



**Deccan Education Society's
Brihan Maharashtra College of Commerce (AUTONOMOUS)
845, Shivajinagar, Pune-411004**

Programme :FYBBA(IB)

Subject code- 3101 Semester - 1 Credit - 3

Subject title 3 Micro Economic Analysis (2022 Pattern)

Course Objectives:

1. To expose students to basic microeconomic concepts
2. To use economic reasoning to draw correct conclusions/solve economic problems
3. To apply economic concepts in day-to-day analysis

Course Outcomes:

On completion of this course, students will be able to

CO1 Understand the basic concepts of Micro-Economics.

CO2 Explain graphs, charts and diagrams based on basic concepts of economics.

CO3 Comprehend concept of producers' equilibrium.

CO4 Analyse cause & effect relationship between market forces and equilibrium price & quantity.

CO5 Compare perfectly and imperfectly competitive market structures. CO6 Understand theories related to factor pricing.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to Economics	4
1.1	Scarcity and Problem of choice	
1.2	Concept of Opportunity cost	
2	Demand and Supply Analysis	13
2.1	Concept of utility, Cardinal measure of utility and Ordinal measure	
2.2	Concept of Individual and Market Demand and their determinants. Law of Demand and Elasticity of Demand: Types, measures and methods	
2.3	Revenue Concepts - TR, AR, MR and their relationship	
2.4	Supply analysis- Meaning, definition, Law of supply, Factors affecting Supply	
2.5	Concept of Market Equilibrium, its limitations and government intervention	
3	Production and Cost Analysis	8
3.1	Short run and Long run production function	
3.2	Cost Concepts	
3.2.1	Short run Total, Average and Marginal costs and their relationship	
3.2.2	LAC as the Planning Curve and relation between LAC and LMC	
3.2.3	Economies of Scale and Economies of Scope	



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4	Market Structures	11
4.1	Perfect Competition- Equilibrium of a firm and Industry in the short run and long run	
4.2	Monopoly -Price and Output determination in short and long run;	
4.3	Monopolistic Competition- price and output determination	
4.4	Oligopoly- meaning, characteristics and types	
5	Distribution	9
5.1	Rent- Modern Theory of Rent	
5.2	Wages-Marginal Productivity Theory	
5.3	Interest- Liquidity Preference Theory	
5.4	Profit- Innovation, Risk bearing, Uncertainty and Dynamic Theories	
5.5	Income inequalities	
	Total	45

Teaching Methodology 3 Lecture method and diagrammatic representation,
Numerical Exercises, Caselets, Presentations

Suggested Reference Material 3

1. Dwivedi. D.N: Microeconomics - Pearson Publication, New Delhi.
2. N. Gregory Mankiw: Principles of Microeconomics, Harcourt College Publishers, Philadelphia
3. Mansfield. E.: Microeconomics - Theory and Applications, Norton & Company.
4. Ronald L. Meek, Figuring Out Society, Fontana; 1st Edition. (January 1, 1971)
5. Salvatore, Dominick, and Robert F. Brooker. 2001. Managerial economics in a global economy. Fort Worth: Harcourt College Publishers. Harvard (18th ed.).



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Programme :FYBBA(IB)

Subject code- 3102 Semester- 1 Credit -3

Subject title 3 Principles & Practices of Management (Pattern 2022)

Course Objectives:

1. To provide detail knowledge of management to the students.
2. To give the information about contribution of thinkers to the management studies.
3. Help the students to get familiar with trends in Management.

Course Outcomes:

1. Understand various management concepts.
2. Appreciate the contribution of Indian and Western Management thinkers.
3. Comprehend different functions of management.
4. Apply theoretical management knowledge to practical issues.
5. Imbibe Ethical practices in Management.
6. Explore diversity and inclusion, sustainability and other relevant global trends.

Syllabus:

Unit No.	Topics	No. of lectures
1	Nature of Management	5
	Meaning, Definition, Concept, purpose, importance & Functions	
	Concept of Performance Management	
	Management as a social science Universality of Management	
	Concept of management, Administration and Organization	
2	Evolution of Management Thought	12
	Contribution of F.W.Taylor, Henry Fayol, Chhatrapati Shivaji Maharaj, Chanakya, Swami Vivekanand, C.K.Prahlad, Vijay Govindrajan to the Management Thought	
	Various approaches to management, school of management thought	
3	Functions of Management: part -I	10
	Planning- Concept, Importance, levels, Merits & Demerits	
	Forecasting -Meaning, Need	
	Decision Making -Concept, Importance	
	Organising	
	meaning, process, types of organisation	
	advantages and disadvantages of each organisation	
	Delegation of authority,	
	difficulties in delegation	
	Decentralisation and centralisation	
	Staffing - Concept, Importance	
Direction-Concept, Importance, Principles		
4	Functions of management: part -II	10
	Motivation	
	meaning, importance, theories of motivation(Maslow's hierarchy of need, Herzberg's two factors theory)	
	Leadership- Concept, Importance, Styles	
qualities & functions of leader		



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	Controlling	
	meaning, importance, nature, techniques	
	Co-ordination- Concept, Importance	
5	Recent trends in Management	8
	Social and Ethical issues in management	
	Stress management	
	Total Quality management	
	International management	
	Value based leadership	
	Basics of Sustainability	
	Diversity and Inclusion	
	Dealing with VUCA (Volatile, Uncertain, Complex and Ambiguous) World	
	Conflict Management	
	Total	45

Teaching Methodology 3 lecture method, presentation, case study, and guest lecture

Suggested Reference Material 3

1. Principles and Practice of Management by L.M.Prasad
2. Management Principles and Practices By Parag Dhawan
3. Management and Entrepreneurship By N.V.R.Naidu
4. Managing Organizations By Rachana Chaturvedi



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Programme :FYBBA(IB)

Subject code- 3103

Semester- I

Credits- 4

Subject Title: Business Mathematics (pattern 2022)

Course Objectives-

1. To understand the concept and application of elementary mathematical concepts like ratio and proportion.
2. To understand the concept and application of Elementary Financial Mathematics.
3. To understand the concept and application of Functions.
4. To understand the concept and application of Derivatives.
concept and application of Matrices and Determinants (Upto order 3 only)
5. To understand the
6. To understand the concept and application of Permutation and Combination.

Course Outcomes-

- On completion of this course, students will be able to
- CO1 Understand the mathematical tools used in business. CO2 Comprehend financial mathematics, matrices, counting tools and derivatives.
- CO3 Solve problems using various mathematical concepts. CO5 Estimate the
- CO4 Interpret results obtained by using mathematical tools. CO6 Apply relevant concepts to business.
- significance of mathematical decisions.

Syllabus-

Unit No	Topic	Number of lectures
1.	Elementary Financial Mathematics 1.1 Basics computation of ratio, proportion and percentage 1.2 Interest - Simple, Compound, Compounded more than once in a year	10
	1.3 Annuity - Immediate EMI, Depreciation of Assets, Sinking fund 1.4 Problems related to business	
2.	Functions 2.1 Different type of functions 2.2 Functions related to Business and Economics 2.3 Equilibrium point, break even analysis	8
3.	Derivatives and their applications 3.1 Derivative as measure of rate 3.2 Rules of Derivatives - Derivatives of certain functions. 3.3 Second order of derivatives 3.4 Application of derivatives - Marginal Cost, Marginal revenue, elasticity of demand, Maxima-Minima of certain functions in Economics and business	12
4.	Basic Applications of Integration in Business: Introduction to the concept that integration can be used to obtain revenue function and demand function from marginal function, maximum profit from marginal revenue and marginal cost.	4
5.	Matrices and Determinants (Up to order 3 only) 5.1 Determinants of order 2 & 3, properties 5.2 Types of Matrices and Matrix operations 5.3 Inverse of a matrix, solving a system of linear equations using adjoint method 5.4 Problems based on application of matrices	12
6.	Basics of Permutation and Combination	14



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	6.1 Concept of factorial, principles of counting, definition of permutation and combination 6.2 Permutation of dissimilar objects taken few at a time with or without repetition, permutation of similar objects, circular permutations etc, problems 6.3 Combination problems 6.4 Relation between Permutation and Combination and their applications	
	Total	60

Teaching Methodology-

Lecture & Problem Solving, Presentation, Discussion, Assignments and Test, Worksheets.

Suggested Reference Material-

1. Business Mathematics by Bari - New Literature Publishing Company, Mumbai
2. Business Mathematics by Padmalochan Hazarika - Sultanchand & Sons- Delhi
3. Business Mathematics theory and applications - J. K. Sharma - Ane Books India
4. Business Mathematics by Qazi Zameeruddin, V K Khanna, S K Bhambri - Vikas Publishing House
5. Business Mathematics by D C Sancheti and V K Kapoor - Sultanchand & Sons- Delhi
6. Business Mathematics by Dr. Amarnath Dikshit and Dr. Jinendra Jain, Himalaya Publication
7. Business Mathematics by Kashyap and Chirag Trivedi



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Programme :FYBBA(IB)

Subject code- 3104

Semester - I

Credit - 4 Subject title - Basics of IT (2022 Pattern)

Course Objectives:

1. To know the basics of Computer
2. To understand Operating System
3. To learn to use the applications of MS-Office
4. To know the basics of Networking
5. To understand the concept of Internet

Course Outcome:

On completion of this course, students will be able to CO1 Understand the basic terminology in IT.

CO2 Classify the types of Software.

CO3 Solve problems on number systems.

CO4 Analyse concepts of Internet, Intranet, Extranet and its services.

CO5 Use Application Software.

CO6 Explore new trends in ICT.

Syllabus:

Unit No	Topic	No. of lectures
	Introduction to Computer Definition, Characteristics of Computer, Block Diagram of Computer Types of Computer Data Organization Drives, Directory, File Memory Primary Memory RAM, DRAM, SRAM, DDRAM ROM, PROM, EPROM, EEPROM, Secondary Memory, Magnetic Tape, Magnetic Disc, Input Output Devices - Keyboard, Scanner- Types, Touch Screen, Digitizer, Types of Output Devices - Printer-types, Plotter, Monitor- Types(LCD, LED, Plasma display), Types of Programming Language, Machine Language, Assembly Language, High Level Language, Compiler and Interpreter	15
2	Number System Introduction to Binary, Octal, Hexadecimal System, Conversion to different systems, Simple Addition, Subtraction, Multiplication, Division	15
3	Software Types of software -System software, Application Software, Definition and functions of Operating System, Types of Operating System- Batch Operating System, Multiprogramming Operating System, Time Sharing Operating System, RealTime Operating System,	10



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	Introduction to Android, MS-Word, Ms-Excel, Ms-PowerPoint	
4	Introduction to Networking Definition of Communication, Types of Communication - Simplex, Half Duplex, Duplex, Types of Network - Wired Network, Wireless Network, Types of Cables in wired network, Wireless network - Microwave, Satellite network, LAN, MAN, WAN, Types of Topology, Networking Components - Router, Bridge, Hub, Switch, Repeater, Gateway	10
5	Internet, Intranet, Extranet Introduction to Internet, Internet Protocols, Advantages and Disadvantages of Internet, Internet Services - Bill Payment, Ticket Reservation, Share trading, Information search, Entertainment, Ebooks, Internet Service Provider (ISP), Concept of Domain and	10
	Website, Definition and Component of Intranet, Advantages and Disadvantages of Intranet, Virtual Private Network, Definition and Application of Extranet, Advantages and Disadvantages of Extranet, Difference between Intranet and Extranet	
	Total	60

Teaching Methodology 3 Lecture, Presentation, Lab activity

Suggested Reading Material 3

- 1) Fundamental of Computers - V.Rajaraman
- 2) Introduction to Computers - Peter Norton (The McGraw Hill Companies)
- 3) Operating System Principles - Silberschatz, Galvin, Gagne (Willey & Sons)
- 4) Complete Guide to Networking - Peter Norton (Techmedia Publication)
- 5) Programming Android - Mednieks, Dornin, Meike, Masumi Nakamura (O'Reilly Publication)
- 6) Hello Android - Ed Burnette
- 7) The Complete Android Guide - Kevin Purdy
- 8) Computer Fundamentals - P.K. Sinha



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Programme- F.Y.BBA(IB)

Subject code- 3105

Semester - I

Credit 3 4

Subject title - Business Accounting (Pattern 2022)

Course Objectives-

1. To enable students to understand various basic concepts and accounting environment
2. To enable students to understand accounting cycle, recording of business transaction and understand how to calculate profit or loss of the enterprise
3. To understand how to depreciate the fixed asset.
4. To acquaint students about the computerised accounting environment.

Course Outcomes-

On completion of this course, students will be able to basics of book keeping and accountancy.

CO1 Understand the

CO2 Record business transactions using basic concepts.

CO3 Prepare Final Accounts of a sole proprietor.

CO4 Acquaint with accounting software.

CO5 Examine methods of depreciation in financial statements.

CO6 Explore Indian and

International accounting standards.

Syllabus:

UNIT NO.	TOPICS	NO. OF LECTURES
1	Overview Of Business Accounting: Introduction, Book-keeping and Accountancy, Development of Accounting Methods, system, concepts and conventions, principles of Accounting and Indian GAAP	3
2	Recording of business Transactions in primary and secondary book Accounting Documents, Accounting process, Classification of Accounts, Golden Rules of Accounting, Application of Rules in Deciding Debit and Credit, Examples Journal: Meaning, features, Advantages and limitations, casting, steps, Illustrations Subsidiary books (including cash book): meaning, need, types of subsidiary book, illustration Ledger: Meaning, format, posting, Balancing of Accounts	18
3	Preparing of accounting statements Trial Balance: Introduction, meaning, purpose, preparation of Trial balance, Illustration Final Account of Sole proprietor: Introduction, Trading A/C, Profit & Loss A/C, Balance sheet, Accounting Treatment of Adjustments in Final Account	14
4	Computerized Accounting Environment Accounting Software, importance of accounting software, Tally, Features of Tally	2
5	Bills of exchange Introduction, Meaning of bills of exchange, Features, Advantages, Parties, Acceptance, Types of Bills of exchange, Bills receivable, Bills payable, honour and dishonour of bill, endorsement, discounting, collection, retirement, renewal, format of bill, cases	8



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6	Depreciation Methods of charging depreciation - Written Down Value, Straight line method, production method, Block method, Illustrations	11
7	Accounting environment Indian Accounting Standard AS-1, AS2, AS 6, International Accounting Standard (meaning, objective) IFRS (meaning, objective)	4
	Total	60

Teaching Methodology/Pedagogy- Lecture method, Problem solving, Case study method

Suggested Reference Material-

1. Accountingcoach.com
2. Maharashtra state board XI std book
3. Romancing with balance sheet by Dr. Anil Lamba



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Programme :FYBBA(IB)

Subject code- 3106

Semester 3 I

Credits: 4

Subject title 3 Commercial Geography (2022 Pattern)

Course Objectives-

1. To study the basics of Commercial Geography relationship between business, population and geographical issues.

2.To understand the

Course Outcomes-

On completion of this course, students will be able to-

CO1 Understand the relationship between business and geography.

CO2 Classify various manufacturing industries.

CO3 Explain population as a resource for business.

CO4 Illustrate the importance of services.

CO5 Develop understanding of the usage of transportation & telecommunication in real world.

CO6 Analyse the different business strategies used by businesses with case studies.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to commercial Geography	10
	1.1 Meaning of commercial Geography	
	1.2 Definition of commercial Geography	
	1.3 Nature of commercial Geography	
	1.4 Scope of commercial Geography	
	1.5 Importance of commercial Geography	
2	Introduction to Agri-business	10
	2.1 Geographical factors affecting agriculture	
	2.2 Major types of Farming	

1

	2.3 Industrial Crops 2.4 Food Processing Units 2.5 Agri- Marketing	
3	Manufacturing Industries	
	3.1 Classification of industries 3.2 Factors affecting location of industries 3.3 Iron steel, automobile, engineering, textile and chemical	8
4	Cities as Service Centre	12
	4.1 Rural-Urban Settlements	
	4.2 Siting Factors	
	4.3 Urban morphology	
	4.4 commercial activities in the cities	
	4.5 comparative urban structures	
	4.6 north America	
	4.7 Latin America	
	4.8 African and middle East countries European countries	
	4.9 Japanese, Russian structures	
4.10 Indian cities		
5	Population as a resource	10
	5.1 Population distribution and density	
	5.2 Literacy rates	
	5.3 Age sex pyramids	
	5.4 Human development Index	



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	5.5 Urban and Rural population		
6	Transportation & telecommunication		10
	6.1 Patterns and factors affecting Air, Water, Road, Pipeline transportation,		
	6.2 Development of telecommunication		
	6.3 International trade		
	6.4 Factors responsible for international trade		
	6.5 Patterns of world trade		
	TOTAL		60

Teaching Methodology/ Pedagogy 3 Lecture method, Case studies, Presentations, Videos, Map Reading

Suggested Reference Material 3

1. Human and Economic Geography: Leong and Morgan
2. Economic Geography Truman H Hartshorn And John Alexander
3. India : Comprehensive Geography: Dr.D.R. Khullar
4. Indian Economy: Mishra and Puri
5. India by Gopal Singh
6. Geography of international trade: Thomas R S and Conkling E C Prentice Hall
7. Economic and commercial geography of India : T C Sharma and O Coutinho
8. Census of India official website: censusindia.gov.in



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Programme :FYBBA(IB)

Subject code- 3201

Semester - II

Credit 3 4

Subject title- Introduction to cost accounting (Pattern 2022)

Course Objectives-

1. To facilitate the students for learning cost concepts, elements and preparation of cost sheet.
2. To understand methods and techniques of cost Accounting to ascertain and control the cost.
3. To understand Recent trends in cost accounting.

Course Outcomes-

On completion of this course, students will be able to concepts of cost accounting.

CO1 Understand various

CO2 Prepare cost statements and cost reports. inventory management using Tally.

CO3 Solve problems on

CO4 Compute labour and overhead costs.

CO5 Explore concept of Marginal Costing.

CO6 Ascertain cost of products.

Syllabus:

UNIT NO.	TOPICS	NO. OF LECTURES
1	Overview of cost accounting: Concept of Cost, Costing, Cost Accounting & Cost Accountancy, origin, limitations of financial accounting, objective of cost Accounting Advantages, limitations, differences between cost and financial accounting, cost unit, cost center	4
2	Elements of Cost Direct cost and indirect Cost, Material, Labour, Expenses	4
3	Preparation of cost sheet Classification of Cost, Types of Cost Division of Cost, Cost sheet items to be included and excluded from Cost, Types Preparation of Cost Sheet	8
4	Introduction to Material Management Concept of Inventory, Inventory Management, types, Methods of inventory Valuation, Fixation of Inventory, Inventory Control Techniques Tally With Inventory: creation of company with inventory, create godown, stock items, level of inventory, Inventory vouchers, stock Journals, features(F11), configuration(F12)	14
5	Overheads Meaning, definition, classification of overheads	5
6	Labour Cost Meaning, Introduction, Records and methods of remuneration, incentive plans Time keeping, Book keeping, Time wage, piece rate system	10
7	Marginal Costing Meaning and concepts- Fixed cost, Variable costs, Contribution, Profit-volume Ratio, BreakEven Point & Margin of Safety. Cost-profit-volume analysis Application of marginal costing technique Make or buy, Limiting factors	15
	Total	60

Teaching Methodology/Pedagogy-

Lecture method, Problem solving, Case study method

Suggested Reference Material

1. Videos: Marginal costing CD by Dr. Anil lamba
2. Cost Management - strategies for business Decisions, by Ronald Hilton, Michael Maher, Irin Mc-Grow hill
3. Accounting for Management, 3/e, S N Maheshwari, Sharad K Maheshwari & Suneel K Maheshwari; Vikas Publishing
4. Cost Accounting: A Managerial Emphasis, 13/e, Pearson, Charles H.Horngren, Shrikant M.Datar, Foster, Rajan, Ittner.



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Programme :FYBBA(IB)

Subject code- 3202 Semester - II Credit - 3

Subject title - Macro Economics Analysis (2022 Pattern)

Course Objectives:

1. To study the behaviour of the economy as a whole
2. To develop an analytical framework to understand the inter linkages among the crucial macroeconomic variables.
- 3 To apply economic reasoning to macroeconomic policy.

Course Outcomes:

On completion of this course, students will be able to - CO1 Understand the concepts of National Income.

CO2 Solve problems on National Income.

CO3 Ascertain the value of money.

CO4 Analyse Keynesian Economics.

CO5 Evaluate the phases of a trade cycle.

CO6 Depict Macro Economic concepts through presentations.

Unit No.	Topics	No. of lectures
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Syllabus:

1	Introduction	5
1.1	Meaning, Definition, Nature, Scope, Importance and Limitations of Macro	
1.2	Differences between Micro and Macro	
2	Money and Value of Money	5
2.1	Definition and Functions of Money	
2.2	Money Supply Measures in India	
2.3	Credit Creation by Commercial Banks	
3	National Income Accounting	10
3.1	National Income concepts- Real and Nominal	
3.2	Methods of measuring national income in India	
3.3	Difficulties in calculating national income	
4	Theories Of Income and Employment	10
4.1	Say's Law of Market	
4.2	Keynes' Theory of Income and Employment	
4.2.1	Keynes' Psychological Law of Consumption	



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4.2.2	Consumption and savings Function	
4.3	Investment Function, Autonomous and induced investments	
4.3.1	Investment Multiplier and Foreign Trade multiplier	
4.4	IS-LM analysis	
5	Trade cycles	15
5.1	Nature, Characteristics and Phases of a trade cycle	
	Inflation - Meaning, types, CPI, WPI	
5.2	Deflation	
5.3	Monetary and Fiscal policies in India	
5.4	Supply-side economics: Concepts	
	Total	45

Teaching Methodology 3 Lecture method and diagrammatic representation, Numericals, Caselets, Presentations

Suggested Reference Material 3

1. Edward Shapiro - Macro Economic Analysis, Harcourt, Brace and World.
2. Suraj B.Gupta- Monetary Economics, Institutions, Theory and Policy, published by S. Chand Group
3. Frederic S. Mishkin- The Economics of Money, Banking and Financial Markets, Tenth Edition, Pearson Publication.
4. Dr.H.L. Ahuja 3*Macroeconomics* Theory & Policy, S. Chand Publication's
5. N. Gregory Mankiw - Macroeconomics, Macmillan International higher education.
6. D.N. Dwivedi 3 Macroeconomics Theory and Policy, McGraw Hill Companies.



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Programme :FYBBA(IB)

Subject code- 3203

Semester II

Credit - 3

Subject title - Elements of Human Resource Management (Pattern 2022)

Course Objectives:

1. To make students aware of fundamentals of Human Resource management
2. To understand and explain the mechanism of Human Resource Department

Course Outcomes:

On completion of this course, students will be able to-

CO1 Understand HRM concepts to improve managerial effectiveness.

CO2 Distinguish between recruitment and selection.
training & development and performance appraisal.
Contingent work force.

CO5 Summarise different tools like Kaizen, Quality Circles, TQM.
of HRM to solve case studies.

CO3 Discuss the need for

CO4 Examine recent trends like Re-engineering,

CO6 Use the concepts

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to Human Resource Management	5
	Introduction to HRM : Meaning, Scope	
	Personnel Management and HRM	
	Role of HR Manager, Challenges of HRM	
2	Procurement of HR	10
	Concept of Manpower Planning, Objectives, Importance	
	Recruitment and Selection, Sources of Recruitment, Process of Selection, Induction	
Concept of Career Planning, Succession Planning, Separation Management		
3	Training and Development	10
	Training and Development, Need, Systematic approach to Training, Methods of Training, Evaluation of Training	
4	Performance Appraisal and Compensation Management	12
	Concept, Objectives, Methods of Performance Appraisal, Ethics of appraisal. Compensation Management (Wage and Salary administration) Benefits, Factors determining levels of remuneration	
5	Tools to improve managerial effectiveness and Trends in HRM	8
	Kaizen, Quality Circle, TQM, Employee Safety Programme, Employee involvement	
	Diversity and Inclusion, Employee Wellness, Work Life balance, Outsourcing, Cross Cultural Management	
	TOTAL	45

Teaching Methodology 3 Lecture method, Guest lecture by industry experts, case study

Suggested Reference Material 3

1. Human Resource Management By Aswathappa
2. Managing Human Resources By Arun Monappa
3. Human Resource Management By Garvy Dessler
4. Human Resource Management By Mirza and Saiyadin



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Programme :FYBBA(IB)

Subject code - 3204

Semester - II

Credit 3 3

Subject title 3 Personality Development (Pattern 2022)

Course Objectives:

1. To familiarize students with the basic concepts and origin of the term Personality.
2. To build confidence and self-esteem in students.
3. To sharpen communication skills of students.
4. To polish and inculcate good manners and etiquettes in students.
5. To help students in becoming value adding and contributing members of society.

Course outcomes:

On completion of this course, students will be able to

CO1 Understand the

basic concepts of Personality.

CO2 Examine different theories of Personality.

CO3 Develop interpersonal skills through Team Building exercises.

CO4 Ascertain self-worth through self- reflection exercises.

CO5 Overcome personal limitations and complexes.

CO6 Respect diversity at workplace.

Syllabus 3

Unit No.	Topics	No. of Lectures
1	Personality	8
1.1	History & Origin of the term Personality	
1.2	Definitions & Meaning	
1.3	Determinants of Personality	
1.4	Theories of Personality	
2	The Concept of Self	8
2.1	Self- Meaning	
2.2	Self Esteem & Ego	
2.3	Perception	
2.4	Introspection	
2.5	SWOT analysis of the Self	
3	Personality Development Factors	6
3.1	Attitude	
3.2	Motivation	
3.3	Success	
3.4	Failure	
4	Paradigms for Excellence	10
4.1	Be Proactive	
4.2	Begin with the End in Mind	
4.3	Put First Things First	
4.4	Think Win-Win	
4.5	Seek First to Understand and then to be understood	
4.6	Synergize	
4.7	Sharpen the Saw	



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5	Corporate communication & Essential Soft Skills	8
5.1	Effective communication	
5.2	Employee communication	
5.3	PR communication	
5.4	Crises Communication	
5.5	Listening Skills	
5.6	Manners & Etiquettes	
5.7	Appropriate Dressing	
		5
6	Soul Sustenance	
6.1	Team Building	
6.2	Fostering Humanistic Leaders	
6.3	Respecting Diversity	
6.4	Environment consciousness	
6.5	Meditation	
	(Case Studies, Experiential Learning, Motivational Speeches)	
	Total	45

Teaching Methodology 3

Ice-breaking Session, Self-Affirmation Exercises, Introspection, Johari window, Storytelling, Movie, Team Building Exercises, Public Speaking, Group Discussion, Dumb Charades, Chinese Whispers, Guest lecture, Activity for a Social/ Environmental cause.

Suggested Reference Material 3

1. Personality Development by Hurlock
2. You Can Win by Shiv Khera
3. The 7 Habits of Highly Effective People by Stephen Covey
4. Basic Business Communication by Lesiker Flatley
5. Winning with People by John C. Maxwell
6. Everyday Greatness by Stephen R. Covey
7. You Can Heal Your Life by Louis Hay



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Programme :FYBBA(IB)

Subject code- 3205 Semester - II Credit - 3

Subject title - Principles of Finance (2022 Pattern)

Course Objectives:

1. To understand basic concept of finance
2. To pinpoint role of a finance manager in business world
3. To impart knowledge regarding the current trends in Financial markets 4. To provide an understanding about the financial calculations and its uses

Course Outcomes:

On completion of this course, students will be able to the basic concepts of Finance

CO1 Understand

CO2 Comprehend role of Finance Manager.

CO3 Solve problems related to capital structure.

CO4 Analyse cost of capital for funds raised.

CO5 Learn importance of financial planning.

CO6 Examine profitable capital composition.

Syllabus:

Unit No.	Topics	No. of Lectures
1	Introduction to Finance	7
	Concept, nature, scope and definition of finance	
	Financial Management - Meaning,	
	organizational framework, Evolution,	
	Scope, Objectives, Functions and	
	Changing role of a Finance Manager.	
	(Reasons of change and its importance)	
	Introduction to Ethics in Finance	
2	Sources Of Finance	7
	Owned and Borrowed sources of Finance	
	External and Internal sources of Finance	
	Advantages, Limitations and types of	
	Equity shares, Preference Shares, Debentures	
	Public deposits, Reserves, Bonus issue and	
	Mini Bonus issue	
3	Capital Structure and Capitalization	12
	Meaning and factors affecting Capital Structure	
	Concept of Cost of Capital and Cost of raising	
	Funds	
	Difference in Interest and Dividend	
	Calculation of EPS and Market Price of the Share	
	Concept of Capitalisation	



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	Over and Under Capitalisation	
4	Short Term and Long Term Financial Planning	15
	Meaning and steps in Planning	
	Working Capital Management	
	Computation of Working Capital	
	Concept of Capital Budgeting	
	Concept of Leverages	
5	Recent trends in Finance	4
	Venture Capital, Angle Finance, Crowd Funding	
	Stock Markets of India	
	Mutual Funds	
	Leasing	
	Total	45

Teaching Methodology 3 Lecture, Practical illustrations , Case study, PPT

Suggested Reference Material 3

Financial Management By -- S. N. Maheshwari

Financial Management By -- Satish Inamdar

Financial Management By -- Ravi Kishore

Financial Management By -- R. P. Rustagi



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Programme :FYBBA(IB)

Subject code- 3206

Semester - II

Credit 33

Subject title 3 Global Business Environment (Pattern 2022)

Course Objectives:

1. to study the basic concepts of environment and business environment
2. to understand the relationship between PESTEL issues and Business organizations
3. To develop the insight regarding risk in various environment
4. To know the Global Environmental Challenges in doing business

Course Outcomes:

On completion of this course, students will be able to:

CO1 Understand concepts of Global Business Environment

CO2 Explore demographic and socio-cultural factors affecting business environment

CO3 Understand concept of capital flows

CO4 Comprehend political and legal factors on business

CO5 Analyze technological impact on Global Business Environment

CO6 Evaluate business environment in different economic systems

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to Global business environment concept, meaning and definitions of environment nature and scope of business environment importance of environmental studies to business	8
2	Demographic and Sociocultural environment Demographic environment concepts of society: Social groups and subgroups Changing value system Introduction to Multicultural approach management of cultural diversity Interaction between social systems and business	12
3	Economic and Financial environment economic factors affecting business adapting foreign economic environment in the internationalization process Global Investments	10
4	Political and legal environment concepts of political environment home country perspective host country perspective Legal Framework of Global Trade	8
5	Physical and technological environment physical environment: concept and components Ecological Issues technological environment Technology Transfer environmental analysis PESTLE and SWOC	7
	Total	45

Teaching Methodology 3 Lecture method, Case studies, Presentations, videos, Map Reading

Suggested Reference Material 3

1. Global Business Environment Meeting the Challenges -Janet Morison Palgrave 2016
2. Essentials of Business Environment Text Cases and Exercises K Aswathappa Himalaya Publishing House
3. International Business P Subba Rao Himalaya Publication



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Programme : SYBBA (IB)

Subject code- 3301

Semester - 3

Credit - 3

Subject title- International Economics (Revised 2017 Pattern)

Course Objectives:

- 1.To provide a comprehensive understanding of the concepts of international economics.
- 2.To develop theoretical tools to understand current international issues and their impact on business.

Course Outcomes:

On completion of this course, students will be able to

concepts of international economics.	CO1 Understand basic
CO2 Compare different Terms of Trade theories.	CO3 Analyse trade
CO4 Comprehend gains from trade- monetary and non-monetary importance of International regulatory and financial institutions. CO6 Explore the Balance of Payments of India	CO5 Understand

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to International Economics	10
1.1	Inter-regional and International trade	
1.2	Trade theories- Mercantilism, Absolute Advantage, Trade as an engine of growth, Comparative Advantage, Heckscher Ohlin, Economies of Scale and International Trade	
2	Gains from Trade and Terms of Trade.	10
2.1	Static and dynamic Gains from trade	
2.2	Potential and actual gains from trade, factors affecting gains from trade.	
2.3	Concepts of terms of trade and factors affecting terms of trade	
3	Trade Policies	8
3.1	Free trade policy- case for and against	
3.2	Protectionist policy-case for and against	
3.3	India's foreign trade policy 2015-2020	
4	Balance of Trade and Balance of Payment	12
4.1	Components, causes of disequilibrium and its correction,	
4.2	Convertibility 3 Partial and Full on current and capital account. Tarapore Committee I and II	
5	Financial and Trade Regulatory bodies	5
	IMF, World Bank Group and WTO-Evolution, Objectives, functions	
	Total	45

Teaching Methodology 3 Lecture Method, Caselets, Videos

Suggested Reference Material 3

1. Francis Cherunilam, International Economics, Tata McGraw Hill
2. Salvatore Dominick, International Economics, Wiley India.
3. Sodersten Bo and Geoffrey Reed, International Economics, Red Globe Press London.
4. Dr. D. M. Mithani, International Economics, Himalaya Publishing House.
5. P K Vasudeva, World Trade Organization Implications for the Indian Economy, Pearson.
6. Raj Kumar, International Economics, Excel Books India, 2008

Websites: www.wto.org

www.imf.org



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Programme : SYBBA (IB)

Subject code 3 3302

Semester : III

Credit 3 4

Subject title 3 Fundamentals of Marketing (Revised 2017 pattern)

Course Objectives:

1. To familiarise students with the basic concepts of Marketing.
2. To make students understand the evolution, scope, and importance of the subject.
3. To develop essential skills necessary for Marketing.
4. To provide an academic platform to make students employable in the field of Marketing.
5. To develop entrepreneurial abilities in students.
6. To develop a mindset of research in students.

Course outcomes:

On completion of this course, students will be able to

CO1 Understand the concepts of Marketing.

CO2 Explore factors affecting marketing environment.
various Marketing Strategies.

CO4 Explain marketing situations through case studies.

CO5 Inculcate ethical marketing practices.

CO6 Support social and environmental causes through on-campus marketing activities.

CO3 Comprehend

Syllabus 3

Unit No.	Topics	No. of Lectures
1	Marketing & its Environment	6
1.1	The Concept of Market & Marketing	
1.2	Evolution of the Marketing Concept	
1.3	Scanning the Marketing Environment	
1.4	Marketing Planning Process	
1.5	Marketing Strategies	
2	Segmenting, Targeting and Positioning (STP)	8
2.1	Market Segmentation Levels	
2.2	Targeting Strategies	
2.3	Segmentation Variables	
3	Marketing Mix (Part-I)	8
3.1	Meaning and Significance of Marketing Mix	
3.2	Product Mix	
	Meaning-Goods, Services, Ideas	
	Characteristics and Types	
	Product Life Cycle	
	Branding, Packaging and Labelling	
3.3	Price Mix	
	Meaning and Importance	
	Factors influencing Pricing	
	Pricing Techniques	
4	Marketing Mix (Part-II)	6
4.1	Place Mix - Meaning and concept	
	Channels of Distribution-Levels	
	Types of Intermediaries	
	Distribution Strategies	
4.2	Promotion Mix 3 Meaning	
	Elements of the Promotion Mix	



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	* Advertising	
	* Sales Promotion	
	*Events & Experiences	
	*Publicity &Public Relations	
	* Personal Selling	
	* Word of Mouth	
5	Marketing Information System	6
5.1	Meaning and Importance	
5.2	Components	
	* Internal Company Records	
	* Marketing Intelligence	
	*Marketing Research	
	(WEB VISITS & On-line Surveys)	
6	Value Driven Marketing	6
6.1	The Pyramid of Corporate Social Responsibility	
6.2	Ethical Issues in Marketing	
6.3	Marketing Citizenship	
7	Marketing for Sustainability	5
7.1	Green Marketing	
7.2	Rural Marketing	
7.3	Experiential Marketing	
7.4	Digital Marketing	
	Total	45

Teaching Methodology 3

Activities for 1 Credit

- " Quizzes/Games on key concepts like Branding,
- " Presentation and Discussions on Marketing Strategies.
- " Games on Pricing, Branding
- " Critical Thinking Exercises based on Chapter based case-studies.
- " Internet exercises: Visiting a website and getting information for assignments. " Visit to traditional formats of Retailing- like Haats, Maandis, Melas, exhibitions " Green marketing initiatives- Hanuman Tekadi Green & Clean Drive.

Suggested Reference Material 3

1. Marketing Management by Philip Kotler
2. Marketing Concepts & Strategies by Pride and Ferrell
3. Marketing management: Analysis, Planning, Implementation and control by Phillip Kotler - Prentice Hall publication Co., New Delhi
4. Fundamentals of Marketing by Williams J Stanton, Etzel, Walker - Mcgraw Hill Publication



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Programme : SYBBA (IB)

Subject code- 3303

Semester - III

Credits: 3

Subject title 3 Production & Operations Management (Revised 2017 Pattern)

Course Objectives-

1. To understand operation management.
2. To get an overall idea about manufacturing sector.
3. Explain importance of limited resources available for business and effective utilization of the same.
4. To understand value of timely delivery of material and product from supplies to the customers.

Course Outcomes-

On completion of this course, students will be able to-

- CO1 Understand concepts of Production & Operations Management.
- CO2 Identify various techniques used in Production & Operations Management.
- CO3 Understand importance of plant location and layout.
- CO4 Explain importance of product design.
- CO5 Comprehend importance of quality control.
- CO6 Explore relevant trends in Productions and Operations Management.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to Operation Management	9
	1.1 Definition. Evolution from production to operation management.	
	1.2 Operation Management as a system perspective	
	1.3 Functions of Operation management	
	1.4 Types of production systems	
	1.5 Plant location and layout	
2	1.6 Introduction to Quality	9
	New Product design and introduction in Market	
	2.1 Definition and Importance	
	2.2 Factors affecting product design	
	2.3 Standardization	
	2.4 Stages in developing the new product	
3	Production Planning and Control	9
	3.1 Role of PPC department in organization	
	3.1. Functions and Importance of PPC department	
	3.2. Process of Planning. Preparing Master Production Schedule. Time bucket	
	3.3. Order preparation and routing and Dispatching. Feedback.	
	3.4 Concept of Outsourcing	
4	Maintenance	6
	4.1 Types of maintenance	
	4.2 Total Productive Maintenance	
	4.3 Concept of calibration	
5	Work study, Time study and Method study	9
	5.1 Concept, scope and application of work study.	
	5.2 Time study by stop watch. Types of allowances. Introduction to PMTS system	
	5.3 Principles of motion economy	
	5.4 SIMO charts	
	5.5 Introduction to Productivity	
6	5.6 Introduction to ISO 9000, ISO 14000, Quality circle and Kaizen	3
	Ergonomics	



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	6.1. Definition and Importance 6.2 Effect of Light, sound and heat on performance 6.3. Safe practices of handling different types of materials 6.4. Safety on Shop floor		
	TOTAL		45

Teaching Methodology/ Pedagogy 3 Discussion, PPT, Video, Case Study

Suggested Reference Material 3

1. Operation Management - Chary
2. Production and Operation Management 3 Bedi
3. Production and Operation Management 3 Dr.C.N. Rawal



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Programme : SYBBA (IB)

Subject code- 3304

Semester : III

Credit - 4

Subject title 3 Management Accounting (Revised 2017 Pattern)

Course Objectives:

1. To understand the basic concept of Management Accounting
2. To understand the basic difference in Management accounting, Financial Accounting and Cost Accounting.
3. To learn the concept of analysis
4. To understand the concept of working capital and receivables management.

Course Outcomes 3

On completion of this course, students will be able to
CO1 Understand various tools used for analysis of financial statements.

CO2 Calculate Financial ratios

CO3 Prepare comparative and common size statements.

CO4 Analyse financial information.

CO5 Interpret the outcomes of 8 financial statement analyses⁹.

CO6 Assess the quality of analysis and interpretation.

Syllabus:

Unit No.	Topics	No. of Lectures
1	Introduction to the concept of management accounting Meaning, definition, concept, uses, advantages and limitation tools and techniques difference between Management accounting and financial accounting & Management accounting and cost accounting	4
2	Introduction to the concept of analysis Meaning, Need, Tools and Techniques with special reference to Ratio analysis and trend analysis	14
3	Types of analysis Common Size, Comparative, Trend analysis Ratio analysis 3 All Types of ratios including Liquidity, Activity, Profitability and Leverage	12
4.	Preparation of Common size, Comparative Statement, Ratio analysis and its interpretations (including preparation of Balance Sheet from given ratio ⁹ s)	18
6	Strategic cost Management Introduction Meaning Trends Transfer pricing Target Cost Bench Marking etc.	12
	Total	60

Teaching Methodology 3 Lecture, Practical problem Solving

Suggested Reference Material 3

Management Accounting By M.A.Sahaf

Financial Management By I.M. Pandey

Financial Management By .R.P.Rustagi



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Programme : SYBBA (IB)

Subject code- 3305 [A]

Semester- III

Credits- 4

Subject title- German (Revised 2017 pattern) Course Objectives:

- 1) Students understand basic grammatical patterns.
- 2) Students acquire an active vocabulary of about 3000 words. Their passive vocabulary would have circa 2000 words.
- 3) Students can read, write, understand and speak basic German.
- 4) Students can manage basic communication in German.
- 5) Students understand and appreciate German cultural contexts and values.

Course Outcomes-

On completion of this course, students will be able to - CO1: Understand the basics of German language.

CO2: Comprehend grammatical structures of the language.

CO3: Explore grammatical and vocabulary-based elements.

CO4: Understand basic situational context.

CO5: Manage basic communication in German.

CO6: Apply studied concepts in practice.

Syllabus:

Unit no	Topics	Grammar	No. of lectures
1	Greetings,	Formulating simple sentences,	10
	Introducing self and others, Conversation in a caf�/a canteen, The German alphabet, International words in German	questions, conjugation of verbs in present tense, personal pronouns, the verb 8to be9, 8to have9, etc	
2	Communication in a Language course	Nouns: singular and plural forms, Negation, definite and indefinite Articles	10
3	Cities, Countries and Languages	Past tense of the verb 8to be9, 8to have9, and the regular verbs, Whquestions starting with an interrogative pronoun	10
4	Describing People, Family and Houses	Accusative case, possessive articles in the nominative case. Adjectives	10
5	Appointments	Time, asking questions related to time,	10
		prepositions, verbs with a separable prefix	
	Station 1	Grammar and vocabulary based revision of first 5 topics	10

Teaching Methodology/Pedagogy- Using audio visual mediums, referring to specific structured textbook and workbook and using online exercises related to vocabulary and grammar as and when required

Suggested Reference Material3 Studio D A1 Textbook and Workbook



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Programme : SYBBA (IB)

Subject code- 3305

Semester - III

Credit - 4

Subject title : French (Revised Pattern 2017)

Course Objectives:

To impart

1. Basic general cultural information about France and general information about European Union.
2. Basic geographic information about France.
3. Basic ways of behavior and etiquettes in France.
4. Basic French general and business vocabulary.
5. To understand, express, read and write basic general and business French.

Course Outcome 3

On completion of the course, students will be able to CO 1 Understand some basic facts about France.

CO 2 Relate the spellings to pronunciation.

CO 3 Discuss introduction of Person and Company.

CO 4 Study basic concepts of grammar.

CO 5 Study the vocabulary and phrases of French business atmosphere.

CO 6 Apply the studied concepts in practice.

Syllabus:

Unit no	Functional Competence	Grammar	Vocabulary	Culture	No. of hours
01	General information about France, map of France. Information about European Union. AND Alphabets AND to introduce yourself and others, Greetings, professions, work place, give consent.	Verb Être, s'appeler, indefinite and indefinite articles, adjectives, quel etc., possessive adjectives, prepositions, dans, chez.	Professions, company related vocabulary, family members, countries and nationalities days and months.	Greetings, tu and vous	20
02	To start conversation, to thank, family, habits, express the likings weather, expressing wishes.	Contracted articles, ER verbs, avoir, faire, negations, possessive adjectives, emphatic pronouns, prepositions.	Family members, numbers, tastes, sentences, weather, air travel activities, seasons.	To meet people and to strike a conversation, French companies, topics to avoid or to include in the conversation	20
03	Simple telephone conversation, leave a message, e mail., to give advise, to invite.	Personal pronouns, cause and consequence, time indicators, verbs, question formation.	Numbers, days of the week, leisure, telephonic and internet conversation.	Telephone in France, drafting of professional emails.	20

Teaching Methodology - Map of France and Europe, Lecture, conversation practice, Lecture, repetition, visuals.

Suggested Reference Material 3

- 1) 8 Objectif Express, le monde Professionnel en Français. By Anne-Lyse Dubois, B atrice Tausin, Published by Hachette.
- 2) 9 Le Franais   Grande Vitesse. By B atrice Tausin, Margaret Mitchell, Sandra Truscott. Published by Hachette.



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Programme : SYBBA (IB)

Subject code- 3306

Semester - III

Credit 3 3

Subject title- Business Ethics (Pattern 2017)

Course Objectives-

1. To impart knowledge of the basic concepts of Ethics to the Students.
2. To impart knowledge of various Business Ethics practices.
3. To make the students aware of the importance of Ethics in Society

Course Outcomes-

On completion of this course, students will be able to

CO1 Understand concept of ethics.

CO2 Relate Ethics to various aspects of business.
relevance of business ethics in the economy.

CO4 Explore ethical issues related to environmental protection.
concept of organizational ethics.

CO6 Imbibe personal and professional ethics .

CO3 Comprehend

CO5 Understand the

Syllabus:

Unit No.	Topics	No. of lectures
1	Ethics- Meaning and nature of Ethics	8
	1.1 Meaning of Moral & Ethics 1.2 Importance of Ethics 1.3 Nature of Ethics 1.4 Causes of unethical behavior 1.5 Types of Ethics 1.6 Individual Ethics	
2	Business Ethics	8
	2.1 Importance of ethics in business. 2.2 Types of business Ethics 2.3 Types of ethics according to functions of business 2.4 Relation between Corporate Social Responsibility & Business Ethics. 2.5 Philosophies of ethics of Indian revolutionaries like Shivaji Maharaj, Swami Vivekananda; ethics from mythologies like Ramayana, Mahabharata, Panchatantra etc	
3	Business Ethics in Global Economy.	10
	3.1 Ethics in the context of Global Economy 3.2 Relationship Between Business Ethics & Business Development 3.3 Role of Business Ethics in Building a civilized society.	
4	Ethical issues in Business	10
	4.1 Ethics related to environment protection 4.2 Ethics relating to Consumer protection 4.3 Ethical issues relating to Globalization 4.4 Social responsibility & Business ethics Arguments for and against social responsibility 4.5 Ethics relating to IPR	
5	Organizational Ethics	9
	5.1 Professional ethics. 5.2 Understanding the concept- Organizational Ethics 5.3 Ethical behavior - Ten Commandments of ethical Behavior 5.4 Control & audit of ethical behavior.	
	Total	45

Teaching Methodology/Pedagogy- Discussion, Lecture, Presentations, Case Studies / Case lets

Project on Ethics (field work)

Suggested Reference Material-

Business Ethics -Prof. Agalgatti,

Business Ethics- Vera Karoli, Thakur Publication



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Programme : SYBBA (IB)

Subject code : 3401

Semester - IV

Credit : 4

Subject title : International Marketing (Revised 2017 pattern)

Course Objectives:

1. To familiarise students with the changing Global Marketing Environment.
2. To create awareness of the modes of entry into International Markets.
3. To study the marketing mix for International Markets.
4. To develop competencies of students to venture abroad.

Course Outcomes:

On completion of this course, students will be able to
concepts of international marketing.

CO1 Understand basic

CO2 Explore international marketing management.

CO3 Understand variables in the international marketing mix.

CO4 Comprehend segmenting, targeting and positioning of global consumers.

CO5 Analyse marketing strategies in international business operations.

CO6 Develop an aptitude

for international marketing research

Syllabus:

Unit No.	Topic	No. of Lectures
1	Introduction	6
1.1	Introduction	
1.2	Present global business scenario	
1.3	Commonly used terminologies.	
1.4	Market information, surveys, analysis.	
2	International marketing planning	8
2.1	Preparing for international marketing	
2.2	Planning phases	
2.3	Deciding target markets and entry modes	
2.4	Problems/hurdles faced in operations	
3	Planning the marketing mix: Product	8
3.1	Product Strategies	
3.2	Branding programs	
3.3	Segmentation and targeting	
3.4	Packaging and labelling strategies	
4	Planning the marketing mix: Promotion	8
4.1	Sales promotion	
4.2	Advertising, IMC	
4.3	Publicity	
4.4	Direct Marketing	
5	Planning the marketing mix: Price	8
5.1	Factors influencing pricing	
5.2	Questions to be considered	
5.3	Environmental influences on pricing	
5.4	Various pricing methods	
5.5	Various pricing strategies	
6	Planning the marketing mix: Place	7
6.1	Channels of distribution	
6.2	Channels for consumer products	
6.3	Channels for industrial products	
6.4	Channel selection criteria/evaluation	



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6.5	Logistics options, sea, air, road, rail, pipelines (The most viable options in crisis)	
	Total	45

Teaching Methodology 3

For 1 Credit

" Kiosk 3 Marketing Fest with Global Themes.

" Case Studies on International Product Failures and Successes. " Visit (Physical/Virtual) to Companies with Global Outlook.

Suggested Reference Material 3

- 1) International Marketing Management by Varshney & Bhattacharya
- 2) Global Marketing Strategy by Douglas Craig
- 3) Essentials of Export Marketing by S.A. Chunnawaala.



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Programme : SYBBA(IB)

Subject code- 3402

Semester - 4

Credit - 3

Subject title 3 Foreign Exchange Operations (Revised 2017 Pattern)

Course Objectives:

1. To get the feel of the Foreign Exchange Market, rate determination, etc.
2. To introduce with the technical topics like derivatives and dealing room operations.

Course Outcomes:

On completion of this course, students will be able to used in the FOREX market.

CO1 Understand terms

CO2 Comprehend working of Exchange Rates and FOREX markets.

CO3 Explore global Money Market Instruments. FOREX Market.

CO4 Analyse risks in the

CO5 Comprehend various Derivative Instruments.

CO6 Understand role of relevant Regulatory Authorities in India.

Syllabus:

Unit No.	Topics	No. of lectures
1	Foreign Exchange Determination Meaning of Exchange Rates. Fixed, Flexible & Managed Exchange Rates. Purchasing Power Parity Theory	10
2	Foreign Exchange Market & Dealing Room Operations. Spot & Forward Transactions. Exchange Arithmetic on Spot, Forward & cross Rates. Retail & Wholesale Market. Need of Dealing Room Operations & Internal controls	10
3	Swaps/ Forward/ Options/ Futures. Introduction to Derivatives, Arbitrage & Speculations	10
4	Global Money Market. Primary & Secondary Financial Market, Bond Market Modern ways of raising finance in International Market like Rupee denominated Bonds, etc.	8
5	Role of Regulatory bodies in India. Foreign Exchange guidelines & Restrictions from RBI / Commercial Banks / FEDAI, etc.	7
TOTAL		45

Teaching Methodology 3

Lectures and PPT presentation

Suggested Reference Material

C. Jeevanandam,

P.G. Apte Rajwade & Desai

FEMA Circulars,

RBI website,

FEDAI website



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Programme : SYBBA(IB)

Subject code- 3403

Semester- IV

Credits- 3

Subject title- Introduction to Business Law (Revised 2017 Pattern)

Course Objectives-

1. To gain understanding of basic legal terms and concepts used in law pertaining to business
2. To comprehend applicability of legal principles to situations in business by referring to few cases, illustrations
3. To bestow confidence in students to deal with situations involving legal issues in commercial transactions

Course Outcomes-

CO1 Remember definitions of legal terms

CO2 Appreciate the importance of business law

CO3 Comprehend relevant provisions of Indian Contract Act

CO4 Understand relevant provisions of Sale of Goods Act

CO5 Interpret relevant provisions of Consumer Protection Act

CO6 Analyse cases related to Intellectual Property Rights

Syllabus:

Unit No.	Topic	No. of Lectures
1	Indian Contract Act, 1872	9
	1.1 Definition and Concepts of Contract	
	1.2 Kinds of Contract	

	1.3 Capacity of parties	
	1.4 Free consent	
	1.5 Essentials of valid contract	
	1.6 Void Agreements	
	1.7 Performance of Contract	
	1.8 Discharge of contract and remedies	
2	The Sale of Goods Act, 1930	9
	2.1 Introduction to The Sale of Goods Act, 1930	
	2.2 Contract of Sale of Goods	
	2.3 Conditions and Warranties	
	2.4 Doctrine of Caveat Emptor	
	2.5 Transfer of Property	
	2.6 Performance of contract of sale	
	2.7 Rights of unpaid seller	
3	Introduction to Company Law	9



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	3.1 Features of a company 3.2 Types of companies 3.3 Formation of a company 3.4 Memorandum of Association 3.5 Articles of Association 3.6 Prospectus and Statement in lieu of Prospectus 3.7 Shares and Share Capital 3.8 Company Meetings and Board Meetings	
4	The Consumer Protection Act, 1986	9
	4.1 Salient features of the Act 4.2 Definitions- Consumer, Complaint, Services, Defect, Deficiency 4.3 Rights and Reliefs available to consumer 4.4 Procedure to file complaint 4.5 Consumer Dispute Redressal Agencies 3 Composition, Jurisdiction, Power and Functions 4.6 Procedure followed by redressal agencies	
5	Intellectual Property Rights	9
	5.1 Definitions and Conceptual understanding of 3 Patent Trademark Copy Right Industrial Design	
	Total	45

Teaching Methodology/Pedagogy- Lecture, Discussions of various cases 3 illustrations- landmark judgments, Presentations, Moot Court

Suggested Reference Material

Business Law 3 Saroj Kumar

Law of Contract 3 Avtar Singh/ Bangia

Business and Commercial Law 3 Sen and Mitra

Introduction to Mercantile Laws- N D Kapoor

Consumer Protection Act 3 Niraj Kumar/ Bangia/ V K Aggrwal

Business Law 3 G K Kapoor



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Programme : SYBBA(IB)

Subject code- 3404

Semester - IV

Credit - 4

Subject title - Business Statistics (Revised 2017 Pattern)

Course Objectives:

1. To understand the concept of sample, population and frequency distribution.
2. To understand and calculate measures of central tendency.
3. To understand and calculate measures of dispersion.
4. To understand and calculate correlation between two variables and use it in (linear) regression analysis.
5. To predict using concepts of regression analysis, time series and index numbers.
6. To understand the concept of probability and distributions.

Course Outcomes:

On completion of this course, students will be able to statistical tools relevant to decision making in business.

CO1 Describe various

CO2 Demonstrate descriptive statistical analysis of data on EXCEL. components of time series and use them for estimating values.

CO3 Distinguish between

CO4 Forecast using regression analysis.

CO5 Interpret discrete probability distributions and compute their parameters.

CO6 Compute relative change in values of variables using index numbers.

Syllabus:

Unit No.	Topics	No. of Lectures
1.	Population and Sample 1.1 Definition of statistics, scope of statistics in economics, management, sciences and industry.	4
	1.2 Concept of population and sample, types of samples, methods of sampling 3 SRSWR, SRSWOR, stratified and systematic with illustrations	
2.	Frequency distribution 2.1 Raw data, attribute and variable, classification, frequency distribution. 2.2 methods of classification, concepts of class limits, class boundaries, class mark, class width, open end classes 2.3 cumulative frequencies, relative frequencies, problems 2.4 graphs-histogram, frequency polygon, frequency curve, ogives, diagram- pie chart , bars	5
3.	Measures of central tendency and dispersion 3.1 objective and requisites of measures of central tendency, arithmetic mean for grouped and ungrouped data, problems 3.2 median for grouped and ungrouped data, problems 3.3 mode for grouped and ungrouped data, problems 3.4 concept of dispersion, absolute and relative measures of dispersion, range and coefficient of range 3.5 quartile deviation , coefficient of quartile deviation	8



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	3.6 variance , standard deviation and coefficient of variation	
4.	correlation and regression 4.1 concept of correlation, types of correlation , scatter diagram 4.2 Karl Pearson's coefficient of correlation 4.3 Spearman's rank correlation 4.4 concept of regression, regression coefficients and their properties, regression lines, prediction using these lines	8
5.	Time series 5.1 Definition and components of time series	
	5.2 measurement of trend- moving averages, least squares 5.3 introduction to measurements of other components	5
6.	Index Numbers 6.1 definition, price index numbers, price relatives, theory on problems in construction of index numbers 6.2 construction of index numbers-Laspeyre's , Paasche's and Fisher's methods 6.3 consumer price index number, cost of living index number and other commonly used index numbers	8
7.	Probability and distributions 7.1 random experiments, sample space, events, algebra of events, classical definition of probability, application of addition theorem in problems, independence of events, problems 7.2 Random experiment, expected value and variance of a distribution. 7.3 standard distributions 3 discrete uniform, Bernoulli, Binomial 3 examples and problems	22
	Total	60

Teaching Methodology 3

1. Unit 1 to unit 4 will be taught via practical which will be given in the form assignment for evaluation
2. Units 5 , 6 , 7 will be taught via lectures , presentation , discussion , problem solving etc.

Suggested Reference Material 3

1. Fundamentals of statistics by S C Gupta-Sultanchand and sons
2. Business Statistics by N D Vohra-Tata Mcgraw Hill
3. Fundamentals of Mathematical Statistics by V K Kapoor 3 Sultan Chand and Sons
4. Fundamentals of statistics by D N Elhance-kitab mahal
5. Fundamental of statistics by Levin and Rubin



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Programme- SYBBA (IB)

Subject code- 3405 [A]

Semester- IV

Credits- 4

Subject title- German (Revised 2017 Pattern)

Course Objectives:

- 1) Students understand further grammatical patterns.
- 2) Students increase their stock of words.
- 3) Students can read, write, understand and speak German at a slightly more advanced level.
- 4) Students understand and appreciate German cultural contexts and values.
- 5) Students are better acquainted with the German achievements in various fields as this syllabus design believes that business deals are better if you <know= your partner.

Course Outcomes-

On completion of this course, students will be able to - CO1: Remember basic vocabulary and grammar.

CO2: Classify various themes being handled

CO3: Develop an understanding towards the basic level literature

CO4: Analyze grammatical and vocabulary structures of the content CO5: Identify co-relation between the elements of content in reference CO6: Communicate in simple German language.

Syllabus:

Unit no	Topics	Grammar	No. of lectures
1	Giving Directions	Prepositions + Dative	10
2	Professions and Daily Routine	Modal Verbs Possessive articles in accusative case	10
3	Sight-seeing Shopping	Prepositions + Accusative and Dative	10
4	Vacations & Holidays	Perfect tense of regular and irregular verbs	10
5	Culinary Details, Visit to a Restaurant, German Recipes	Comparative and Superlative	10
6	Station 2	Grammar and vocabulary based revision of next 5 topics	10
		total	60

Teaching Methodology/Pedagogy- Using audio visual mediums, referring to specific structured textbook and workbook and using online exercises related to vocabulary and grammar as and when required

Suggested Reference Material 3 Studio D A1 Textbook and Workbook



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Programme : SYBBA(IB)

Subject code- 3405 (B)

Semester - IV

Credit - 4

Subject title 3 French (Revised 2017 Pattern)

Course Objectives:

To impart

1. Further general cultural information about France.
3. Further ways of behavior and etiquettes in France.
4. Further French vocabulary related mainly with commerce and business.
5. To understand, express, read and write next stage more commercial and business French.

Course Outcomes-

On completion of this course, students will be able to -

CO1 Understand basic company hierarchy.

CO2 Explore business etiquettes in France.

CO3 Execute conversational French in different business environment.

CO4 Compare Indian and French Cultural and Business situations.

CO5 Express in different business environment.

CO6 Develop team

building skills through presentations.

Syllabus:

Unit no	Functional Competence	Grammar	Vocabulary	Culture	No. of lectures
1	Revision. To reserve and buy a travel ticket. To deal with situations in and describe a hotel. To	Interrogative pronouns, imperative form, qualificative adjectives, ordinal	Regarding a hotel, train, place, movements, places n parts in a building,	Public transport in France, Types of lodging in France.	20
	understand and tell directions regarding a building and a city. To ask n tell the location of a thing and building. To ask about and to express the wishes. Give instructions. Describe a hotel. Tell the itenary, price, time, modes of transport. Numbers till 1000.	numbers, contracted articles,9il y a', pronoun 8on9, some new verbs.	modes of transport.		
2	Revision. To speak about daily activities, explain the food habits, to give work indications, to ask explanations, sports activities, provenance and destination, meals, appointments, give positive appreciation.	Pronominal verbs, three ways of interrogation , more verbs and prepositions , near future tense, partitive articles, demonstrative adjectives.	Professional partners, professional activities, air travel, meals and dishes, internet.	Meals and food habits in France, invitation at the French people, work timings in France, business meals in France.	20
3	To order a meal in a restaurant, describe a dish/product/lod ging, purchases in a shop and on line buying, to find a	Personal pronouns COD, interrogative pronouns, demonstrative	Restaurant, sale, renting, rooms of a house, clothes, on line shopping.	Food habits and eating habits of the French.	20



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	lodging, to indicate a price, describing an apartment, to speak about a past action.	ve adjectives, interrogative pronouns, comparative and superlative, past tense.			
				Total	60

Teaching Methodology - Map of France and Europe, Lecture, conversation practice, Lecture, repetition, visuals

Suggested Reference Material 3

- 1) 8Objectif Express, le monde Professionel en Fran ais9. By Anne-Lyse Dubois, BØatrice Tausin, Published by Hachette.
- 2) 9Le Français à Grande Vitesse9. By Béatrice Tausin, Margaret Mitchell, Sandra Truscott. Published by Hachette.



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Programme :SY BBA (IB)

Subject code : 3406

Semester - IV

Credit 3 4

Subject title 3 Entrepreneurship Development (Revised 2017 pattern)

Course Objectives:

1. To acquaint the students with the basic aspects of Entrepreneurship and to make the students understand what a prospective entrepreneur must know before embarking on a Business Venture.
2. To help them appreciate the significance of a Project and the formulation of a Business Plan.
3. To make them understand the reasons behind the success of the current startups.
4. To make them aware of the recent trends in Entrepreneurship Development.

Course Outcomes:

- CO1 Understand concepts of Entrepreneurship.
- CO2 Understand stages in Entrepreneurial process.
- CO3 Comprehend Financial Feasibility of new business ideas.
- CO4 Understand importance of Marketing Research.
- CO5 Formulate business plans to launch start-ups.
- CO6 Explore success stories of Indian Entrepreneurs.

Syllabus:

Unit No.	Topics	Hours
1	Concept of Entrepreneurship-Definition, Meaning and Importance in Development of an Economy. Concept of an Entrepreneur- Definition and Meaning Qualities of an Entrepreneur.	8
	Functions of an Entrepreneur Entrepreneurial Competencies Concept of wealth, Innovation ,Intrapreneur,Self-Employment	
2	Global Business Environment An Introduction to International Business and Foreign Direct Investments Idea Generation and Business Opportunity Identification Opportunity Selection, Divergent thinking and Convergent thinking Entrepreneurial Process Need and Importance of Finance Concept of Marketing and Marketing Mix, Swot analysis	10
3	Introduction of a Business plan Meaning and importance Important Contents of a Business Plan Data, Primary and Secondary Data-meaning and Importance in Research Preparing a Questionnaire for a Market Survey	12
4	Concept of Personal Funds, Commercial Banks, Angel Investors and Venture Capital Funding (Meaning and importance) Break even analysis-Meaning and Advantages Ratio Analysis-Need and Importance 3 ratios Gross Profit Ratio, Net Profit Ratio, Return on Investment Ratio	15
5	RECENT TRENDS: Social Concerns in International Business, CSR in MNCs Study of success stories of Indian Start-ups and their founders-(with the help of PPTs and case studies) Flip kart, PayTm, Uber, Alibaba, Amazon	15
Total		60

Teaching Methodology- Presentations, Group Discussions, Case Studies, Visits, Surveys, Interviews Etc.

Suggested Reference Material:

1. Entrepreneurship Development by S.S.Khanka published by .Chand and company Ltd.
2. Dynamics of Entrepreneurial Development and Management by Vasant Desai by Himalaya Publishing House



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Programme : TYBBA(IB)

Subject code- 3501

Semester- V

Credits- 3

Subject title- International Business Law (Revised 2017 pattern)

Course Objectives-

1. Develop awareness relating to international laws affecting international business
2. Develop understanding about international institutions governing international trade.
3. Develop knowledge about the International Dispute Settlement Methods

Course Outcomes-

CO1 Understand the concepts of International Business Law

CO2 Comprehend the role of relevant economic international institutions

CO3 Explore provisions of various international trade laws

CO4 Understand relevant Indian Laws that promote international Business

CO5 Articulate international dispute settlement mechanism

CO6 Analyse case laws pertaining to International Business Law

Law Syllabus:

Unit No.	Topic	No. of Lectures
1	International Law	9
	1.1 International Economic Law - Meaning, Scope, Objects, State Jurisdiction, Basis 1.2 Economic Sovereignty 1.3 PSNR 3 Permanent Sovereignty over Natural Resources	
	1.4 Fundamental Principles of International Economic Law 1.5 Transnational co-operations 3 Rights, Duties, Responsibilities 1.6 CERDS 3 Charter on Economic Rights and Duties of States 1.7 Laws relating to overseas distribution	
2	International Contracts	9
	2.1 UNCTAD 3 United Nations Conference on Trade and Development 2.2 UNCITRAL 3 United Nations Commission on International Trade 2.3 IFC 3 International Finance Corporation 2.4 UNDP 3 United Nations Development Programme 2.5 OECD 3 Organisation for Economic Cooperation and Development	
3	International Trade	9



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	<p>3.1 Unification of Law of International Sale of Goods</p> <p>3.2 Uniform Customs and Practice of Documentary Credits and International Chamber of Commerce</p> <p>3.3 UNCITRAL Model Law for Inter Credits and Guaranties</p> <p>3.4 UNCITRAL Model Law for International Payments</p> <p>3.5 UNCITRAL Model Law of E-Commerce</p> <p>3.6 International Convention Governing Bill of Lading</p> <ul style="list-style-type: none"> - Brussels Convention - UNCITRAL Convention 	
4	International Dispute Settlement Machinery	9
	<p>4.1 WTO 3 Dispute Redressal System</p> <p>4.2 International Court of Justice</p> <p>4.3 World Bank Inspection Panel</p> <p>4.4 ICSID 3 International Clauses for Settlement of Investment Disputes</p> <p>4.5 International Commercial Arbitration and enforcement of foreign awards</p>	
5	Indian Law affecting International Trade	9
	<p>5.1 Foreign Trade (Regulation and Development) Act, 1992</p> <p>5.2 The Customs Act, 1962</p> <p>5.3 Role and Functions of Indian Government Bodies for Promotion of International Trade</p> <p>5.4 Ministry of Commerce</p> <p>5.5 Board of Trade</p> <p>5.6 Commodity Organization</p> <p>5.7 Export Promotion Council</p> <p>5.8 Commodity Boards</p> <p>5.9 Service Institutions</p> <p>5.10 Indian Government Trade Representative Abroad</p>	
	Total	45

Teaching Methodology/Pedagogy- Lecture & Discussions, Presentation, Assignments and Test, Worksheets.

Suggested Reference Material

International Law 3 H. O. Aggrwal

International Economic Law 3 S.R. Myneni

World Trade Organization 3 ICSI

Custom Law Practice and Procedure 3 V.S. Datey Indian Foreign Trade 3

Raj Agrawal www.uncitral.org www.unctad.org www.ifc.org

www.undp.org www.oecd.org www.uncitral.org



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Programme : TYBBA(IB)

Subject code- 3502

Semester - V

Credit - 4

Subject title - Business Communication and Soft Skills (Revised 2017 Pattern)

Course Objectives:

1. To understand the importance of and develop Effective Communication
2. To consciously work towards changing one's personality towards a positive goal-oriented person
3. To understand the Corporate Culture and mould accordingly to be a successful performer.

Course Outcomes:

On completion of this course, students will be able to
CO1 Understand interpersonal skills.
CO2 Enhance oral communication skills confidence.
business (E-mails, Resumes, Letters).
CO4 Cope with stressful situations.
CO5 Use soft skills in business.
CO6 Evaluate self-worth and remove self-doubt.

CO3 Write effectively for

Syllabus:

Unit No.	Topics	No. of lectures
1	Basics of communication	7
	Importance of effective communication Interpersonal communication Verbal and Non-verbal communication Listening Skills	
2	Business communication	8
	Letter Writing Telephonic communication, Videoconferencing, Skype Written communication (email and resume building)	
3	Public speaking skills	8
	Preparing a good speech Commandments of good speaking Effective use of audio-visual aids Presentation skills	
4	Personality Development	8
	Self-awareness and personality development Positive attitude and confidence building Time and stress management Goal setting and Motivation	
5	Soft Skills in Business	7
	Range of Soft Skills Soft skills in service sector Soft skills in Management Team building and leadership skills Dressing and grooming Social networking skills	
6	Corporate Communication	7
	Interview skills (Types) Group Discussion Corporate Grapevine Communication in Crisis	
	total	45

Activity: Understanding Business Communication and Soft skills (1 Credit) The students will complete Library Assignment (Using physical (hard copies) or digital (soft copies) materials) and present a report on the same.
e.g. Cross Cultural Communication, Conflict resolution, Change Management.



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Teaching Methodology 3 Lectures, Guest Lecture, Demonstration and Role play
Case study for Non-Verbal Communication. Assignment for letter writing
Demonstration of Skype, Guest Lecture for Resume writing, Presentations in Class,
Workshop by a professional on Good Presentation Skills, Audio visual clips, SWOT Analysis via games and activities,
Role Plays, Case Studies.

Suggested Reference Material 3

1. Mamta Puri- Effective Communication Skills,
2. Herta Murphy- Effective Business Communication,
3. Sanjay Kumar & Pushpa Lata- Communication Skills, P.D. Chaturvedi- Business Communication Cases and Applications, R.C. Sharma Business Correspondence & Report Writing, Barun Mitra- Personality Development
4. Elizabeth Hurlock- Personality Development,
5. George Mutuale- Personality Development,
6. Dipali Biswas- Enhancing Soft Skills, R K Madhukar- Business Communication.
7. Business Communication for Managers-Payal Mehra, 8. IUP Journal of Soft Skills.



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Programme : TYBBA(IB)

Subject code- 3503

Semester - V

Credit - 3

Subject title 3 International Relations (Revised 2017 Pattern)

Course Objectives:

1. To introduce international relations to undergraduate students
2. To know and understand foreign affairs and global issues within international business system
3. To help students understand the background of international trade in the changing global market.
4. To prepare students for business and employment opportunities at the international level.

Course Outcomes:

CO1 Understand basics of International Relations.

CO2 Comprehend interdisciplinary aspect of the subject.

CO3 Present acquired knowledge of International Relations.

CO4 Explore various Trade Blocks.

CO5 Value different socio - cultural factors.

CO6 Evaluate WTO Agreements.

Syllabus:

Unit No.	Topics	No. of Lectures
1.	Overview of International Relations	8
1.1	Factors affecting International Relations	
1.2	Economic Relations	
1.3	Socio- Cultural Relations	
1.4	Legal Relations	
1.5	Political Relations	
2	Regional Economic Integration and their current practices	10
2.1	Rationale and objectives of integration	
2.2	Levels of integration	
2.3	Trading Blocks : NAFTA, EU, SAARC, ASEAN	
3.	Trade Relations	8
3.1	Instruments of trade policy 3 tariffs, subsidies, quotas	
3.2	Dumping 3 meaning, types, antidumping policies	
4.	Legal Relations	10
4.1	ICJ	
4.2	WTO Agreements 3 GATS, TRIPS, TRIMS	
4.3	UNO	
5	Socio 3Cultural Relations	9
5.1	Culture and workplace	
5.2	Religious and Ethical systems	
5.3	Cases	
	Total	45



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Teaching Methodology 3 Lecture Method, Caselets, Videos, Presentations

Suggested Reference Material 3

1. Myneni S.R, International Relations and Organization.
2. Charles W Hill and Arun Kumar Jain, International Business
3. Francis Cherunilam, International Economics
4. Burton J.W, International Relations A General Theory



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Programme- TYBBA (IB)

Subject code- 3504 [A] Semester- V Credits- 4 Subject title-

German (Revised 2017 Pattern) Course Objectives:

- 1) Students understand further grammatical patterns.
- 2) Students increase their stock of words.
- 3) Students can read, write, understand and speak German at a slightly more advanced level.
- 4) Students understand and appreciate German cultural contexts and values.
- 5) Students are able to survive in German speaking countries on the linguistic front.

Course Outcomes:

On completion of this course, students will be able to - CO1 Enhance understanding of related vocabulary.

CO2 Comprehend advanced grammar structures.

CO3 Write German at an advanced level.

CO4 Speak German at an advanced level.

CO5 Explore factual knowledge of Germany.

CO6 Adapt to multi-cultural environment.

Syllabus:

Unit no	Topics	Grammar	No. of lectures
1	Weather and Clothes	Adjectives in Accusative/Dative Demonstrative Article	12
2	Body and Health	Imperative, Personal pronoun in Accusative, Dative, Genitive More Modal Verbs	12
3	Languages and biographies	Clauses with 8weil9	12
4	Family	Clauses with 8dass9, possessive artikels in dativ & introduction to Genetiv case	12
5	Station 3	Grammar and vocabulary based revision of entire portion	12
		Total	60

Teaching Methodology/Pedagogy- Using audio visual mediums, referring to specific structured textbook and workbook and using online exercises related to vocabulary and grammar as and when required

Suggested Reference Material- Studio D A1 Textbook and Workbook



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Programme : TYBBA (IB)

Subject code- 3504 (B)

Semester - V

Credit - 4

Subject title 3 French (Revised 2017 Pattern) Course Objectives:

To impart

1. Further general cultural information about France.
3. Further ways of behavior and etiquettes in France.
4. Further French vocabulary related mainly with commerce and business.
5. To understand, express, read and write next stage more commercial and business French.

Course outcomes:

On completion of this course, students will be able to - CO 1 Understand basic vocabulary in service sector.

CO 2 Enhance grammatical skills.

CO 3 Execute conversational French in different business environments.

CO 4 Appreciate cultural and behavioral patterns in French business context.

CO 5 Depict as a team international trade aspects of France through presentations.

CO 6 Orient further to talk about business tour.

Syllabus:

Unit no	Functional Competence	Grammar	Vocabulary	Culture	No. of lectures
1	To speak about a company, its activities, past,	Interrogative pronouns, imperative	Cardinal directions, shops and shop	Companies, enterprises	20
	and its organisation, to speak about one's personal and professional qualities, to talk about a product, to tell and to understand the simple process of production with chronology of actions, to understand and to draft simple rules with permissions and prohibitions.	form, qualitative adjectives, ordinal numbers, contracted articles, 'il y a', pronoun 'on', some new verbs. Relative pronouns 'qui' and 'que'. Active and passive voices, some new verbs.	keepers, hygiene, personnel in a company.	in France. The customs, norms and behavioral patterns in French companies.	
2	To understand and draft a simple job application, to draft a simple C.V., technical sectors. To describe a post, professional qualities and skills, to speak about one's professional experience. To speak about work conditions like salary, advantages, leaves.	Nominalisation, Recent Past Tense. 'Il y a, en, depuis, pendant. Habitual Past tense, negative forms. Relative pronoun 'where'. Interrogative composed words. Some new verbs.	Job offer, different parts of CV, technical sector. Motivation letter.	Salaries in France	20
3	To describe the work environment participate in simple discussions and	Pronoun 'y', 'more and more' and 'less and less', continuation in present, negative in	Office furniture, work related simple vocabulary, meetings, registration, outings.	Well being at work.	20



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	actions regarding work environment. To understand and to draft small professional notes. To	past tense, future tense, indirect object pronoun.			
	elaborate a program. To introduce a subject in a meeting, to give instructions, to accept and to give a suggestion. To ask regarding the a plan, project, file and documents.				

Teaching Methodology - Map of France and Europe, Lecture, conversation practice, Lecture, repetition, visuals

Suggested Reference Material 3

- 1) 8Objectif Express, le monde Professionel en Fran ais9. By Anne-Lyse Dubois, BØatrice Tausin, Published by Hachette.
- 2) 9Le Français à Grande Vitesse9. By Béatrice Tausin, Margaret Mitchell, Sandra Truscott. Published by Hachette.



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Programme- TYBBA(IB)

Subject code- 3505

Semester - V

Credits: 4

Subject title 3 International Banking & Finance (Revised 2017 Pattern)

Course Objectives-

1. To know the intricacies of International Finance.
2. To introduce basic concept of lending in emerging markets.

Course Outcomes:

On completion of this course, students will be able to-

- CO1 Understand basics of international banking.
CO2 Comprehend types of exports and imports.
CO3 Understand debt settlement mechanism in international market.
CO4 Comprehend importance of various institutions in international finance.
CO5 Analyse role of institutions financing international trade. CO6 Explore emerging trends in international finance.

Syllabus:

Unit No.	Topics	No. of lectures
1	Nature and Scope of International Finance	15
	1.1 Types of Export & Import	
	1.2 Various ways of creating international relations	
2	Types of International Finance	15
	2.1 International Debt Settlement	
3	Roles of Various Institutions involved in International Finance	

1

	3.1 EXIM Bank 3.2 ECGC 3.3 Overseas Institutional Lenders	15
4	Financing International Trade in Indian context	10
	4.1 International Debt Settlement	
	4.2 ADR/ GDR 4.3 Rupee denominated International Bonds	
5	Emerging Trends in International Finance	5
	5.1 Factoring & Forfaiting 5.2 Euro Currency Market	
	TOTAL	60

Teaching Methodology/ Pedagogy 3 Classroom lectures, PPT presentation
Suggested Reference Material 3

1. A. V. Rajwade
2. H. G. Desai
3. Websites - EXIM, ECGC.



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Programme : T.Y.BBA(IB)

Subject code- 3506

Semester - V

Credit - 3

Subject title 3 **Global Logistics and Supply Chain Management** (Revised 2017 Pattern)

Course Objectives:

1. To understand the importance of SCM in total Business process
2. To understand the importance of strategic sourcing and Inventory
3. Explain the importance of limited sources and effective utilization of the same

Course Outcomes:

On completion of this course, students will be able to - CO1 Understand concepts of Supply Chain and Logistics.

CO2 Comprehend importance of Supply Chain in Business Processes.

CO3 Understand supply chain strategies through case studies.

CO4 Explore role of distribution channels in supply chain management.

CO5 Analyse inventory control techniques.

CO6 Explore current trends in supply chain management.

Unit No.	Topics	No. of lectures
1	Introduction to Supply Chain Management 1.1 Definition. Information flow and Material flow, significance of scm 1.2 scope of scm 1.3 Objectives of scm 1.4 Supply Chain structure, transportation, warehousing, Material handling 1.5 Drivers of supply chain 1.6 Concept of Cash to Cash conversion 1.7 Measures of Scm performance	8
2	Logistics and its role 2.1 functions of logistics 2.2 Inbound, outbound, third party, global and reverse logistics 2.3 Customer service 2.4 Bullwhip effect	8
3	Procurement and strategic sourcing 3.1 Importance of purchasing. Purchasing as a profit centre 3.1. Purchasing cycle 3.2. Vendor developing and vendor rating 3.3. Changing relations with supplier 3.4 Make or Buy decision	8
4	Inventory 4.1 Need of the inventory 4.2 Types of inventory 4.3 Different costs associated with inventory, Economic order quantity 4.4. ABC and FSN analysis	8
5	Physical Distribution 5.1 Concept, introduction to physical distribution 5.2 Total distribution cost 5.3 Participants of distribution channel, channel design 5.4 Types of distribution channels	8



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	5.5. Unconventional channels. Vertical and Horizontal marketing channels	
	Current trends in Supply Chain Management	
6	6.1. Role of technology in scm 6.2 Bar coding, EDI, GPS, RFID in scm 6.3 Auction and Reverse auction 6.4 Green Supply Chain Management	5

Teaching Methodology 3 Power point presentations, Case study, Video

Suggested Reference Material 3

1. Supply Chain Management 3 Mohanty and Deshmukh
2. Logistics and Supply Chain Management 3 Bowersox and closs
3. Operation Management 3 B. Mahadevan



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Programme : TYBBA(IB)

Subject code- 3601

Semester - VI

Credit 3 4

Subject title - Income tax and GST (Revised 2017 Pattern)

Course Objectives:

1. To understand the basic concept of Taxation
2. To understand computation of taxable income under different heads of income
3. To understand computation of total taxable income of an individual
4. To understand the concept of indirect taxes including GST
5. To study basic concepts of GST for Tax Levy
6. To study GST Return Filing, Assessment and Penalties.

Course Outcomes 3

On completion of this course, students will be able to

- CO1 Understand concepts of Income tax and GST.
- CO2 Explore the various heads of income.
- CO3 Calculate deductions under section 80 of Income Tax Act, 1961.
- CO4 Compute income tax liability.
- CO5 Comprehend the concept of indirect taxes.

CO6 Demonstrate the process of filing returns for an individual assessee.

Syllabus -

Unit No.	Topic	No. of Lectures
1	Income Tax Act 1961(Meaning, concepts and definitions) Income, person, Assessee Assessment year, Previous year, Agri-Cultural income, Exempted income, residential status of an assessee	4
2	Computation of Taxable income under the heads of a. Income from salary- Meaning, allowances and tax liability, Perquisites, Deductions from salary (Theory) b. Income from house property- Chargeability, Annual value, Self-occupied and let out property, Deductions (Theory & Problems)	10
3.	Computation of Taxable income under the heads of a. Income from business and profession- Definitions, Concepts, Deductions allowed & disallowed (Theory & Problems) b. Income from other sources- Chargeability, deductions, Amounts not deductible (Theory) c. Income from capital gains- Definitions, Meaning, Short term and Long term capital gains (Theory)	10
4.	Computation of Taxable income of an individual- deductions u/s 80(80ccc to 80u) Income tax calculation, Education cess & practical aspects	10
5.	Introduction to indirect taxation: Meaning of indirect tax, History of Indirect tax, GST- Meaning, Need, Importance, Exclusions (Theory)	8



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6.	Levy and Assessment of Goods and Services Tax : Scope Taxability Tax credit	8
7.	Assessment of GST: Filing return, GST forms, due dates of filing, penalties	10
	Total	60

Teaching Methodology 3 Presentation, Lecture, Examples, Case study

Suggested Reference Material 3

1. Indian income tax act- H C Malhotra
2. Students guide to income tax- Dr Vinod Singhnia / Dr Monica Singhnia
3. Income Tax 3 Practice and Procedure- Prf L.P Wakale
4. Hand book of income tax- T N Manoharam
5. Indian income tax act- Dr Vinod Singhnia
6. GST ready reckoner - V.S. Datey



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Programme : TYBBA(IB)

Subject code- 3602

Semester - VI

Credit - 3

Subject title - Ecommerce (Revised 2017 Pattern)

Course Objectives -

1. To know the concept of Ecommerce
2. To understand the various applications of Ecommerce
3. To understand M-commerce and its use

Course Outcome 3

On completion of this course, students will be able to
CO1 Understand concepts of E-commerce.
CO2 Differentiate types of electronic payment system.
CO3 Understand e-governance and electronic data interchange.
CO4 Comprehend characteristics of mobile commerce.
CO5 Explore types of network.
CO6 Apply security methods to protect electronic transactions.

Syllabus -

Unit No.	Topic	No. of Lectures
1	Introduction to Ecommerce	10
1.1	Definition	
1.2	Main Activities, Goals of Ecommerce	
1.3	Technical Components and Functions of Ecommerce	
1.4	Advantages and Disadvantages of Ecommerce	
1.5	Ecommerce Business Models - B2B, B2C, C2C, C2B, B2G, G2B	
2	Intranet and Extranet	10
2.1	Concept of Domain and Website	
2.2	Definition of Intranet	
2.3	Component of Intranet	
2.4	Advantages and Disadvantages of Intranet	
2.5	Virtual Private Network	
2.6	Definition of Extranet	
2.7	Application of Extranet	
2.8	Advantages and Disadvantages of Extranet	
2.9	Difference between Intranet and Extranet	
3	Electronic Data Interchange (EDI), E-Governance	5
3.1	Introduction to EDI	
3.2	EDI model	
3.3	Cost of EDI	
3.4	Advantages and Disadvantages of EDI	
3.5	Introduction to E-Governance	
3.6	E-governance in India	
4	Electronic Payment System (EPS)	5
4.1	Introduction to EPS	
4.2	Types of Modern Payment System	
4.3	Credit Card system, Smart Card, Micropayment, GIRO, ECash, E-cheque, RTGS, NEFT, Stored Value Card	
5	Mobile Commerce	5



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5.1	Introduction to Mobile Commerce	
5.2	Services of M-commerce	
5.3	Difference between M-commerce and PC based E-commerce	
5.4	Advantages and Disadvantages of Mcommerce	
6	Threats to Information and Security	10
6.1	Threats to Information	
6.2	Virus - Types	
6.3	Hacking	
6.4	Natural Calamity	
6.5	Failure of System	
6.6	Security measures	
6.7	Antivirus	
6.8	Cryptography - Encryption, Decryption	
6.9	Digital Signature	
6.10	Firewall	
6.11	Data Recovery methods Total	45

Teaching Methodology 3 Presentation, Lecture, Examples, Case study

Suggested Reference Material 3

- 1) E-commerce by C.S.V Murthy
- 2) Management Information System - W.S.Jawadekar
- 3) M-commerce by Norman Sadeh - Wiley publication



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Programme - TYBBA (IB)

Subject code - 3603

Semester - VI

Credits : 3

Subject title - Import Export Policy and Procedures (Revised 2017 Pattern)

Course Objectives-

1. To introduce students to the Export & Import Policies
2. To understand the procedures of Import and Export Trade of India
3. To make the students aware of problems of exports and imports trade in the economy

Course Outcomes-

CO1 Understand terminologies associated with Export and Import

CO2 Comprehend export documents

CO3 Understand customs formalities in foreign trade

CO4 Explore international trade practices followed globally

CO5 Comprehend the functioning of government and non-government agencies in Export and Import

CO6 Analyze government schemes that promote Exports.

Syllabus:

Unit No.	Topic	No. of Lectures
1	Essentials of Export and Import Trade Genesis and Trends of International Trade in India Latest Foreign Trade Policy (2015-20), Foreign Trade (Development and Regulation) Act, 1992. (Important provisions)	10
2	Export Procedures: Role of DGFT, Declaration of Exports, Inco Terms, Export Documentation	10
3	Import Procedures Custom Clearance of Cargo, Terms of Trade, Declaration of Imports Import Documentation, Containerization	10
4	Government schemes for Export Promotions Duty Drawback, EPCG, DEPB, etc. Role of ECGC & EXIM Bank	8
5	FEMA Regulations Agencies in Export and Import Trade - Government and Non Government Agencies	7
	Total	45

Teaching Methodology/Pedagogy 3

Lectures, Case Studies, Role Plays and Brainstorming

Suggested Reference Material

1. Singh, R. (2020). *Export and Import Management: Text and Cases* (1st ed.). SAGE Publications Pvt. Ltd
2. Homepage (n.d.). Commerce. <https://commerce.gov.in>



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Programme : TYBBA(IB)

Subject code- 3604

Semester - VI

Credit - 3

Subject title 3 Study of Global Economics (Revised Pattern 2017)

Course Objectives:

1. To introduce students to the globalization process
2. To understand India's position in the Global setting
3. To make the students aware of problems confronted by the Global economy

Course Outcomes:

CO1 Understand drivers of Globalization.

CO2 Explore the role and functions of IMF and World Bank.

CO3 Compare the different market entry modes.

CO4 Understand the challenges faced in Global Human Resource Management.

CO5 Explore trends in FDIs and FIIIs.

CO6 Analyse various global crises.

Syllabus:

Unit No.	Topics	No. of lectures
1	Globalization	10
1.1	Concept, need and drivers of Globalization	
1.2	Globalization benefits	
1.3	The Changing world order- recent developments	
1.4	Global economy 3 emerging challenges, New International Economic order	
2	Study of IMF and World Bank wrt	08
2.1	Global Financial markets	
2.2	Emerging markets- contemporary scenario	
2.3	Aid to developing countries	
3	Emergence of Multinational Corporations	10
3.1	Modes of Entry- Classification	
3.2	Definitions, Impact, approaches,	
3.3	FDIs and FIIIs- Trends	
4	Global Human Resource Management	10
4.1	International Labour Relations- developments and concerns	



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4.2	International migration of labour- problems and challenges, trends in international human resource movement.	
4.3	Role of ILO	
5	Challenges confronting the Global Economy	07
5.1	Energy and Commodity crisis	
5.2	Financial turmoil	
5.3	Global warming	
5.4	Trade Wars	
5.5	Cases on all the above	
	Total	45

Teaching Methodology 3 Lecture Method, Videos, Presentations, Cases

Suggested Reference Material 3

Charles W Hill and Arun Kumar Jain, International Business

Francis Cherunilam, International Business Text and Cases

Black and Sundaram, International Business Environment

Ghosh, Biswanath, Economic Environment of Business

Women Development Report

Websites: IMF and World Bank www.imf.org



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Programme- TYBBA-IB

Subject code- 3605

Semester - VI

Credits: 3

Subject title 3 International Financial Management (Revised 2017 Pattern)

Course Objectives-

1. To get the feel of the Foreign Exchange Market, various financial methods and products, etc.
2. To introduce with the technical topics like derivatives and Mergers & Acquisitions.

Course Outcomes -

On completion of this course, students will be able to-

- CO1 Understand key areas of international financial management.
- CO2 Review different international monetary systems.
- CO3 Comprehend various methods of international finance.
- CO4 Identify different sources to generate international finance.
- CO5 Comprehend various risk-mitigating techniques in international trade.
- CO6 Explore impact of various strategies implemented in international finance.

Syllabus:

Unit No.	Topics	No. of lectures
1	Overview of International Business	10
	1.1 Liberalisation - Tariff & Non-Tariff barriers	
2	Sources of International Finance	10
3	Methods of International Financing	10

		10
4	Foreign Exchange Markets	10
	4.1 Concept	
	4.2 Size	
	4.3 Peculiarities & Players	
5	How to hedge and Speculate	6
	5.1 What is Derivatives	
	5.2 Swaps	
	5.3 Forwards	
6	5.4 Futures and Options	6
	Short term & Long term Financial Markets	
7	Foreign Direct Investment Mergers & Acquisitions Joint Ventures	8
	TOTAL	60

Teaching Methodology/ Pedagogy 3 Classroom lectures, PPT presentation

Suggested Reference Material 3

1. C. Jeevanandam,
2. Bhalla & Shivramu,
3. A.V. Rajwade
4. FEMA Circulars,
5. RBI website,



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Programme - TYBBA-IB

Subject code- 3606

Semester - VI

Credit - 4(2+2)

Subject title - Research Methodology (Revised 2017 Pattern)

Course Objectives:

1. Understand the concepts of Research Methodology
2. Be able to prepare a research report independently
3. To develop research aptitude in students.
4. Enable students to handle academic projects independently.
5. To encourage students learn and apply Research Methodology principles through their learning and designing of innovative projects.
6. To instill and stimulate entrepreneurial ability in students.

Course Outcome:

On completion of this course, students will be able to - CO1 Understand concepts of research methodology.

CO2 Comprehend research design methods.

CO3 Collect Primary and Secondary data.

CO4 Analyse collected data.

CO5 Interpret data collected.

CO6 Give suggestions to the research problem.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to Research Methodology 3 1.1 Meaning & Definition of Research 1.2 Significance & Limitations of Research 1.3 Types of Research 1.4 Research Design (Definition, Objectives, Essentials of good Research Design)	04
2	Data Collection Process 3 2.1 Research Process & collection of data 2.2 Primary Data (Definition, Advantages, Disadvantages & Methods of collection of Primary Data) (Observation, Interview, Scheduling, Questionnaire) 2.3 Secondary Data ((Definition, Advantages, Disadvantages, Types &Methods of collection of Secondary Data) 2.4 Introduction to Sampling (Types and Techniques)	05



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3	Analysis & Report Writing 3 3.1 Data Processing, Analysis, Interpretation, 3.2 Meaning & Characteristics of Research Report, Steps involve in report writing	06
	Total	15

Teaching Methodology 3 Classroom teaching, Presentation

Suggested Reference Material 3

1. Business Research Methodology 3 J. K. Sachdeva (Himalaya Publication)
2. Research Methodology 3 C. R. Kothari
3. Business Research Methodology 3 D. K. Sharma & A. K. Gupta

Guidelines for the Project:-

1. The student shall select a topic of their interest for research under the guidance of a faculty.
2. The topic should be approved by the faculty.
3. The student should consult and get the approval of the faculty at every stage of the project. Project tracker monitored by the faculty.
4. The student should submit one hard bound and a soft copy on the date decided as per the exam schedule.
5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
6. The allocation of marks for the project would be as under
 - 6.1 Printed Project 30 marks
 - 6.2 Project Viva Voce 30 marks

Unit No.	Topics	Lectures
1	Selection of topic: Research scope, Aims and objectives of the research	06
2	Questionnaire Designing: Questionnaire, method of data collection, sampling size, sampling method	05
3	Data Collation & Analysis: Data collection, collation, tabulation, graphs, use of statistical tools using Excel spreadsheet	08
4	Interpretation of results	05
5	Research Report writing	06
	Total	45

Teaching Methodology 3

- 1) Study of Research Methods and Statistical Tools used in Research.
- 2) Assistance in Topic Finalization.
- 3) One on One Guidance to student from Concept to Completion of project.
- 4) Train students for viva voce.



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