



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: 2023-24)



JSPM University Pune

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

FIRST YEAR BACHELOR OF BUSINESS ADMINISTRATION

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F

RELEASE DATE

REVISION NO.

2023-2024

01/07/2023

0.0 (NEP)

SEMESTER I (LEVEL 4.5)

TYPE	CODE	COURSE NAME	TEACHING SCHEME				EXAMINATION SCHEME AND MARKS								TOTAL	CREDITS
			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	230VBBB01_01	Fundamental Principles of Management	2	1	-	4	30	30	40	100	-	-	50	50	150	4
	230VBBB02_01	Basics of Organizational Behavior	3	-	-	4	30	30	40	100	-	-	50	50	150	4
IOC	--	Interdisciplinary Open Course	2	-	-	-	30	30	40	100	-	-	50	50	150	4
SEC	230VBCB10_01	Advanced Excel	2	-	2	-	-	-	-	-	-	-	-	-	100	2
VSC	230IDCB01_01	Design Thinking and Creativity	1	-	-	2	-	-	-	-	50	50	50	50	100	3
AEC (HSMC)	230UENB01_01	Effective Communication Skills	1	-	2	-	30	30	40	50	-	-	50	50	50	1.5
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
LLC	230UPYB01_01	Yoga & Fitness	-	-	2	2	-	-	-	-	-	-	-	-	50	2
TOTAL			15	1	6	12							50	50	50	1.5
															750	22



Semester	Interdisciplinary Open Course (IOC)			
		Faculty of Science and Technology	Faculty of Education and Humanities	Faculty of Health Sciences
Odd Semester	Course Code	230GMAB01_01	230USYB10_01	230HFGM27_01
	Course Name	Business Statistics	Sociology and Market Research	Investigative Skills
	Course Code	230GCEB32_03	230UPYB09_03	230HFGM29_03
	Course Name	Life Cycle Cost Analysis	Emotional Intelligence	Hazards and Chemical Safety
Even Semesters	Course Code	230GCSB151_02	230UPYB34_02	230HFGM25_02
	Course Name	Artificial Intelligence for Everyone	Psychology at Workplace	Intellectual Property



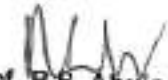
Dr. Datta S. Taware
Programme Coordinator, BBA



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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FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

FIRST YEAR BACHELOR OF BUSINESS ADMINISTRATION

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2023-2024

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0.0 (NEP)

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	23OVBBB03_02	Essentials of HRM	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
	23OVBBB04_02	Principles of Marketing	2	1	-	4	30	30	40	100	-	-	50	50	150	4
	23OVBBB05_02	Fundamentals of Accounting	3	-	-	-	30	30	40	100	-	-	-	-	100	3
MDM	-	Multi-Disciplinary Minor	2	-	-	-	30	30	40	100	-	-	-	-	100	2
SEC	23OGCSB22_02	Programming in Python	2	-	2	-	-	-	-	-	50	50	50	50	100	3
AEC (HSMC)	23OUENB02_02	Communicative Proficiency Skills	1	-	2	-	30	30	40	50	-	-	-	-	50	2
VEC (HSMC)	23OUPYB03_02	Ethics and Moral Values	2	-	-	-	30	30	40	50	-	-	-	-	50	2
LLC	23OUPYB02_02	Mindfulness and Wellbeing	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5
IITP/FP/ICEP	23OVBBB07_02	Internship/ Field Project/ Community Engagement Programme	4 to 6 Weeks				-	-	-	-	-	-	50	50	50	2
TOTAL			15	1	4	8								750	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 6 - 10 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).



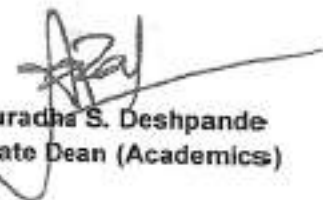
Sem.	Multi-Disciplinary Minor (MDM)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
II	Course Code	230GCSB23_02	230GCSB23_02	230GCSB23_02	230GCSB23_02
	Course Name	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction to Learning and Development	International Trade Policy and Management
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04
	Course Name	Social-Media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials



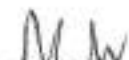
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Programme Coordinator, BBA



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SCHOOL OF BUSINESS MANAGEMENT

SECOND YEAR BACHELOR OF BUSINESS ADMINISTRATION
(Marketing Management)

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F

2024-2025

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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	240VB8B02_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



Multi-Disciplinary Minor (MDM)					
Sem.	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
II	Course Code	230GCSB23_02	230GCSB23_02	230GCSB23_02	230GCSB23_02
	Course Name	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction to Learning and Development	International Trade Policy and Management
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04
	Course Name	Social-Media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials



Semester	Interdisciplinary Open Course (IOC)			
		Faculty of Science and Technology	Faculty of Education and Humanities	Faculty of Health Sciences
Odd Semester	Course Code	230GMAB01_01	230USYB10_01	230HFGM27_01
	Course Name	Business Statistics	Sociology and Market Research	Investigative Skills
	Course Code	230GCEB32_03	230UPYB09_03	230HFGM29_03
	Course Name	Life Cycle Cost Analysis	Emotional Intelligence	Hazards and Chemical Safety
Even Semester	Course Code	230GCSB151_04	230UPYB34_04	230HFGM25_04
	Course Name	Artificial Intelligence for Everyone	Psychology at Workplace	Intellectual Property



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2024-2025

RELEASE DATE

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SECOND YEAR BACHELOR OF BUSINESS ADMINISTRATION
(Marketing Management)

REVISION NO.

0.0 (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
	230VBBB28_04	Principles of Operations Management	2	-	-	-	30	30	40	50	-	-	-	-	50	2
	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
IOC	--	Interdisciplinary Open Course	2	-	-	-	30	30	40	100	-	-	-	-	100	2
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
IITP/FP/CEP	230VBBB08_04	Internship/ Field Project/ Community Engagement Programme	4 to 6 Weeks				-	-	-	-	-	-	50	50	50	2
TOTAL			15	1	4	8									700	22
MLC ^a	--	Audit Course	1	-	-	-	-	-	-	50	-	-	-	-	50	1



Sem.	Multi-Disciplinary Minor (MDM)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
II	Course Code	230GCSB23_02	230GCSB23_02	230GCSB23_02	230GCSB23_02
	Course Name	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction to Learning and Development	International Trade Policy and Management
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04
	Course Name	Social-Media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials

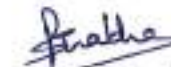


Semester	Interdisciplinary Open Course (IOC)			
		Faculty of Science and Technology	Faculty of Education and Humanities	Faculty of Health Sciences
Odd Semester	Course Code	230GMA801_01	230USYB10_01	230HFGM27_01
	Course Name	Business Statistics	Sociology and Market Research	Investigative Skills
	Course Code	230GCEB32_03	230UPYB09_03	230HFGM29_03
	Course Name	Life Cycle Cost Analysis	Emotional Intelligence	Hazards and Chemical Safety
Even Semester	Course Code	230GCSB151_04	230UPYB34_04	230HFGM25_04
	Course Name	Artificial Intelligence for Everyone	Psychology at Workplace	Intellectual Property

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



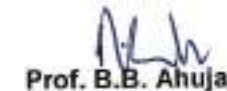
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THIRD YEAR BACHELOR OF BUSINESS ADMINISTRATION
Marketing/Finance/HRM/International Business

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F

2025-2026

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SEMESTER V (LEVEL 5.5)

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	230VBBB31_05	Strategic Business Management	3	-	-	-	30	30	40	100	-	-	-	-	100	3
	230VBBB32_05	Business Research Methods	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
	--	PCC - SPL	3	-	-	-	30	30	40	100	-	-	-	-	100	3
	--	PCC - SPL	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PEC	--	PEC - SPL	3	-	-	-	30	30	40	100	-	-	-	-	100	3
MDM	--	Multi-Disciplinary Minor	3	-	-	4	30	30	40	100	-	-	-	-	100	4
VSC	230IESB03_05	Entrepreneurship	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5
TOTAL			18	-	-	8									650	20
MLC*	--	Audit Course	1	-	-	-	-	-	-	50	-	-	-	-	50	1



Sem.	Programme Core Course (PCC)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
V	Course Code	230VMGB05_05	230VFMB05_05	230VHRB05_05	230VIBB11_05
	Course Name	Customer Relationship Management	Security Analysis & Portfolio Management	Strategic Human Resource Management	Global Financial Management
V	Course Code	230VMGB06_05	230VFMB06_05	230VHRB06_05	230VIBB10_05
	Course Name	E-Commerce Marketing	Financial Modelling and Valuation	Global Human Resource Management	International Human Resource Management
VI	Course Code	230VMGB07_06	230VFMB17_06	230VHRB15_06	230VIBB17_06
	Course Name	International Marketing Management	Corporate Finance and Valuation Strategies	Knowledge Management	International Buying Behavior
VI	Course Code	230VMGB20_07	230VFMB08_07	230VHRB08_07	230VIBB08_07
	Course Name	Rural and Agricultural Marketing	Insurance and Risk Management	Industrial Relations and Labour Laws	Global Business Ethics
VIII	Course Code	230VMGB12_08	230VFMB12_08	230VHRB12_08	230VIBB12_08
	Course Name	Sustainable Marketing Strategies	Sustainable Practices in Finance	Sustainable Practices in Human Resource Management	Sustainable Practices in Global Business



Sem.	Programme Elective Course (PEC)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
V	Course Code	230VMGB10_03	230VFMB07_05	230VHRB07_05	230VIBB07_05
	Course Name	Retail Marketing	Behavioral Finance	Effective Talent Management	International Business Laws
VI	Course Code	230VMGB08_06	230VFMB06_06	230VHRB08_06	230VIBB06_06
	Course Name	Services Marketing	Financial Laws	Change Management	Foreign Trade Policy and Management
VII	Course Code	230VMGB15_07	230VFMB14_07	230VHRB20_07	230VIBB14_07
	Course Name	Marketing 4.0	Financial Reporting Analysis	Human Resource Information System	International Trades
VIII	Course Code	230VMGB18_08	230VFMB19_08	230VHRB18_08	230VIBB18_08
	Course Name	Marketing of Hi-tech Products	Business Valuation Management	Employee Wellness Management	Managing International Teams

Sem.	Multi-Disciplinary Minor (MDM)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
II	Course Code	230GCSB23_02	230GCSB23_02	230GCSB23_02	230GCSB23_02
	Course Name	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction to Learning and Development	International Trade Policy and Management
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04
	Course Name	Social Media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employment Laws	Cross Cultural Management Essentials



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

Punam
Dr. Punamkumar Hinge
 Programme Coordinator, BBA

Anurach
Dr. Anurach S. Deshpande
 Associate Dean (Academics)



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SEMESTER VI- SCHEME A (LEVEL 5.5)

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	230VBBB33_06	Business Analytics	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
	230VBBB34_06	Legal Aspects of Business	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
	--	PCC	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PEC	--	PEC	3	-	-	-	30	30	40	100	-	-	-	-	100	3
MDM	--	Multi-Disciplinary Minor	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PROJ	230VBBB10_06	Project	-	-	4	8	-	-	-	-	50	50	50	50	100	4
IITP/FP/CEP	230VBBB09_06	Internship/ Field Project/ Community Engagement Programme	4 to 6 Weeks				-	-	-	-	-	-	50	50	50	2
TOTAL			13	-	4	12									650	20
MLC*	--	Audit Course	1	-	-	-	-	-	-	50	-	-	-	-	50	1

Note: Scheme A is intended for students who will continue into the fourth year to pursue Honours or Honours with Research.

L-Lecture

Format No : ISPM/INI/ACAD/001

T-Tutorial

Rev. No.:0.0

P-Practical Session (Laboratory)

Rev. Date:01/07/2025

EL-Experiential Learning



Sem.	Programme Core Course (PCC)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
V	Course Code	230VMGB05_05	230VFMB05_05	230VHRB05_05	230VIBB11_05
	Course Name	Customer Relationship Management	Security Analysis & Portfolio Management	Strategic Human Resource Management	Global Financial Management
V	Course Code	230VMGB06_05	230VFMB06_05	230VHRB06_05	230VIBB10_05
	Course Name	E-Commerce Marketing	Financial Modelling and Valuation	Global Human Resource Management	International Human Resource Management
VI	Course Code	230VMGB07_06	230VFMB17_06	230VHRB15_06	230VIBB17_06
	Course Name	International Marketing Management	Corporate Finance and Valuation Strategies	Knowledge Management	International Buying Behavior
VII	Course Code	230VMGB20_07	230VFMB08_07	230VHRB08_07	230VIBB08_07
	Course Name	Rural and Agricultural Marketing	Insurance and Risk Management	Industrial Relations and Labour Laws	Global Business Ethics
VIII	Course Code	230VMGB12_08	230VFMB12_08	230VHRB12_08	230VIBB12_08
	Course Name	Sustainable Marketing Strategies	Sustainable Practices in Finance	Sustainable Practices in Human Resource Management	Sustainable Practices in Global Business



Sem.	Programme Elective Course (PEC)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
V	Course Code	230VMGB10_05	230VFMB07_05	230VHRB07_05	230VIBB07_05
	Course Name	Retail Marketing	Behavioural Finance	Effective Talent Management	International Business Laws
VI	Course Code	230VMGB06_06	230VFMB09_06	230VHRB08_06	230VIBB09_06
	Course Name	Services Marketing	Financial Laws	Change Management	Foreign Trade Policy and Management
VII	Course Code	230VMGB15_07	230VFMB14_07	230VHRB20_07	230VIBB14_07
	Course Name	Marketing 4.0	Financial Reporting Analysis	Human Resource Information System	International Trades
VIII	Course Code	230VMGB18_08	230VFMB19_08	230VHRB18_08	230VIBB19_08
	Course Name	Marketing of Hi-tech Products	Business Valuation Management	Employee Wellness Management	Managing International Teams

Sem.	Multi-Disciplinary Minor (MDM)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
II	Course Code	230GCSB23_02	230GCSB23_02	230GCSB23_02	230GCSB23_02
	Course Name	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction to Learning and Development	International Trade Policy and Management
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04
	Course Name	Social Media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employment Law	Cross Cultural Management Essentials





JSPM University Pune

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F.

2025-2026

RELEASE DATE

01/07/2025

THIRD YEAR BACHELOR OF BUSINESS ADMINISTRATION
(Marketing/Finance/HRM/International Business)

REVISION NO.

0.0 (NEP)

SEMESTER VI - SCHEME B (LEVEL 5.5)

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)			
							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	230VBBB33_08	Business Analytics	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
	230VBBB34_08	Legal Aspects of Business	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
	--	PCC	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PEC	--	PEC	3	-	-	-	30	30	40	100	-	-	-	-	100	3
MDM	--	Multi-Disciplinary Minor	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PROJ	230VBBB39_08	Project	-	-	6	12	-	-	-	-	100	100	50	50	150	6
TOTAL			13	-	6	16									650	20
MLC [#]	--	Audit Course	1	-	-	-	-	-	-	50	-	-	-	-	50	1

Note - Scheme B is intended for students who plan to exit the programme after the sixth semester.



Sem.	Programme Core Course (PCC)					
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business	Computer Application
V	Course Code	230VMGB05_05	230VFMB05_05	230VHRB05_05	230VIBB11_05	230VCAB05_05
	Course Name	Customer Relationship Management	Security Analysis & Portfolio Management	Strategic Human Resource Management	Global Financial Management	Object Oriented Programming (JAVA)
V	Course Code	230VMGB06_05	230VFMB06_05	230VHRB06_05	230VIBB10_05	230VCAB06_05
	Course Name	E-Commerce Marketing	Financial Modelling and Valuation	Global Human Resource Management	International Human Resource Management	Computer Networking
VI	Course Code	230VMGB07_06	230VFMB17_06	230VHRB15_06	230VIBB17_03	230VCAB08_06
	Course Name	International Marketing Management	Corporate Finance and Valuation Strategies	Knowledge Management	International Buying Behavior	Software Engineering
VII	Course Code	230VMGB20_07	230VFMB08_07	230VHRB08_07	230VIBB08_07	230VCAB10_07
	Course Name	Rural and Agricultural Marketing	Insurance and Risk Management	Industrial Relations and Labour Laws	Global Business Ethics	Block Chain Technology
VIII	Course Code	230VMGB12_08	230VFMB12_08	230VHRB12_08	230VIBB12_08	230VCAB12_08
	Course Name	Sustainable Marketing Strategies	Sustainable Practices in Finance	Sustainable Practices in Human Resource Management	Sustainable Practices in Global Business	Sustainable Practices in Computer Systems Management



Sem.	Programme Elective Course (PEC)					
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business	Computer Application
V	Course Code	230VMGB10_05	230VFMB07_05	230VHRB07_05	230VIBB07_05	230VCAB07_05
	Course Name	Retail Marketing	Behavioural Finance	Effective Talent Management	International Business Laws	Artificial Intelligence & Machine Learning
VI	Course Code	230VMGB06_06	230VFMB05_06	230VHRB08_06	230VIBB09_06	230VCAB17_05
	Course Name	Services Marketing	Financial Laws	Change Management	Foreign Trade Policy and Management	Cloud Computing
VII	Course Code	230VMGB15_07	230VFMB14_07	230VHRB20_07	230VIBB14_07	230VCAB09_07
	Course Name	Marketing 4.0	Financial Reporting Analysis	Human Resource Information System	International Trades	Software Testing
VIII	Course Code	230VMGB18_08	230VFMB19_08	230VHRB18_08	230VIBB19_08	230VCAB18_08
	Course Name	Marketing of Hi-tech Products	Business Valuation Management	Employee Wellness Management	Managing International Teams	Natural Language Processing

Sem.	Multi-Disciplinary Minor (MDM)				
	Specialization	Marketing Management	Financial Management	Human Resource Management	International Business
II	Course Code	230GCSB23_02	230GCSB23_02	230GCSB23_02	230GCSB23_02
	Course Name	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science	Fundamentals of Data Science
III	Course Code	230VMGB21_03	230VFMB21_03	230VHRB21_03	230VIBB21_03
	Course Name	Introduction to Consumer Psychology	Fundamentals of Cost Accounting	Introduction to Learning and Development	International Trade Policy and Management
IV	Course Code	230VMGB22_04	230VFMB22_04	230VHRB22_04	230VIBB22_04
	Course Name	Social Media and Digital Marketing	Banking and Financial Institution	Performance and Compensation Management System	Introduction to Import Export Procedures
V	Course Code	230VMGB23_05	230VFMB23_05	230VHRB23_05	230VIBB23_05
	Course Name	Brand Management in the Digital Age	Investment Analysis and Portfolio Management	Organizational Change and Development	Foreign Exchange Management
VI	Course Code	230VMGB24_06	230VFMB24_06	230VHRB24_06	230VIBB24_06
	Course Name	Direct and Indirect Marketing	Risk and Insurance Management	Industrial Relations and Employments Laws	Cross Cultural Management Essentials



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.
Dr. Punamkumar Hinge
Programme Coordinator, BBA

A.S.
Dr. Anuradha S. Deshpande
Associate Dean (Academics)



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

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