

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration with Services Management specialization (BBA(SM))

Revised Curriculum (2024 Pattern as per NEP-2020)

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

Programme Structure

FYBBA(SM) Semester I				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 1	Principles of Management	5	4
	Major Mandatory 2	Essentials of Services Management	3	2
Open Elective (OE)	Open Elective 1	Business Mathematics – I	3	2
	Open Elective 2	Business Statistics – I	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Fundamentals of Computer/ IT for Business	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Soft Skills Development	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - I	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS By SPPU	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – I	@ Department	2
Total			-	22
FYBBA(SM) Semester II				
Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (06)	Major Mandatory 3	Principles and Functions of Services Management	5	4
	Major Mandatory 4	Business Accounting	3	2
Minor	Minor 1	Business Economics - I	3	2
Open Elective (OE)	Open Elective 3	Business Mathematics - II	3	2
	Open Elective 4	Business Statistics - II	3	2

Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST	5	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - II	3	2
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education – II	@ Department	2
		Total	-	22

SYBBA(SM) Semester III

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 7	Banking and Insurance Management	5	4
	Major Mandatory 8	Business Organisation System	5	4
Minor	Minor 2	Business Economics - II	5	4
Open Elective (OE)	Open Elective 5	To be adopted from other faculty in exchange	3	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Business Analytics/ Google Applications	5	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1	3	2
Field Projects (FP)	Project	Related to Major Course	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	@ Department	2
		Total	-	22

SYBBA(SM) Semester IV

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (08)	Major Mandatory 9	Social Services and NGO Management	5	4
	Major Mandatory 10	Health Care Management	5	4
Minor	Minor 3	Start – Up Innovation and Entrepreneurship Development	5	4
Open Elective (OE)	Open Elective 6	To be adopted from other faculty in exchange	3	2
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	International Business Management (Import and Export Procedure)	3	2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 2	3	2

Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Related to Major Subject	5	2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	@ Department	2
		Total	-	22

TYBBA(SM) Semester V

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 11	Recent Trends in Services	5	4
	Major Mandatory 12	Legal Aspects in Services	5	4
	Major Mandatory 13	Cases in Service Management	3	2
Major Elective	Major Elective 1	Supply Chain Management	5	4
Minor	Minor 4	Business Research Methods	5	4
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	To be selected from the Bucket provided by SPPU	5	2
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	Related to Major Subject	5	2
		Total	-	22

TYBBA(SM) Semester VI

Course Type	Course	Paper Title	Hours / Week	Credits
Major Mandatory (10)	Major Mandatory 14	Global Tourism and Hospitality Management	5	4
	Major Mandatory 15	Global Tourism and Hospital Management	5	4
	Major Mandatory 16	Major Related to IKS	3	2
Major Elective	Major Elective 2	To be selected from the bucket provided by SPPU	5	4
Minor	Minor 5	Management of Innovation and Sustainability	5	4
On Job Training (OJT)	On Jot Training	Internship	After the final exams of Sem V	4
		Total	-	22

Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Management	04	5

Course Objectives

1.	To understand basic concept regarding organisation Business Administration
2.	To examining application of various management principles
3.	To develop managerial skills among the students
4.	To develop managerial thinking and cultivate business acumen.
5.	To identify new systems and trends in modern management.

Course Outcome		Blooms Taxonomy
C01	Express themselves effectively in routine and special real business interactions and principles of management	Remembering
C02	Demonstrate appropriate use of administration, management.	Applying
C03	Ability to organize various programs, meetings and events	Evaluating
C04	Apprise the pros and cons of major managerial functions	Understanding
C05	Create and deliver effectiveness of quality management	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Nature of Management: 1.1 Meaning & Importance, Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management	15
2	Evolution of management thoughts: 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian) and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R.	15

	Narayana Murthy, Verghese Kurien)	
3	Major managerial Functions: 3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits, Disadvantages 3.2 Planning: Meaning, Need Types, methods, Advantages, merits, Disadvantages 3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance 3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and 3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling: Meaning, Needs, Process, Techniques	15
4	Recent trends in Management: 4.1 Management of change, management of crises,v Total Quality Management (TQM): Meaning, Merits, Demerits, stress management. (Principles, concepts merits) 4.2 Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits	15

Reference Material

Text Books

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles of Management	M.P. Waghmare	Nirali Publication	Mumbai
2	Management Concepts and Strategies	J.S. Chandan Vikas	Publishing House Pvt. Ltd.	New Delhi
3	Principles of Management	Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri	McGraw hill companies	New Delhi
4	Management A Global and Entrepreneurial Perspective	Heinz Wehrich, Mark V. Cannice, Harold Koontz	McGraw hill companies	McGraw hill companies
5	Management - 2008 Edition	Robert Kreitner, Mamata Mohapatra	Biztantra - Management For Flat World	New Delhi
6	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi

7	Principles of Management	P.C. Tripathi, P.N. reddy	McGraw hill companies	New Delhi
8	Management Text and Cases	R. Satya Raju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
9	Management (Multi- Dimensional Approach)	H. R. Appannaiah, G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai

Other Learning Material

E- Resource

1. <https://ndl.iitkgp.ac.in>
2. <https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf>
3. https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Essentials of Services Management	2	3

Course Objectives	
1.	To recognize and understand various service-based industries.
2.	To understand the importance of ITES in service sector.
3.	To enhance knowledge of global trends in outsourcing.
4.	To understand factors crucial to service delivery & recovery.
5.	To basic business operations in Service Industry.

Course Outcome		Blooms Taxonomy
CO1	Remembering traditional, modern approaches of service industries	Remembering
CO2	Understand the Service sectors	Understanding
CO3	Recognize Delivery and recovery systems	Applying
CO4	Analyzing the operations in service industries	Analyzing
CO5	Evaluate needs and wants of service management	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Understanding Consumer/Customer Behavior</p> <p>Customer expectation, strategies for managing customer expectation, 4C's of customer service mix.</p> <p>-Creating the right service philosophy: - Customer service pre & post transaction elements, Meeting the service challenges.</p> <p>-Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight.</p> <p>-Managing demand & supply of services: - Managing demand, Patterns & determinants of demand, Strategies of managing demand, waiting line strategies.</p> <p>ITES Introduction -Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage</p>	15
2	<p>Delivering Quality Services and Value Process</p> <p>-Service based components of quality, perceived quality, Implementing TQM in service sector & its effect.</p> <p>-Service performance failure – concept of service failure & recovery, customer response to service failure & recovery, service recovery following</p>	15

	<p>customer complaints, solving problems & preventing recurrence.</p> <p>Creating service value and defining its benefits.</p> <p>- Service Value Chain: Introduction, significance.</p> <p>-Case studies related to service value chain in Banking & Insurance, Hospital & Health Care, Travel & Tourism, Hotel& Catering.</p>	
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Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Competitive Advantage	Porter,Michael E.	The Free Press	New York
2	Service Marketing and Management	Dr. B. Balaji	S. Chand & Co.	Delhi
3	Service Sector Management: An Indian Perspective	C.Bhattacharjee	Google Book library Online source	

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Open Elective	Business Mathematics - I	2	3

Course Objectives	
1.	To provide solid Mathematical Foundation for B.B.A. Students in Business and Finance.
2.	To develop appropriate understanding as how to use mathematic like computation interest, profit etc.
3.	To enhance problem - solving Skills and ability for Academic and Professional Success.
4.	To cultivate right understanding regaining numerical aptitude
5.	To develop logical approach towards analytical approach data

Course Outcome		Blooms Taxonomy
CO1	Understand to apply the concept of interest and methods of calculation of interest	Understand
CO2	Apply the Mathematical competence for various interest related transactions and other activities	Apply
CO3	Analyze the problem - solving Skills and ability	Analyze
CO4	Evaluate the simple and compound interest for various financial instruments	Evaluate
CO5	Create their own models related to Finance and can solve them.	Create

Unit	Title and Contents	No. of Lecture Hours
1	Numerical Methods for Business Managers <ul style="list-style-type: none"> □ Commission ,brokerage and premium , □ Banking and taxation and Calendar , □ Simple and compound interest 	15
2	Numerical Methods for Business Managers <ul style="list-style-type: none"> □ Profit and loss □ Percentages , □ Ratio and proportion , □ Averages 	15

References

Sr.No.	Title	Author	Publisher	Place
1	Business Mathematics and Statistics - I	Dr. M. P. Waghmare	Thakur Publication	Pune
2	Arithmetic for business students	Harvey, J.H.	Cassell.	London
3	Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.		
4	Business Mathematics	Padmalochan Hazarika	Sultan chand sons.	Delhi
5	Business Mathematics	Bari	New Literature publishing company.	Mumbai

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Open Elective	Business Statistics - I	2	3

Course Objectives	
1.	To understand role and importance of statistics in various business situations
2.	To develop skills related with basic statistical technique
3.	To learn some elementary statistical methods for data collection, presentation and analysis of data.
4.	To develop right understanding regarding data interpretation
5.	To familiarise the students with applications of Statistics in Business and Management

Course Outcome		Blooms Taxonomy
CO1	understand basic concepts in statistics	Understand
CO2	collect, present, analyse and interpret the data and graphs	Analyze
CO3	deal data in business problems	Apply
CO4	evaluate feasibility business problems using statistical techniques	Evaluate
CO5	prepare business report using various statistical techniques	Create

Unit	Title and Contents	No. of Lecture Hours
1	<p>Frequency Distribution</p> <p>1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.</p> <p>1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.</p> <p>1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.</p> <p>1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram</p>	15
2	<p>Measure of Central Tendency</p> <p>2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.</p> <p>2.3 Determination of Mode and Median graphically.</p> <p>2.4 Empirical relation between mean, median and mode.</p> <p>2.5. Combined Mean</p> <p>2.6. Numerical Problems</p>	15

Sr. No	Title of the Book	Author/s	Publication	Place
1.	Business Mathematics and Statistics -I	Dr. M. P. Waghmare	Thakur Publication	Pune
2.	Business Statistics	Girish Phatak	Tech - Max	Pune
3.	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
4.	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
5.	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Ability Enhancement Course	Business Communication skills	2	3

Course Objectives	
1.	To understand the role of communication in personal and business world
2.	To understand system and communication and their utility
3.	To develop proficiency in how to write business letters and other communications required in business
4.	To develop the effective soft skills, manners and etiquettes in applying the communication skills in business environment
5.	To apply different types of communications skills

Course Outcome		Blooms Taxonomy
CO1	Understand the basic purpose of communication	Understand
CO2	Methods of effective communication	Remember
CO3	Types of communications	Apply
CO4	Etiquettes in business communication	Evaluate
CO5	Different types of letters with prescribed formats	Create

Unit	Title and Contents	No. of Lecture Hours
1	<p>Concept Communication</p> <p>Introduction of Communication and Role of Communication in social and economic system. Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over comings. Meaning and importance of Soft skills at work place, Time management skills. Methods of Communications: Linguistics, Non-Linguistics and Para- Linguistics, Art of Listening, Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication</p> <p>Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine</p>	15

	External- Inward, Outward, Merits and Limitations of methods & types of communication	
2	Business Correspondence and Analysis of different Media of Communication Concept, need and functions of Business Correspondence, Types of Business letters, Layout Drafting of business letters. Business Correspondence: Sales, Orders sales circulars and business promotion and resignation letter, leave application letters, Complaint letter, Credit verification, Correspondence with bank, Job application, and Reference check, Fax communication, voice mail, emails, tele conferencing, communication through social media.	15

Reference:

Sr. No	Title of the Book	Author/s	Publication	Place
1.	Business Communication	Meenakshi Raman , Prakash Singh	Oxford	New Delhi
2.	Business Communication	Homai Pradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3.	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4.	Business Communication and personality Development	Biswajit Das, Ipswwta Satpathy	Excel Books	New Delhi
5.	Business Communication - Concepts , Cases and applications	P.D Chaturvedi, Mukesh Chaturvedi	Dorling Kindersley	New Delhi
6.	Business Communication Connecting at work	Hory Sankar Mukerjee	Oxford	New Delhi
7.	Business Communication Today	Courtland L. Bovee , John V. Thill , Abha Chatterjee	Pearson	New Delhi
8.	Hand Book of internal Communication	Eileen Scholes	Infinity Books	New Delhi

E-resources:

Website:

- <http://www.managementstudyguide.com/>

- <http://www.skillsyouneed.com/>
- <https://www.betterup.com/blog/why-communication-is-key-to-workplace-and-how-to-improveskills>
- <https://asana.com/resources/effective-communication-workplace>

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA		Value Education Course (VEC)	Environmental Awareness	02	03

Course Objectives:

- 1) To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

C.O.1	To understand Environmental pollution.
C.O.2	To apply and promote green practices at home and at work

Unit	Title and Contents	No. of Lectures
1	Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution -Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards	15
2	Various Government initiatives for conservation of Environment. Controlling measures), Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.	15