

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)
Choice Based Credit System (CBCS)

Programme Skeleton and Syllabus of
B.B.A.(I.B.) (Minor)

Implemented from

Academic Year 2024-25

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

Board of Studies in BBA (IB)

Sr. No.	Name	Designation
1.	Dr. M. P. Waghmare	Chairman
2.	Dr. A.R. Mancharkar	Vice-Chancellor Nominee
3.	Dr. Dinesh Bhakkad	Academic Council Nominee
4.	Dr. Pravin Totala	Academic Council Nominee
5.	Dr. B.R. Jadhav	Alumni
6.	Dr. S.D. Magar	Industry Expert
7.	Dr. S.D. Jagtap	Member
8.	Dr. N.B. Goyal	Member
9.	Dr. B. N. Murtadak	Member
10.	Dr. R.D.Thorat	Member
11.	Prof. A.P. Satbhai	Member
12.	Prof. S.S. Jadhav	Member
13.	Prof. A.D. Petkar	Member
14.	Prof. Mrs. R.A. Ghorpade	Member
15.	Prof. Mrs. N.B. Thakar	Member
16.	Dr. Shradha Ingale	Member (Co-Opt)
17.	Mrs. N.B. Bhingare	Member (Co-Opt)
18.	Dr. Mrs. Aparna Kulkarni	Member (Co-Opt)

1.

Prologue/ Introduction of the programme: At least one page

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of

developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing various skill enhancement courses, vocational skill courses and on the job training considering the New Education policy -2020

Objective of the Programme:

The principal objectives of the program can be stated as follows:-

1. To provide right understanding about the present scenario of domestic trade and effects of globalization
2. To Prepare students for jobs in the field of management, marketing, human resources & finance.
3. To become an effective problem solver and develop analytical skills.
4. To develop strategic thinking and planning abilities.
5. Groomed into a Pleasing personality
6. To inculcate skills useful to analyze various international business situations.

2. Programme Outcomes (POs)

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills at international level amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the management profession at national and international arena. It also helps them to become successful business leaders by

creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

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 B.B.A. (IB)	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
	Total (I, II and III Year)	78	122	122
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
	Total	132	176	176

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

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	MNR-1	BBA-IB 101T	Principle of Finance OR Principles of Marketing OR Principles of Human Resource Management	03
2.	I	II	4.5	MNR-2	BBA-IB 201T	Business Economics (Micro)	03
3.	II	III	4.5	MNR-3	BBA-IB 301T	Supply Chain Management	03
4.	II	IV	4.5	MNR-4	BBA-IB 401T	International Marketing Management	03
5.	III	V	5.0	MNR-5	BBA-IB 501T	International Financial Management	04
6.	III	VI	5.0	MNR-6	BBA-IB 601T	International Service Management	04
							20

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Syllabus

B.B.A. INTERNATIONAL BUSINESS (IB)

NEP-2020

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

Title of the Course: Supply Chain Management								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures Per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-3	BBA-IB 301T	03	00	03	45 / 03	30	70	100

Course Objectives	
1.	To enable the students to have a comprehensive understanding of Supply Chain Management.
2.	To understand key concepts and issues of Logistics and Inventory Management.
3.	To understand Warehousing and its role in Supply Chain Management.

Course Outcome		Blooms Taxonomy
CO1	Describe the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management	Remembering
CO2	Understand different types of system designs in SCM	Understanding
CO3	Apply Information Technology in SCM.	Applying
CO4	Compare and Contrast push and pull strategies in Supply Chain Management	Analyzing
CO5	Explain the role of Distributors in SCM. Explain the Relationship Management with Suppliers, Customers and Employees	Evaluating
CO6	Discuss the relationship between Customer Value and Supply Chain Management.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Supply Chain Management (SCM) 1.1 Supply Chain Strategy,	15

	1.2 Global Supply Chain Management, 1.3 Value Chain and Value Delivery Systems for SCM, 1.4 Bull-Whip Effect Concept	
2	Manufacturing and Warehousing 2.1 Concept & Definition- Manufacturing, Scheduling, Automation, System, Workflow 2.2 Material Handling System Design and Decision. 2.3 Warehousing and Store Keeping, 2.4 Strategies of Warehousing and Storekeeping,	15
3	Logistics Management and IT in Supply Chain Management 3.1 Concepts & objectives of Logistics Management, 3.2 Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. 3.3 Information and Communication Technology in SCM, Role of IT in SCM, 3.4 Current IT Trends in SCM, RFID, Bar Coding. Retail SCM, Problems and Prospects. Supply Chain Network Design, Distribution Network in Supply Chain.	15
Scheme of Marking: 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. • Quiz • Presentations • Test • Projects • Assignment • Oral Examination	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 24 Mark Long Answers (Solve 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	Supply Chain Management Global Competitiveness.	B.S.Sahay.	Macmillan India Limited,	India
2	Supply Chain Management	Sunil Chopra, Peter Meindl & D.V. Kalra	Pearson Education	UK
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink	Tompkins Press	UK
4	Supply Chain Logistics Management	Donald Bowersox, David Closs and M. Bixby Cooper	McGraw-Hill Education;	India
5	Supply Chain Management: Text and Cases	Vinod V. Sople	Pearson Education	UK
6	Logistical Management,	Donald J. Bowersox & David J. Closs,	Tata McGraw-Hill	New Delhi
7	Designing and Managing the Supply Chain	David Simchi-Levi,	Tata McGraw-Hill Editions	New Delhi

E- Resources

1. <https://www.youtube.com/watch?v=MilQBxVjZAw&list=PLCD3E338A3E58E906&index=1>
2. <https://www.youtube.com/watch?v=ZpHiMTwOdM&list=PLCD3E338A3E58E906&index=4>
3. <https://youtu.be/1ZPO5RclZEo>
4. <https://youtu.be/DFXqn-19ixU>
5. https://youtu.be/Hf_ML38dSDM

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Syllabus

B.B.A. INTERNATIONAL BUSINESS (IB)

NEP-2020

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

Title of the Course: International Marketing Management								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-4	BBA-IB 401T	03	00	03	45 / 03	30	70	100

Course Objectives	
1.	To familiarize the student to understand the international environment and policies
2.	To enable the students to acquire necessary skills to deal in international market
3.	To understand the India's Export and Import policies.
4.	To understand the registration process of exporters.

Course Outcome		Blooms Taxonomy
CO1	Describe the key term associated with International Marketing Environment.	Remembering
CO2	Understand the role of marketing manager in devising Marketing Mix in the present state of affairs.	Understanding
CO3	Identify the constituents of marketing mix	Applying
CO4	Examine the market and growth of market in international business	Analyzing
CO5	Determine various levels of distribution channels according to the product	Evaluating
CO6	Illustrate the recent trends in international marketing.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Introduction 1.1 Concept of International Marketing and its scope, Objectives of International Marketing, 1.2 Importance of International Marketing 1.3 Challenges and Opportunities in International Marketing, 1.4 Underlying forces of International Marketing Channels, 1.5 Reason of entry in International Marketing	(15)
2	International Policy 2.1 Recent Import Export Policies and Procedures, 2.2 Facilities and Incentives relating to Export Business .	(10)
3	International Marketing Strategy 3.1 Rules for successful exporting. 3.2 International Market Segment 3.3 Preliminaries for starting Export Business. 3.4 Registration of Exporters. Sending/Exporting Samples. 3.5 Appointing Overseas Agents obtaining a License (Export License)	(20)
Scheme of Marking: 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. • Quiz • Presentations • Project • Assignment • Oral Examination	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 24 Mark Long Answers (Solve 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

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational of Marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi
7	International Marketing and Export Management	Albaum and G and Duerr and	Pearson India	India
8	International Marketing	Philip R. Cateora (Mary C. Gilly , John L. Graham)	Tata McGraw Hill	New Delhi
9	International Business Text & Cases	P Subba Rao	Himalaya Publishing house	New Delhi
10	International Marketing Analysis and Strategy	Sak Onkvisit and John J. Shaw	Routledge	USA

1. E-Resource :

<https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o>