M. C. E. Society's
Abeda Inamdar Senior College
Of Arts, Science and Commerce (Autonomous), Pune-1
Affiliated to Savitribai Phule Pune University
NAAC accredited 'A' Grade

Bachelor of Business Administration
SYLLABUS FRAMED ACCORDING TO THE
NATIONAL EDUCATION POLICY
(NEP 2020)

S.Y.BBA Semester III (CBCS – Autonomy 2023 Pattern)

Course Title	Business Organisation Systems	
Course Code: 23CBBA31MM		No. of Credits: 04
Course Type: Major Mandatory		Total Teaching Hours: 60

Course Objectives	
1.	To understand role and functions of modern business
2.	To develop right understanding regarding business environment
3.	To study how a business institution functions in a given economic set up

Course Outcome	
1.	Students will understand the meaning of various concepts and trends in business and their relevance.
2.	Students will develop an understanding about the types of business organizations and their significance.
3.	Students will learn about the factors involved in setting up a business enterprise.

Syllabus		
I	Nature and evolution of business	15 hours

		1. Concept of business and its characteristics, Objectives of business and prerequisites of a successful business	5
		2. Development and evolution of Trade, Commerce and Industry	3
		3. Recent Trends in Modern Business i. Start-ups ii. Business Process Outsourcing and Knowledge Process Outsourcing iii. Entrepreneur & Entrepreneurship iv. Online trading v. Digital marketing vi. Payment methods	7
II	**Forms of Business Organisation**		**15 hours**
		1. Forms of Business Organization and its selection	3
		2. Meaning, characteristics, advantages and Limitations of i. Sole proprietorship ii. Partnership Firm iii Limited Liability Partnership Firms and private company iv. Joint Stock Company	8
		v. Virtual Business Organizations vi. Boundary less Organizations vii. OPC (One Person company)	4
		3. Meaning and types of Business Combinations	
III	**Setting up of a business enterprise**		**15 hours**
		1. Identification of ideas and opportunities, Influencing factors while setting up of business enterprise	3
		2. Feasibility report of a business enterprise	2
		3. Size and location of a business enterprise	2
		4. Licensing and basic legal formalities to start a new business enterprise	2
		5. Recent Government policies in India – Special Economic Zone, Maharashtra Industrial Development Corporation, Maharashtra Small Industries Development Corporation, Khadi and Village Industries Commission.	5
		6. Introduction to Start-up India, Stand-up India	1
IV	**Domestic and Foreign Trade**		15 **hours**
		1. Levels of Distribution Channels and their role	3
		2. Domestic Trade: i. Concept of Domestic Trade ii. Whole selling and Retailing	6
		3. Foreign Trade: i. Concept of Export and Import	6

	ii. Export and Import Procedure	

Suggested Readings		
1	Kaul, V. K. (2012). Business Organisation and management: Text and cases. Delhi: Pearson/Dorling Kindersley	
2	Jain, K. S, Sherlekar, S.A & Jain, A.V. (2018). Business Organisation. Himalaya Publishing House	
3	Sherlekar, S. A., & Sherlekar, V. S. (2018). Modern Business Organisation and Management - System approach. Himalaya Publishing House.	

Course Title	Global Competency and Personality Development	
Course Code: 23CBBA32MM		**No. of Credits: 02**
Course Type: MM- Major Mandatory		**Total Teaching Hours: 30**

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	
1.	Student will learn various theories of personality development.
2.	Student will understand the concept of Global Competence and how to use SWOC (strength, weakness, opportunity and challenges) analysis for personal goal setting.
3.	Student will learn more about workplace ethics and will develop effective habits.

Syllabus		
Unit I	**Introduction to Personality and its Development**	**10 hours**
	1. Definition and Nature of Personality.	1
	2. Characteristics of Good Personality.	1
	3. Determinants of Personality Development.	2
	4. Theories of Personality Development	6

		• Psycho analytical Theory by Sigmund Freud	
		• Trait Theory by Allport and Big Five Model	
		• Social Cognition Theory by Albert Bandura Theories of Personality	
Unit II	**Global Competence and Self- Development**		**10 hours**
	1. Meaning and need of Global Competence.		2
	2. Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, problem-solving ability, criticaland comparative thinking).		4
	3. Building self-esteem and self-confidence.		2
	4. SWOC (strength, weakness, opportunity and challenges) Analysis and Personal Goal Setting		2
Unit III	**Development of Social and Interpersonal Skills**		**10 hours**
	1. Effective Communication skills, Preparation for self-introduction.		**1**
	2. Working on Attitude. Aggressive, Assertive and Submissive		**1**
	3. Development of leadership skills and introduction to Leadership styles.		**1**
	4. Team Building; develop ability to work under pressure, flexibility at workplace.		**1**
	5. Social empathy, building blocks of social empathy and development of social empathy.		**1**
	6. Social Responsibilities.		**1**
	7. Workplace ethics		**1**
	8. Developing effective Habits for development of socialskills		**1**
	9. Upscaling: Concept & Need		**1**
	10. Grooming for success		**1**

Suggested Readings	
1.	Swami Vivekananda, 2009 Personality development, Adhyaksha Advaita Ashram
2.	C Rajya Lakshmi Kalyani, D S Vittal, Anitha Raju, 2018 Personality Development andCommunication skills, Himalaya Publishing House

3.	Swami Amartyananda, 2010, Effective Life Management, Advaita Ashrama
4.	Barun Mitra, 2016, Personality Development and Soft Skills, Oxford University Press 5.HallCS, Lindsey G and Campbell J B, Theories of Personality, 4th Edition Wiley 1998

Course Title	Business Demography	
Course Code: 23CBBA33MM		No. of Credits: 02
Course Type: Major Mandatory		Total Teaching Hours: 30

Course Objectives	
1.	To give proper understanding of demographic concepts in modern economic setup
2.	To know the structural changes of population and their impact on business and quality of life
3.	To analyze the process of urbanization and its social economic implications.

Course Outcome	
1.	Students will understand the meaning of various demographic concepts and their relevance.
2.	Students will be able to analyze the components of population growth and their interdependence
3.	Students will be able to describe the population dynamics that leads to the economic development

Syllabus		
I	**Introduction to Demography**	**10 hours**
	1. Meaning, importance, scope and relevance of demography.	2
	2. Study of demography as an essential discipline of social economic change	2
	3. Components of Demography	2
	4. Factors affecting mortality and fertility rate	2
	5. Methods to calculate fertility and mortality rate.	2
II	**Distribution of population and population growth**	**10 hours**
	1. Meaning of population distribution and population density	2
	2. Physical and cultural factors affecting the distribution of population	2
	3. Concept of over, optimum and under population	2
	4. Meaning and definition of population growth and methods of	4

		assessment of population growth	
III		**Population as a Human resource**	**10 hours**
		1. Meaning of resource, types of resources	1
		2. Importance of human resource in the development of a nation	2
		3. India's Demographic Dividend	1
		4. Concept of literacy and its importance in modern society, Schemes for Skill Development in India	2
		5. Concept of sex ratio, age and sex pyramid	1
		6. Ageing and socio-economic consequences	1
		7. Concept of working and dependent population	1

Suggested Readings	
1	Bhende, A. A., & Kanitkar, T. (2019). Principles of population studies (19th ed.). Mumbai: Himalaya Publishing House
2	Chandna, R. C. (2009). Geography of population: Concepts Determinants & Patterns. Ludhiana (India): Kalyani
3	Kintner, H. J., & Merrick, T. (1997). Demographics: A casebook for business and government. Santa Monica, CA: Rand Corporation.

Course Title	**Consumer Behaviour**	
Course Code: 23CBBA31MNB		**No. of Credits: 02**
Course Type: - Minor		**Total Teaching Hours: 30**

Course Objectives	
4.	To develop significant understanding of Consumer behaviour in Marketing.
5.	To understand the aspects of relationship between consumer behaviour.
6.	To develop conceptual based approach towards decision making aspects & its implementation considering Environmental Determinants of Consumer Behaviour.

Course Outcome	
4.	Students will learn how to determine consumer behaviour which affects the marketing system and they will understand the overall effect of concepts of consumer behaviour.
5.	Students will understand the habit of taking calculated risks towards decision making process.
6.	Students are expected to develop the skill of understanding and analyzing consumer information considering Environmental Determinants.

Syllabus		
Unit I	**Introduction and Determinants of Consumer Behaviour**	**10 hours**
	1. Basics: Meaning of customers & consumers, consumer roles consumerism & de-marketing.	2
	2. Marketing Mix: Influence of marketing mix variables.	2
	3. Personality & Self Concept: Meaning of personality.	1
	4. Motivation & Involvement: Types of buying motives.	1
	5. Learning & Memory: Meaning, elements of learning and Characteristics of Memory Systems	2
	6. Attitudes: Meaning & characteristics-strategies for changing attitude and behaviour.	2
Unit II	**Consumer Decision Making Process**	**10 hours**
	1. Problem Recognition, utilizing problem recognition information.	2
	2. Search & Evaluation: Types of information, Sources of information Search, experience and credence aspects - Marketing implications situational influences on purchase decisions	3
	3. Purchasing Process: Why do people shop? Store & non-store purchasing processes and purchasing pattern	2
	4. Post-purchase evaluation & behaviour: Consumer satisfaction, dissatisfaction, customer delight, Consumer complaint behaviour and post-purchase dissonance.	3
Unit III	**Environmental Determinants of Consumer Behaviour**	**10 hours**
	1. Family Influences on Buyer Behaviour,	1
		2

	2. Roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size. 3. Social Class and Influences. 4. Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour – Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. 5. Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.	1 3 3

Suggested Readings	
5.	Batra, S. K., & Kazmi, S. H. (2009). *Consumer behaviour-2nd*. Excel Books India
6.	Jham, V. (2013). *Cases on consumer-centric marketing management.* IGI Global.
7.	Kumar, S. R. (2017). *Consumer behaviour : The Indian context (Concepts and cases).* Pearson Education India.
8.	NAIR., S. R. (2015). *Consumer behaviour in Indian perspective*.

Course Title	Retail Management	
Course Code: 23CBBA32MNB		**No. of Credits: 02**
Course Type: - Minor		**Total Teaching Hours: 30**

Course Objectives	
7.	To provide basic understanding of forces that shape retail industry.
8.	To provide understanding of retail operations and strategy.
9.	To provide understanding of opportunities and challenges in retail

	industry.

	Course Outcome
7.	Students will be able to explore the strategic options available to retailers and analyse the factors impacting store design and location and selection.
8.	Students will understand the store operations, merchandising and customer management.
9.	Students will develop an understanding of innovative channels to reachout to the target customers to sustain in new markets.

Syllabus		
Unit I	**Introduction to Retailing and Retailing Strategy**	**15 hours**
	1. Structure of retail industry	2
	2. Types of retailers	3
	a. Types of retail stores	
	b. Indian Retail Scenario Vs. Global Retail Scenario	
	c. Market segment and channels	
	3. Market trends and retail life cycle	2
	4. Identifying Customers & Customer Segmentation	2
	5. Selecting Target Market, Identifying Market Segments, Selecting site locations, Strategic positioning and execution.	3
	6. Establishing and Maintaining Retail Image	1
	7. Creating In-store Dynamics (Layouts & Plans)	2
	a. Types of store layout	
	b. Factors affecting store layout	
Unit II	**Managing the Retail Business**	**8 hours**
	1. Implementing Retail Marketing Plan	2
	2. Brief Human Resource Requirements	1
	3. Developing Product and Branding Strategies	2
	4. Developing Merchandise Plans	
	5. Merchandising Strategy	1

Unit III	Future of Retailing	2
		7 hours
	1. Introduction to recent trends, technologies & advancements in Retailing	2

	2. Omni Channel Retailing:
	  a. Pop up shops
	  b. Social shopping
	  c. Private label brands
	  d. How does Omni channel Retail works?
		5

Suggested Readings	
9.	Berman, B., & Evans, J. R. (2001). *Retail management: A strategic approach.*
10.	Lamothe, M. (2018). *Retail management (Fundamentals of retailing).*
11.	Levy, M., Weitz, B. A., & Grewal, D. (2019). *Retailing management.*
12.	Madaan, K. V. (2009). *Fundamentals of retailing.* Tata McGraw-Hill Education.
13.	Vedamani, G. G. (2006). *Retail management (4th ed.).*

Course Title	Salesmanship Skills	
Course Code: 23CBBA32VS		No. of Credits: 02
Course Type: - VSC		Total Teaching Hours: 30

Course Objectives	
10.	To familiarize the students regarding various dimensions of salesmanship and career opportunities available in these fields.
11.	To develop practical understanding among the students associated with salesmanship through classroom discussion/ participation.
12.	To explain the concept of training, motivation and evaluation of the sales force.

Course Outcome	
10.	Students will acquire knowledge on professional! salesmanship and able to apply in their field.
11.	Students will understand the basic processes followed in sales management
12.	Students will understand the tools and techniques necessary to effectively train motivate and evaluate the sales force.

Syllabus		
Unit I	**Introduction to Salesmanship**	**10 hours**
	1. Concept and Meaning of Salesmanship	1
	2. Nature and features of Sales Manager	2
	3. Roles and Responsibilities of Sales Manager	1 1
	4. Importance of Sales Organization	1
	5. Functions and factors effecting sales structure	1 1
	6. Types of Sales Organization	1
	7. Specific Characteristics of a successfulsalesman	2
Unit II	**Basics to Sales Management& its Organization**	**10 hours**
	1. Sales Management: Definition, Meaning and Objectives	2
	2. Sales Research: Sales forecasting methods	1
	3. Sales Planning and control: Goal setting, performance measurement, diagnosis and corrective actions.	2
	4. Sales Organization: Need for sales organizations,types of sales organization and their structure, Sales manager's functions and responsibilities	3
	5. Planning for major customers and sales budget	2
Unit III	**Managing & Motivating the Sales Force**	**10 hours**
	1.Recruiting, Selection and Training of Sales Force: i. Procedures and criteria extensively used as selection tools for recruiting and testing salesability	3

	ii. Sales force, job analysis and description	
	2. Areas of sales Training:	4
	i. Company specific knowledge, product knowledge and market trend	
	ii. Customers and technology –	
	Relationship selling process and customer education and value added Selling	3
	3. Motivating the Sales Team:	
	Motivation Programs – Sales meetings, sales	

	Suggested Readings
14.	Mallik, P. (2012). *Sales management.* OUP India.
15.	Chris Lytle (May 3, 2011**)** **-** The Accidental Sales Manager: How to Take Control and Lead Your Sales Team to Record Profits – Hardcover.
16.	Vishal Desai (8 April 2022) - Sales Management Essentials You Always Wanted To Know (Self-Learning Management) Paperback –Vibrant Publishers.

Course Title	**Marketing Management – I**	
Course Code: 23CBBA32FP		**No. of Credits: 02**
Course Type: - CC – Field Project		**Total Teaching Hours: 30**

	Course Objectives
13.	To apply knowledge of retail management and customer service to maximize profits, increase sales, and ensure customer satisfaction.
14.	To obtain a position as a Retail Manager utilizing their strong leadership, organizational and customer service skills.

Course Outcome

13.	Students will seek an opportunity as the Retail Manager at esteemed organization where they can use their knowledge of store operations & customer service standards towards achieving success.
14.	Students will obtain a challenging role as a Retail Manager where they can use their excellent communication skills & ability to work with diverse teams towards achieving organizational goals.

Project Guidelines

1. Students are expected to visit Minimum **5 Retail Business Outlets** covering all categories like **Food & Beverages, Clothing &Apparel, Daily Essentials, Automobile & Electronics, Retail and Medicines**, etc.

2. Students shall prepare project report on the points like: **Store layout, Product display, logistics and SWOC (Strengths, Weaknesses, Opportunities and Challenges) analysis**, etc.

3. The students are required to finalize the project topic/final draft of project in consultation with course teacher/guide and required to submit 2 project reports.

4. The Project Report will be evaluated on the following grounds:
   - Selection of Retail outlets,
   - Content
   - Application of the theory
   - Guidelines followed regarding structure & style

5. **Suggested Topics: -**
   a. Measuring the effectiveness of display system in retail industry.
   b. Impact of retail store design & layout on customer mind.
   c. An analysis of possible strategies for successful internet-based customer.
   d. A study on Indian organised retail sector.
   e. Effectiveness of promotional schemes in Retail stores.
   f. A study on Loyalty programs in organised retail sector.
   g. A study on strategies for promoting retailer's brand.
   h. A study on effective retail project management.
   i. A study on ethical issues in organised retail sector.
   j. A study on pricing strategies followed by successful retailers.

6. **Evaluation and Assessment: -**
   a. A project report has to be prepared on the collected data and a Viva will be conducted on the same.
   b. The hard copy of the report carries 30 marks and the Viva 20 marks. Thus, a total of 50 marks are assigned for the Report and Viva.