



JSPM UNIVERSITY PUNE

Recognized by UGC u/s 2 (f) of UGC Act 1956 and enacted by the
State Government of Maharashtra - JSPM University Act, 2022 (Mah.IV of 2023)

JSPM University Pune
Faculty of Business Management and
Commerce
School of Business Management



NEP aligned Curriculum Structure

for

BBA (Marketing Management)

(Effective from AY: 2024-25)



JSPM University Pune

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F.

2024-2025

RELEASE DATE

01/07/2024

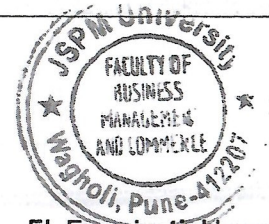
FIRST YEAR BACHELOR OF BUSINESS ADMINISTRATION

REVISION NO.

0.0 (NEP)

SEMESTER I (LEVEL 4.5)

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS										C R E D I T S
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)		T O T A L		
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PCC	240VBBB01_01	Management Principles and Organizational Behavior	2	1	-	4	30	30	40	100	-	-	-	-	100	4	
	230VBBB05_01	Fundamentals of Accounting	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
IOC	--	Interdisciplinary Open Course	2	-	-	-	30	30	40	100	-	-	-	-	100	2	
SEC	230VBCB10_01	Advanced Excel	2	-	2	-	-	-	-	-	50	50	50	50	100	3	
VSC	230IDCB01_01	Design Thinking and Creativity	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5	
AEC (HSMC)	230UENB01_01	Effective Communication Skills	1	-	2	-	30	30	40	50	-	-	-	-	50	2	
IKS (HSMC)	230UHIB01_01	States in Ancient India	2	-	-	-	30	30	40	50	-	-	-	-	50	2	
VEC (HSMC)	230GCEB02_01	Environment and Sustainability	2	-	-	-	30	30	40	50	-	-	-	-	50	2	
SLC	240VBBB03_01	Fundamentals of Accounting Practices	-	-	-	4	-	-	-	-	-	-	50	-	50	1	
LLC	231UPYB02_01	Mindfulness and Wellbeing	1	-	-	2	-	-	-	-	-	-	50	-	50	1.5	
TOTAL			16	1	6	12									700	22	



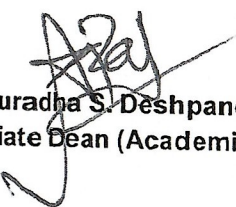
Sem.	Interdisciplinary Open Course (IOC) 2024-2026			
		Faculty of Science and Technology	Faculty of Education and Humanities	Faculty of Health Sciences
I	Course Code	230GMAB01_01	230USYB10_01	230HFGM27_01
	Course Name	Business Statistics	Sociology and Market Research	Investigative Skills
II	Course Code	231GCSB23_02	230UPYB34_02	230HFGM25_02
	Course Name	Fundamentals of Data Science	Psychology at Workplace	Intellectual Property
III	Course Code	230GCEB32_03	230UPYB09_03	230HFGM29_03
	Course Name	Life Cycle Cost Analysis	Emotional intelligence	Hazards and Chemical Safety



Dr. Datta S. Taware
Programme Coordinator, BBA



Dr. Prabha Singh
Dean, Faculty of Business Management and Commerce



Dr. Anuradha S. Deshpande
Associate Dean (Academics)



Prof. B.B. Ahuja
Vice Chancellor, JSPM University Pune





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FIRST YEAR BACHELOR OF BUSINESS ADMINISTRATION

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SEMESTER II (LEVEL 4.5)

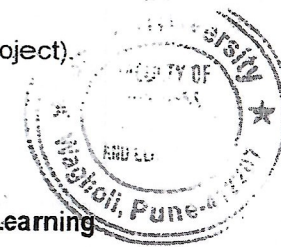
COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS								TOTAL	CREDITS	
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)				
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PCC	231VBBB04_02	Principles of Marketing	3	-	-	4	30	30	40	100	-	-	-	-	100	4	
	240VBBB05_02	Principles of Financial Management	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5	
IOC	--	Interdisciplinary Open Course	2	-	-	-	30	30	40	100	-	-	-	-	100	2	
MDM	--	Multi-Disciplinary Minor	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
SEC	230GCSB22_02	Programming in Python	2	-	2	-	-	-	-	-	50	50	50	50	100	3	
AEC (HSMC)	230UENB02_02	Communicative Proficiency Skills	1	-	2	-	30	30	40	50	-	-	-	-	50	2	
VEC (HSMC)	230UPYB03_02	Ethics and Moral Values	2	-	-	-	30	30	40	50	-	-	-	-	50	2	
LLC	231UPYB01_02	Yoga and Fitness	-	-	2	2	-	-	-	-	-	-	-	-	50	1.5	
IITP/FP /CEP	230VBBB07_02	Internship/Field Project/ Community Engagement Programme	4 to 6 weeks				-	-	-	-	-	-	-	50	50	50	2
TOTAL			15	-	6	8									700	22	

Note: A **Certificate** will be awarded if a student exits after first year.

For "Exit" at the end of First Year the student must complete a total of 8 additional credits.

a) An internship / OJT of 8 weeks (4 credits) over and above semester 2 internship of minimum 4 weeks.

b) Additional one Course of 4 credits (Course offered will be Vocational Skill Course (VSC) or Skill Enhancement Course (SEC) or a mini project).



Sem.	Multi-Disciplinary Minor (MDM)						
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business	Banking and Finance	Cost and Works Accounting
II	Course Code	240VMGB01_02	240VFMB01_02	240VHRB01_02	240VIBB01_02	240VBFB01_02	240VCWB01_02
	Course Name	Current Trends in Marketing Management	Current Trends in Financial Management	Current Trends in Human Resource Management	Current Trends in International Business	Basics of Banking Service and Retail Banking	Fundamentals of Cost Accounting
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03	230VBFB01_03	230VCWB01_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction Learning and Development	International Trade Policy and Management	Basics of Stock Market	Costing Methods
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04	230VBFB02_04	230VCWB02_04
	Course Name	Social media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures	Digital and International Banking	Costing Techniques
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05	230VBFB03_05	230VCWB03_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management	Financial Planning and Risk Management	Strategic Costing
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06	230VBFB04_06	230VCWB04_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials	Bank Audit	Cost Audit



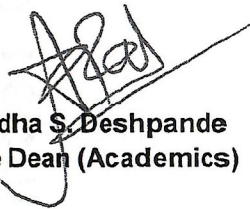
Sem.	Interdisciplinary Open Course (IOC)			
		Faculty of Science and Technology	Faculty of Education and Humanities	Faculty of Health Sciences
I	Course Code	230GMAB01_01	230USYB10_01	230HFGM27_01
	Course Name	Business Statistics	Sociology and Market Research	Investigative Skills
II	Course Code	231GCSB23_02	230UPYB34_02	230HFGM25_02
	Course Name	Fundamentals of Data Science	Psychology at Workplace	Intellectual Property
III	Course Code	230GCEB32_03	230UPYB09_03	230HFGM29_03
	Course Name	Life Cycle Cost Analysis	Emotional intelligence	Hazards and Chemical Safety



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FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

SECOND YEAR BACHELOR OF BUSINESS ADMINISTRATION
(Marketing Management)

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F

2024-2025

RELEASE DATE

01/07/2025

REVISION NO.

1.0 (NEP)

SEMESTER III (LEVEL 5)

COURSE		TEACHING SCHEME	EXAMINATION SCHEME AND MARKS												TOTAL	CREDITS
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)			
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)		
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)							
PCC	230VBCB22_03	Business Economics	2	1	-	-	30	30	40	100	-	-	-	-	100	3
	230VMGB01_03	Consumer Behavior	3	-	-	-	30	30	40	100	-	-	-	-	100	3
	230VMGB02_03	Marketing Research	3	-	-	4	30	30	40	100	-	-	-	-	100	4
AEC	230UENB03_03	Soft Skill Development	1	-	2	-	30	30	40	50	-	-	-	-	50	2
MDM	--	Multi-Disciplinary Minor	3	-	-	4	30	30	40	100	-	-	-	-	100	4
IOC	--	Interdisciplinary Open Course	2	-	-	-	30	30	40	100	-	-	-	-	100	2
VSC	230IINB02_03	Innovation	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5
LLC	240VBBB02_03	Theater and Performing Arts	-	-	2	2	-	-	-	-	50	-	-	-	50	1.5
SLC	230VMGB30_03	Applications of Consumer Behavior	-	-	-	4	-	-	-	-	-	-	50	-	50	1
TOTAL			15	1	4	16									700	22



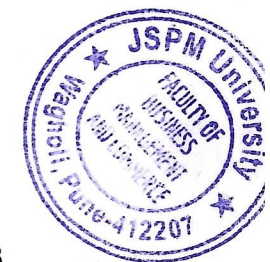
L-Lecture
Format No.: JSPMUni/ACAD/001

T-Tutorial
Rev. No.: 1.0

P-Practical Session (Laboratory)
Rev. Date: 01/07/2025

EL-Experiential Learning
Page 1 of 3

Sem.	Multi-Disciplinary Minor (MDM)						
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business	Banking and Finance	Cost and Works Accounting
II	Course Code	240VMGB01_02	240VFMB01_02	240VHRB01_02	240VIBB01_02	240VBFB01_02	240VCWB01_02
	Course Name	Current Trends in Marketing Management	Current Trends in Financial Management	Current Trends in Human Resource Management	Current Trends in International Business	Basics of Banking Service and Retail Banking	Fundamentals of Cost Accounting
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03	230VBFB01_03	230VCWB01_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction Learning and Development	International Trade Policy and Management	Basics of Stock Market	Costing Methods
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04	230VBFB02_04	230VCWB02_04
	Course Name	Social media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures	Digital and International Banking	Costing Techniques
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05	230VBFB03_05	230VCWB03_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management	Financial Planning and Risk Management	Strategic Costing
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06	230VBFB04_06	230VCWB04_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials	Bank Audit	Cost Audit



Sem.	Interdisciplinary Open Course (IOC)			
		Faculty of Science and Technology	Faculty of Education and Humanities	Faculty of Health Sciences
I	Course Code	230GMAB01_01	230USYB10_01	230HFGM27_01
	Course Name	Business Statistics	Sociology and Market Research	Investigative Skills
II	Course Code	231GCSB23_02	230UPYB34_02	230HFGM25_02
	Course Name	Fundamentals of Data Science	Psychology at Workplace	Intellectual Property
III	Course Code	230GCEB32_03	230UPYB09_03	230HFGM29_03
	Course Name	Life Cycle Cost Analysis	Emotional intelligence	Hazards and Chemical Safety

Punam
Dr. Punamkumar Hinge
 Programme Coordinator, BBA

Prabha
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W. E. F.

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RELEASE DATE

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SECOND YEAR BACHELOR OF BUSINESS ADMINISTRATION
(Marketing Management)

REVISION NO.

1.0 (NEP)

SEMESTER IV (LEVEL 5)

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS									TOTAL	CREDITS
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)			PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)					
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PCC	230VBCB05_04	Financial Management	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5	
	231VBBB28_04	Principles of Operations Management	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
	230VMGB04_04	Integrated Marketing Communication	2	1	-	-	30	30	40	100	-	-	-	-	100	3	
AEC	230UENB04_04	Verbal Aptitude through Literature	1	-	2	-	30	30	40	50	-	-	-	-	50	2	
MDM	--	Multi-Disciplinary Minor	3	-	-	4	30	30	40	100	-	-	-	-	100	4	
SEC	240GCSB041_04	Web Programming	2	-	2	-	-	-	-	-	50	50	50	50	100	3	
LLC	230HFSB80_04	Health and Nutrition	1	-	-	2	-	-	-	-	-	-	50	-	50	1.5	
SLC	240VBBB12_04	Project Management for Professionals	-	-	-	4	-	-	-	-	-	-	50	-	50	1	
IITP/FP/CEP	230VBBB08_04	Internship/ Field Project/ Community Engagement Programme	4 to 6 Weeks				-	-	-	-	-	-	50	50	50	2	
TOTAL			14	1	4	12										700	22
MLC#	--	Audit Course	1	-	-	-	-	-	-	50	-	-	-	-	50	1	



Sem.	Multi-Disciplinary Minor (MDM)						
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III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03	230VBFB01_03	230VCWB01_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction Learning and Development	International Trade Policy and Management	Basics of Stock Market	Costing Methods
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04	230VBFB02_04	230VCWB02_04
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V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05	230VBFB03_05	230VCWB03_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management	Financial Planning and Risk Management	Strategic Costing
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06	230VBFB04_06	230VCWB04_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials	Bank Audit	Cost Audit



Semester	Mandatory Learning Course (MLC#)- Audit Courses	
	Course Code	Course Name
SEM IV	230UPOB02_04	Introduction to Indian Constitution
SEM V	240VBBB42_05	Corporate Governance and Boardroom Ethics in Practice
SEM VI	240VBBB43_06	Digital Citizenship and Tech Responsibility for Future Managers
SEM VII	240VBBB44_07	Grassroot Innovations and Frugal Entrepreneurship in India

P.H.
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