introduction to Present Tense and uses of some of the Irregular Verbs: COMER, ESTUDIAR, QUERER, PREFERIR, CONOCER, SABER, PENSAR, HACER, PONER, TRAER, IR</li> <li>• TENER+ganas de+ Infinitivo</li> <li>• Demonstrative Adjective &amp; Pronoun: -este, ese, aquel...</li> <li>• Negation</li> <li>• Possesive adjectives: mi(s), tu(s), su(s)....</li> <li>• Gender / Number / Article (definite &amp; indefinite) – concordance of article – noun &amp; adjective</li> <li>• Concordance: cuánto/-a/-os/-as</li> <li>• Ordinal and cardinal numbers</li> <li>• Prepositions used with expressions of time and adverbs of place</li> <li>• Gerund</li> <li>• Personal pronouns (with or without prepositions)</li> <li>• Simple affirmative commands (Singular)</li> <li>• Present tense of GUSTAR (me gusta/no me gusta) and such similar verbs (for example, PARECER, ENCANTAR, DOLER, etc.)</li> <li>• Present &amp; future tense of Irregular and Radical changing verbs (e&gt;ie, o&gt;ue, e&gt;i) *for example, IR, SEGUIR, HACER, QUERER, DECIR, PREFERIR, ENTENDER, VENIR, QUEDAR, VERSE, SOLER, PARECER, CREER, PENSAR, etc.]</li> <li>• Usages of the verbs TENER and HACER.</li> <li>• Adjectives and adverbs.</li> <li>• Contrast: HAY (descripción)/ESTAR (localización con usos de preposiciones y locuciones de lugar para expresar posición, cercanía, lejanía)</li> <li>• Indefinite pronouns: unos, bastantes, algunos, alguien, nadie</li> <li>• Present Perfect Tense &amp; Introduction to Past Indefinite Tense</li> <li>• Affirmative Command (Singular) + Direct Object Pronoun.</li> </ul>	(15)
<p><b>Scheme of Marking:</b></p> <p>1. Internal Assessment : 15</p> <p>2. External Assessment : 35</p>		

**B.B.A. (IB)**

<b>Scheme of Examination</b>	<b>Exam Format</b>	<b>Minimum Passing marks</b>
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. <ul style="list-style-type: none"> <li>• Presentations</li> <li>• Oral examination</li> <li>• Assignments</li> </ul>	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. Viva- VOC Examination	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
1.	Collins Gem Spanish School Dictionary	-----	Collins (GOYAL)
2.	Learn Spanish through games and activities (Level 1)	Pablo Rocío Domínguez	ELI Publishing, (GOYAL)
3.	En acción A2, (CD + workbook)	Elena Verdía, Marisa González, et. al.	enclave ELE [Langers]
4.	Compañeros 2, (CD + Workbook)	Francisca Castro et.al.,	SGEL



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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Foreign Language I (French)</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
<b>Course Type</b>	<b>Course Code</b>	<b>Credit Distribution</b>		<b>Credits</b>	<b>Allotted Hours (Lectures/Week)</b>	<b>Allotted Marks</b>		
		<b>Theo ry</b>	<b>Practical</b>			<b>CIE</b>	<b>ESE</b>	<b>Total</b>
VSC-O2	BBA-IB 244T B	02	00	02	30 / (02)	15	35	50

**Course Objectives**

<b>1.</b>	To make students understand the basic knowledge about French language.
<b>2.</b>	To understand basic grammar and vocabulary for the communication of French language.
<b>3.</b>	To make students understand the basic communication skills, applicability and importance of French language.

**Course Outcome**

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	The students must understand the basic knowledge and grammar of French language.	Understanding
<b>CO2</b>	The students must be able to remember and apply vocabulary of French language.	Remembering
<b>CO3</b>	The students must be able to read small passages and understand the meaning of it in French language.	Evaluating
<b>CO4</b>	The students must know how to write the French language with an appropriate alphabets.	Analysing
<b>CO5</b>	Applying Grammar, phrases while communicating with each other in French language.	Applying
<b>CO6</b>	Creating documents, presentation using French language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p><b>Reading and Writing Section</b></p> <p>Read and understand elementary structure of spoken language</p> <p>Simple conversations of daily life.</p> <p>Write short compositions based on visual or verbal stimulus.</p> <p>Dialogue writing on matters related to everyday life.</p> <p>Dialogue completion.</p>	(15)
2	<p><b>Grammar</b></p> <p>Articles, possessive adjectives, demonstrative adjectives, prepositions, verbs (présent, future proche, future, pronominal verbs, passé composé, impératif, imparfait, passé récent , conditionnel présent), question formation, negatives, personal pronouns, interrogative adjectives and pronouns, relative pronouns</p> <p>Read, write and speak about:</p> <ol style="list-style-type: none"> <li>1. L. 1 – La famille</li> <li>2. L. 2 – Au lycée</li> <li>3. L. 3 – Une journée de Pauline</li> <li>4. L. 4 – Les saisons</li> <li>5. L. 5 – Les voyages</li> <li>6. L. 6 - Les loisirs et les sports</li> <li>7. L. 7 – L’argent de poche</li> <li>8. L. 8 – Faire des achats</li> <li>9. L. 9 – Un dîner en famille</li> <li>10. L. 10- La mode</li> <li>11. L.11 – Les fêtes</li> <li>12. L.12 – La Francophonie</li> </ol>	(15)
<p style="text-align: center;"><b>Scheme of Marking:</b></p> <p style="text-align: center;">1.Internal Assessment : 15</p> <p style="text-align: center;">2. External Assessment : 35</p>		

**B.B.A. (IB)**

<b>Scheme of Examination</b>	<b>Exam Format</b>	<b>Minimum Passing marks</b>
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. <ul style="list-style-type: none"><li>• Presentations</li><li>• Oral examination</li></ul>	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. Viva- VOC Examination	(Min. 14 Marks) 40% out of total marks

Note: There will be Separate Passing (40% Passing) for each CIE and ESE

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>No. of lessons to be studied</b>	<b>Publication</b>
1.	Entre Jeunes	Textbook Lessons 1-12.	Class IX (CBSE)
2.	Entre Jeunes	Textbook Lessons 1-12.	Class X (CBSE)

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

Title of the Course: Foreign Language I (German)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours (Lectures/Week)	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA-IB 244T C	02	00	02	30 / (02)	15	35	50

Course Objectives	
1.	To make students understand the basic knowledge about German language.
2.	To understand basic grammar and vocabulary for the communication of German language.
3.	To make students understand the basic communication skills, applicability and importance of German language.

Course Outcome		Blooms Taxonomy
CO1	The students must understand the basic knowledge and grammar of German language.	Understanding
CO2	The students must be able to remember and apply vocabulary of German language.	Remembering
CO3	The students must be able to read small passages and understand the meaning of it in German language.	Evaluating
CO4	The students must know how to write the German language with an appropriate alphabets.	Analysing
CO5	Applying Grammar, phrases while communicating with each other in German language.	Applying
CO6	Creating documents, presentation using German language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p><b>Reading and Writing Section</b></p> <p>1.1 Read and understand elementary structure of spoken language</p> <p>1.2 Simple conversations of daily life.</p> <p>1.3 Write short compositions based on visual or verbal stimulus.</p> <p>1.4 Dialogue writing on matters related to everyday life.</p> <p>1.5 Dialogue completion.</p>	(15)
2	<p><b>Grammar</b></p> <p>2.1 Fixed prepositions with verbs, Separable verbs, Subordinate clauses (um...zu, wä hrend, bevor, zwar....aber, wenn), Subjunctive (Konjunktiv II), Article and nouns in Genitive, Relative pronouns (Nominative, Accusative and Dative)</p> <p>2.2 Past Tense, Adjective endings (Nominative, Accusative with definite and indefinite articles), Past perfect tense (Plusquamperfekt), Prepositions (of place and direction), Adjective in comparative, superlative forms, Conjunctions (als, ob, nachdem, obwohl)</p>	(15)
<p><b>Scheme of Marking:</b></p> <p>1. Internal Assessment : 15</p> <p>2. External Assessment : 35</p>		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	<p>Internal assessment will be 30% marks of total marks.</p> <ul style="list-style-type: none"> <li>• Presentations</li> <li>• Oral examination</li> </ul>	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	<p>External examination will be 35 marks.</p> <p>Viva- VOC Examination</p>	(Min. 14 Marks) 40% out of total marks
<p>Note: There will be Separate Passing (40% Passing) for each CIE and ESE</p>		

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
1.	Beste Freunde B 1.1 (Lessons 1-5)	-----	-----
2.	Langenscheidt Euro Dictionary	K.M. Sharma;	-----
3.	German-Hindi/ Hindi- German Dictionary.	-----	Rachna Publishing House
4.	Beste Freunde B 1.1 (Lessons 6-9 )	-----	Hueber Publications, Published in India by Goyal Publishers

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

Title of the Course: Foreign Language I (Japanese)								
Year: II					Semester: IV			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours (Lectures/Week)	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA-IB 244T D	02	00	02	30 / (02)	15	35	50

**Course Objectives**

<b>1.</b>	To make students understand the basic knowledge about Japanese language.
<b>2.</b>	To understand basic grammar and vocabulary for the communication of Japanese language.
<b>3.</b>	To make students understand the basic communication skills, applicability and importance of Japanese language.

**Course Outcome**

Course Outcome		Blooms Taxonomy
<b>CO1</b>	The students must understand the basic knowledge and grammar of Japanese language.	Understanding
<b>CO2</b>	The students must be able to remember and apply vocabulary of Japanese language.	Remembering
<b>CO3</b>	The students must be able to read small passages and understand the meaning of it in Japanese language.	Evaluating
<b>CO4</b>	The students must know how to write the Japanese language with an appropriate alphabet.	Analysing
<b>CO5</b>	Applying Grammar, phrases while communicating with each other in Japanese language.	Applying
<b>CO6</b>	Creating documents, presentation using Japanese language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p><b>Reading and Writing Section</b></p> <p>Read and understand elementary structure of spoken language</p> <p>Simple conversations of daily life.</p> <p>Write short compositions based on visual or verbal stimulus.</p> <p>Dialogue writing on matters related to everyday life.</p> <p>Dialogue completion.</p>	(15)
2	<p><b>Grammar</b></p> <p>2.1 Fixed prepositions with verbs, Separable verbs, Subordinate clauses (um...zu, während, bevor, zwar...aber, wenn), Subjunctive (Konjunktiv II), Article and nouns in Genitive, Relative pronouns (Nominative, Accusative and Dative)</p> <p>2.2 Past Tense, Adjective endings (Nominative, Accusative with definite and indefinite articles), Past perfect tense (Plusquamperfekt), Prepositions (of place and direction), Adjective in comparative, superlative forms, Conjunctions (als, ob, nachdem, obwohl)</p>	(15)
<p><b>Scheme of Marking:</b></p> <p>1. Internal Assessment : 15</p> <p>2. External Assessment : 35</p>		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	<p>Internal assessment will be 30% marks of total marks.</p> <ul style="list-style-type: none"> <li>• Presentations</li> <li>• Oral examination</li> <li>• Assignments</li> </ul>	(Min. 06 Marks) 40% out of total marks
SEE / External Exam (35 Marks)	<p>External examination will be 35 marks.</p> <p>Viva- VOC Examination.</p>	(Min. 14 Marks) 40% out of total marks
<p>Note: There will be Separate Passing (40% Passing) for each CIE and SEE</p>		



**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
1.	Beste Freunde B 1.1 (Lessons 1-5)	-----	-----
2.	Langenscheidt Euro Dictionary	K.M. Sharma;	-----
3.	German-Hindi/ HindiGerman Dictionary.	-----	Rachna Publishing House
4.	Beste Freunde B 1.1 (Lessons 6-9 )	-----	Hueber Publications, Published in India by Goyal Publishers

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**Syllabus**

**B.B.A. INTERNATIONAL BUSINESS (IB)**

**NEP-2020**

**W.R.T. Academic Year: 2024-2025**

<b>Title of the Course: Foreign Language I (Russian)</b>								
<b>Year: II</b>				<b>Semester: IV</b>				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours (Lectures/ Week)	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA-IB 244T E	02	00	02	30 / (02)	15	35	50

**Course Objectives**

<b>1.</b>	To make students understand the basic knowledge about Russian language.
<b>2.</b>	To understand basic grammar and vocabulary for the communication of Russian language.
<b>3.</b>	To make students understand the basic communication skills, applicability and importance of Russian language.

**Course Outcome**

<b>Course Outcome</b>		<b>Blooms Taxonomy</b>
<b>CO1</b>	The students must understand the basic knowledge and grammar of Russian language.	Understanding
<b>CO2</b>	The students must be able to remember and apply vocabulary of Russian language.	Remembering
<b>CO3</b>	The students must be able to read small passages and understand the meaning of it in Russian language.	Evaluating
<b>CO4</b>	The students must know how to write the Russian language with an appropriate alphabet.	Analysing
<b>CO5</b>	Applying Grammar, phrases while communicating with each other in Russian language.	Applying
<b>CO6</b>	Creating documents, presentation using Russian language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p><b>Reading and Writing Section</b></p> <p>Read and understand elementary structure of spoken language</p> <p>Simple conversations of daily life.</p> <p>Write short compositions based on visual or verbal stimulus.</p> <p>Dialogue writing on matters related to everyday life.</p> <p>Dialogue completion.</p>	(15)
2	<p><b>Grammar</b></p> <p>2.1 Simple application of cases as prescribed in the texts, Prepositions V, Na, C, K, Iz, nad, pod, Change of Sentences (from present to past and vice versa), Use of Adjectives in proper form, Translation – Simple sentences (from Russian into English and vice versa)</p> <p>2.2 Application of cases, Verbs of Motion (with or without prefixes), Use of Adjectives, Use of “Kotori” in different cases, Aspects of verbs (including applications of past and future tenses), Translation from Russian into English and vice versa.</p> <p>2.3 Write, Read and Speak about:</p> <ol style="list-style-type: none"> <li>1. Scene at a Railway Station</li> <li>2. My favorite sport</li> <li>3. Why I learn Russian language</li> <li>4. An excursion to any place</li> <li>5. Moscow</li> <li>6. My favorite book</li> <li>7. An Indian village</li> <li>8. My favorite festival</li> </ol>	(15)
<p><b>Scheme of Marking:</b> 1.Internal Assessment : 15</p>		

<b>Scheme of Examination</b>	<b>Exam Format</b>	<b>Minimum Passing marks</b>
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. <ul style="list-style-type: none"> <li>• Presentations</li> <li>• Oral examination</li> <li>• Assignments</li> </ul>	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. Viva- VOC Examination	(Min. 14 Marks) 40% out of total marks

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>No. of lessons to be studied</b>	<b>Publication</b>
1.	Russian for children (Russkii Yazik) Moscow (Book No. IV)	M.N. Vityutnev and others (1989 Edition).	-----
2.	Russian in exercises published	S. Khavronina and A. Shirochenskaya	Progress publishers, Moscow (Second Edition)

