



Dr. Vishwanath Karad

**MIT WORLD PEACE
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

SYLLABUS

DR VISHWANATH KARAD
MIT - WORLD PEACE UNIVERSITY

FACULTY OF MANAGEMENT

SCHOOL OF MANAGEMENT UG

BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)-BBA (IB)

BATCH – 2018-2021

TYBBA(IB)

**Prof. Gautam Bapat,
Head,SOM (UG)**



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PROGRAMMESTRUCTURE

Preamble:

- BBA(IB) is a three-year nine trimester full time programme designed to give rise to 'future professionals' rather than mere 'degree holders'.
- Useful for students aspiring to make a career successfully in the domestic and international markets with freight forwarders, C&F agents and reputed export houses.
- Understands the needs of the industry where the students would ultimately find employment
- Completely different approach to learning.

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Vision and Mission of the Programme

- This should help MIT-WPU to reflect on its core fundamentals, educational values, operational objectives, purpose as a learning institution and a great learning value for students.
- It should also act as a way to rally support for its core educational values or an improvement plan, or to mobilize the staff and community to move in a new direction or pursue more ambitious goals.
- It should focus on the set of common, agreed-upon learning goals of the academic program.
- It should have the potential to focus MIT-WPU leaders and educators on making decisions that are “aligned” with the vision and mission which should lead to greater curricular coherence

Programme Educational Objectives

- With the industrial liberalization and globalization scenario and emphasis on global markets, there is a great scope for job opportunities as well as entrepreneurship in international business in the products (including Agri products) and services sectors.
- Great scope also exists in international logistics, supply chain management, transportation and distribution

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Programme Specific Outcomes

1. **Business Knowledge**: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
2. **Critical Thinking Skills**: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
3. **Communication Skills**: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
4. **Technology Skills**: Students are competent in the uses of technology in modern organizational operations.
5. **Entrepreneurship and Innovation**: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

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Programme Structure :

(a) **Programme duration:**03years full time course

(b) **System followed:** Trimester

(c) **Credits System :**

Year	Total Credits
FY	47
SY	51
TY	53
Total	151

(d). **Credits for activities other than academics**

FY

Sr. No.	Particulars	Credits
1	Tally Level 1	02
2	Business Exposure (Industry Visits) (Min 3)	03
3	National Credit Program with Modular Certificate Course*	02

SY

Sr. No.	Particulars	Credits
1	Tally – Level 2	4
2	Summer Internship (4-6 weeks)	3
3	International Credit Programwith Modular Certificate Course (Duration –4 weeks)	2

TY

Sr. No.	Particulars	Credits
1	Business Simulation (in association with Capstone or Marketplace)	03



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(e) Assessment Criteria:

Pattern of Examination:

The evaluation scheme comprises of:

- a) University Evaluation
- b) Concurrent Evaluation

For each credit course –

- a) 50 marks shall be evaluated by the University and
- b) 50 marks shall be evaluated on the basis of Concurrent evaluation.

Passing Criteria –

As per MIT-WPU norms

(f) Branches or Specialisations:

Specializations (Group I) –International Business

(Note - Specialization selected in SYBBA(IB) will continue in TYBBA(IB)) –

Dual Specialization (Group II) - - (Note - Specialization selected in Trimester VII will continue in Trimester VIII) –

Select Any One

- CSR
- Sports
- Entrepreneurship
- Travel and Tourism

(g) Mandatory Attendance to appear for examination: <75>%

1. It is obligatory on the part of the student to attend each and every Lecture, Tutorial, and Laboratory practical sessions in a course for the academic excellence. However, on account of late registration or illness or any other contingencies, the attendance requirement will be a minimum of 75% of the classes scheduled/ held.
2. In case of extraordinarily genuine cases, the requirement of attendance can be further condoned up to 15% by the Executive President/Vice-Chancellor on the recommendations of the Head of the Department concerned. An application on prescribed format for condoning limited shortage of attendance (upto15% only) should be made by the student at least one week prior to the examination.
3. Any candidate who fails to meet the attendance criteria indicated as above in any course shall not be allowed to take the end term examination of that course unless he/she fulfills the minimum attendance criteria.
4. The attendance records will be announced/ displayed periodically to sufficiently warn the students who are falling short of attendance.
5. The final attendance records for the entire trimester /semester / one year will be displayed by the respective faculty/course instructor handling a course, with the approval of the

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Heads of Departments (Principal/ Director), before the last day of classes in the current trimester /semester / one year , or on the date as mentioned in the Academic Calendar.

(h) Medium of Instruction and Examination: <English>

Medium of instruction: English.

Examination:

Pattern of Examination:

The evaluation scheme comprises of:

- a) University Evaluation
- b) Concurrent Evaluation

For each credit course –

- a) 50 marks shall be evaluated by the University and
- b) 50 marks shall be evaluated based on Concurrent evaluation.

(k) Eligibility criteria for admission to the programme

Eligibility for admission -

In order to be eligible for admission to Bachelor of Business Administration a candidate must have passed.

- a. HSC (10+2) from any stream with English as passing Subject with minimum 50% marks in aggregate.
- b. Two years/ Three years Diploma of Board of Technical Education, conducted by Government of Maharashtra or its equivalent.
- c. MCVC

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MIT-WPU-BBA-IB
Batch 2018-2021

A. Definition of Credit:-

45 lectures per programme	3 credits
30 lectures per programme	2 credits.

B. Credits:-

Total number of credits for Three year undergraduate **BBA(IB)** Programme would be 151.

C. Structure of Credits for Undergraduate BBA(IB) program:-

S. No.	Category	Suggested Breakup of Credits (Total)
1	Compulsory Courses	90
2	Dual Specialization	12
3	Elective	12
4	Peace Course	18
5	Certificate Courses	09
6	Internship and Industry Visits	06
7	International and National credit programme	04
	Total	151

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D. Coursecodeanddefinition:-

Coursecode	Definitions
L	Lecture
T	Tutorial
WP	HumanitiesandSocialSciences and Peace Programs includingManagementcourses

E. Grading Scheme:

The marks shall be converted to grade points and grades using Table I below

Table I: Points Grading System

Marks Out of 100	Grade	Grade Point
80-100	O: Outstanding	10
70-79	A+: Excellent	9
60-69	A: Very Good	8
55-59	B+: Good	7
50-54	B: Above Average	6
45-49	C: Average	5
40-44	Pass	4
0-39	Fail	0
Ab	Absent	NA

The performance of a student will be evaluated in terms of two indices, viz.

- Trimester Grade Point Average (TGPA) which is the Grade Point Average for a trimester
- Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed trimesters at any point in time.



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Trimester Grade Point Average (TGPA): At the end of each trimester, TGPA is calculated as the weighted average of GPI of all courses in the current trimester in which the student has passed, the weights being the credit values of respective courses.

TGPA = Grade Points divided by the summation of Credits of all Courses.

$$\text{GPA (Si)} = \frac{\sum(C_i * G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average (CGPA) is the grade point average for all completed trimesters. CGPA is calculated as the weighted average of all GPA of all courses in which the student has passed up to the current trimester.

Cumulative Grade Point Average (CGPA) for the Entire Course

$$\text{CGPA} = \frac{\sum(C_i * S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i th trimester / semesters / one year and C_i is the total number of credits in that trimester / semesters / one year.

The GPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

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**BBA(IB).(Third Year) (Batch 2018-2021)
Trimester – VII**

Sr. No	Course Code	Name of Course	Type	Weekly Workload, Hrs			Credits		Assessment Marks**			
				Theory	Tutorial	Lab	Th	Lab	CCA*	LCA*	End Term Test	Total
1	701	Dual Specialization Paper I#	Spl	6		--	3	--	50		50	100
2	702	Dual Specialization Paper II#	SPI	6		--	3		50		50	100
3	703	Business Policy and Strategic Management	Core Subject	6		--	3		50		50	100
4	704	International Business Law	Core Subject	6			3		50		50	100
5	705	Management Control System	Core Subject	6			3		50		50	100
6	WPC	Peace Course	PC	3			2		25		25	50
		Total :		33			17		250		250	550

****Assessment Marks are valid only if Attendance criteria are met**

* CCA : Class Continuous Assessment

*LCA : Laboratory Continuous Assessment

Total Credits: Third Year BBA(IB) .Trimester VII: 17

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**BBA(IB).(Third Year) (Batch 2018-2021)
Trimester – VIII**

Sr. No	Course Code	Name of Course	Type	Weekly Workload, Hrs			Credits		Assessment Marks**			
				Theor y	Tutoria l	Lab	Th	Lab	CCA*	LCA *	End Term Test	Total
1	801	Dual Specialization Paper III#	Spl	6		--	3	--	50		50	100
2	802	Dual Specialization Paper IV#	Spl	6		--	3		50		50	100
3	803	Export Import Procedure	Core	6		--	3		50		50	100
4	804	International Financial Management	Core	6			3		50		50	100
5	805	International Agri-Business Management	Core	6			3		50		50	100
6		VAP Course	VAP	3			2		25		25	50
		Total :		33			17		275		275	550

****Assessment Marks are valid only if Attendance criteria are met**

* CCA : Class Continuous Assessment

*LCA : Laboratory Continuous Assessment

Total Credits: Third Year BBA(IB) . Trimester VIII:17

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**BBA(IB).(Third Year) (Batch 2018-2021)
Trimester – IX**

Sr. No	Course Code	Name of Course	Type	Weekly Workload, Hrs			Credits		Assessment Marks**			
				Theor y	Tutoria l	Lab	Th	Lab	CCA*	LCA *	End Term Test	Total
1	901	International Banking and Finance	Core Subject	6		--	3	--	50		50	100
2	902	Business Reporting and Analysis	Core Subject	6		--	3		50		50	100
3	903	Ethics and Governance	Core Subject	6		--	3		50		50	100
4	904	Case studies in International Business	Ability Enhancement Course	6			3		50		50	100
5	AE	Port Logistics Management	Ability Enhancement Course									
6		Intellectual Property Rights	Core Subject	3			2		50		50	100
7	WPC	Peace Course	PC	3			2		25		25	50
		Total :		30			16		275		275	550

****Assessment Marks are valid only if Attendance criteria are met**

:

Total Credits: Third Year BBA(IB)..Trimester IX:16
Total Third YearBBA(IB) Credits:53

* CCA : Class Continuous Assessment
*LCA : Laboratory Continuous Assessment

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BBA-IB COURSE STRUCTURE

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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU – BBA(IB)-3701-a-CSR			
Course Category	Group 2 - CSR Specialization			
Course Title	Introduction to Corporate Social Responsibility			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3
Course Description- The course stands as an introduction to the concept of Corporate Social Responsibility and explains various facets of it such as impact of globalization, CSR and CSV, UN Goals and CSR etc.				
Pre-requisites: This course will need basic knowledge of business ethics and social impact of business practices.				
Course Objectives:				
<p>1. Knowledge : To understand the concept of corporate social responsibility</p> <p>2. Skills : To help students to explore new opportunities in CSR Management and to equip students with knowledge of CSR activities in society</p> <p>3. Attitude: To enable students to build a point of view of creating innovative business ideas from critical social needs.</p>				
Course Outcomes:				
The course will create an awareness and interest of social responsibility among business students				
Course Contents:				
Unit 1 – Introduction to corporate social responsibility				
1.1 Basics of business ethics				
1.2 Meaning, definition and importance of corporate social responsibility				
1.3 Evolution of CSR and legal background in India.				
1.4 Corporate responsibility				
1.5 Approaches for and against CSR				
Unit 2 – Business and Globalization				
2.1 Effects of globalization				
2.2 Economy and ecology				
2.3 Sustainability and the Triple Bottom Line				
2.4 Global businesses and sustainability				
Unit 3 – CSR & CSV				
3.1 CSR and Shared Values				
3.2 Shareholder and Stakeholder Theory				
3.3 Role of various institutions in CSR – Governments, Economies, NGOs and Media				
Unit 4 – CSR and UN Goals				
4.1 17 goals and 169 targets				
4.2 SDGs and MDGs				

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4.3 Role of global businesses in shaping ethics

4.4 Human Rights and other linked issues

Unit 5 –CSR Reporting

5.1 Social Accounting Standards

5.2 CSR Reporting Tools

5.3 Impact Analysis and Measurement

5.4 Social Audits

Learning Resources:

Text Book:

Corporate Social Responsibility – Madhumita Chatterji – Oxford Press

Reference Books :

Learning Resources:

Friedman, Milton. (1970) The social responsibility of business is to increase its profits. The New York Times Magazine, September 13th, 1970.

<https://www.un.org/sustainabledevelopment/>

UN Goals

Social Audit Tool kits by Freer Spreckley

Pedagogy:

Case discussion, assignments, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
Prof. Dhanashree Ghate

Checked By
Prof. Shweta Deshpande

Approved By
Prof. Diksha Bedekar

Chairman, Board of Studies

Prof. Gautam Bapat

Head, SOM (UG)

COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU-BBA (IB)-3701-b-SM			
Course Category	Group 2 - Sports Specialization			
Course Title	Introduction to Sports Management and Sports Industry			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3

Course Description: The course makes students aware of Foundations of Sports Management and segments of sports industry. Sports management course designed by keeping in mind both current and future career opportunities for participants. Focus on various aspects of sports management like types of sports of management, functional areas of sports management, sports industry and its segmentation etc. will help in achieving the objectives of this course.

Pre-requisites: This course will need basic knowledge of business ethics and social impact of business practices

Course Objectives:

- 1. Knowledge:** To understand the concept of Sports Management.
- 2. Skills:** To help students to explore new opportunities in Sports Management.
- 3. Attitude:** To enable students to build a point of view of creating innovative business ideas from critical social needs.

Course Outcomes:

1. To acquaint the students with Nature and scope of Sports Industry
2. To acquaint the students with concept of Sports Management
3. To acquaint the students with different functions of sports Management.

Course Contents:

Unit 1 – Introduction to Sports Management

- 1.1 Defining Sports and Sports Management
- 1.2 Unique aspects of Sports Management
- 1.3 Sports management competencies
- 1.4 Types of Sports Management

Unit 2 – Foundations of Sports Management

- 2.1 History of Sports Management (The club system: Sports and community, Leagues)
- 2.2 The Birth of Sports Management as an Academic Field
- 2.3 Sports Management Principles Applied to Sports Management
- 2.4 Functional Areas of Sports Management

Unit 3 – Sports Industry

- 3.1 Introduction to Sports Industry
- 3.2 Amateur Sports Industry
- 3.3 Professional Sports Industry
- 3.4 Future of Sports Industry – technology in sports.

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Unit 4 – Segments of Sports Industry

- 4.1 Sports Tourism
- 4.2 Sports Sponsorship
- 4.3 Sports Broadcasting
- 4.4 Careers in Sports Management

**** Student should complete two visits – First to any one School sports facility and second to any one College / University level sports facility and prepare one report in detail on individual basis for Presentation exam. Students are expected to complete these visits on their own and correlate what they are studying in classroom with the sports industry.**

Learning Resources:

Reference Books :

1. Bucher & Krotee. (2002). *Management of physical education & Sports*. NY: McGrawHill Co.
2. Park, Zanger, Quarterman. (1998). *Contemporary sports management*. IL: Human Kinetics
3. Lussier & Kimball. (2004). *Sports management- Principles, application & skill development*. Ohio: Thomson South Western.
4. Kamlesh.M.L. *Management concepts in physical education and sports*
5. Edward F. Voltmer. *The organization and administration of Phy.Edn.*
6. Lisa P. Masteralexis, Carol A. Barr, Mary A. Hums *Principles of and Practices of Sports Management.*

Pedagogy: Case discussion, Group Discussion, Problem solving, assignment, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
Prof. Vaibhav Joshi

Checked By
Prof. Shweta Deshpande

Approved By
Prof. Diksha vBedekar

Chairman, Board of Studies

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Head, SOM (UG)

COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU-BBA(IB) -3701-c-Ent. Mgmt.			
Course Category	Group 2 - Entrepreneurship Specialization			
Course Title	Introduction to Entrepreneurship			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3
Course Description: Entrepreneurship has been considered as one of the most sought after course. This course is designed for participants who are willing to enter into entrepreneurial ventures or interested in understanding management of various entrepreneurial ventures.				
Pre-requisites: This course will not require you to have previous experience in any particular area but you should have a high school reading level. No books will be required				
Course Objectives:				
1.Knowledge:				
1. To understand basic concepts in the area of entrepreneurship				
2. To understand the role and importance of entrepreneurship				
2.Skills:				
1. To adopt of the key steps in the elaboration of business idea				
2. To prepare business plan presentations				
3.Attitude:				
To know the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures				
Course Outcomes:				
i) Understand and remember basic terminologies				
ii) Carry out environment analysis for business opportunity identification				
iii) Learn the application of different entrepreneurial strategies				
iv) Understand the importance of marketing in small ventures				
Course Contents:				
Unit 1 – Basics of Entrepreneurship				
1.1 Meaning & concept of Entrepreneurship				
1.2 History of Entrepreneurship development				
1.3 Role of entrepreneurship in economy				
1.4 Agencies working on entrepreneurship development				
1.5 Trends in entrepreneurship				
Unit 2 – Entrepreneurs				
2.1 Definitions of entrepreneurs				
2.2 Types of entrepreneurs				
2.3 Traits of entrepreneurs				
2.4 Entrepreneurial process				
2.5 Entrepreneurial motivations & barriers				
Unit 3 – Entrepreneurship & Micro, Small, Medium Enterprises (MSME)				
3.1 Types of entrepreneurship				

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- 3.2 Entrepreneurship & Small Business Difference
- 3.3 Life cycle of a small company
- 3.4 Government initiatives for MSMEs
- 3.5 Government schemes for small sector Businesses

Unit 4 – Idea & Opportunity Identification

- 4.1 Idea generation Sources
- 4.2 Methods of Idea generation
- 4.3 Opportunity identification
- 4.4 Characteristics of IDEAL Business.

Unit 5 – Hands on entrepreneurship

- 5.1 Visit to any 1 entrepreneurial venture
- 5.2 Write a report on the above said visit
- 5.3 Interaction with invited local entrepreneurs (Panel Discussion)

Pedagogy: Case discussion, assignments, conceptual and contextual learning.

Learning Resources:

Text Books and Reference Books :

1. Essentials of Entrepreneurship and Small Business Management - 8th edition by Norman M. Scarborough
2. Entrepreneurial Small Business - Text Only - 4th edition by Jerome A. Katz
3. Entrepreneurial Management by Shivganesh Bhargava
4. Entrepreneurship – The Art, Science and Process for Success by Charles E. Bamford
5. Entrepreneurship Management by Ralph Borsella

Web links:

- <http://www.yourarticlelibrary.com/business/identification-of-business-opportunity-idea-generation-and-opportunity/40732>
- <https://iedunote.com/entrepreneurship-types>

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
Prof. Abhijeet Chavan

Checked By
Prof. Shweta Deshpande

Approved By
Prof. Diksha Bedekar

Chairman, Board Of Studies

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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU- BBA (IB)-3701-d-T & T Mgmt.			
Course Category	Group 2 - Travel and Tourism Specialization			
Course Title	Introduction to Tourism Industry			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3

Course Description: This course shall introduce the learners to the various fundamental concepts of travel trade, forms of tourism and future growth of tourism. Also the course will attract learners with diverse background and are interested in travel and tourism sector.

Pre-requisites: This course will require you to have previous basic knowledge of Principles of Management, HR, Marketing and Finance areas, so that students can understand important aspects of Tourism Industry.

Course Objectives:

1. Knowledge:

1. To understand the basic concept, process and importance of Tourism Industry.
2. To understand role of Tourism Industry in a Globalized business world.

2. Skills : To help students develop understanding and insight into Tourism Industry and its contribution to overall GDP.

3. Attitude: To help students to get exposed to contemporary trends, practices and concepts of Tourism Industry.

Course Outcomes:

After doing this course, the students would be able to appreciate the significance of tourism industry in the economy vis a vis other industries. They would also be to establish the importance of linkages of various components in tourism industry. This course shall also provide the students with insights on the socio-economic and ecological impacts of tourism.

Course Contents:

Unit 1 – Basic concepts & development of tourism:

- 1.1 Tourism, excursion, leisure and recreation; tourist, visitor, traveler
- 1.2 History and evolution of tourism
- 1.3 Concept of annual holiday, social (paid) Tourism
- 1.4 Thomas cook & early organized travel; Modern day Mass Tourism.

Unit 2 – Typology and forms of tourism:

- 2.1 International Tourism, Inbound, Outbound, inter regional, intra regional, domestic,
- 2.2 National Tourism; Types of Tourism, contemporary trends in Indian Tourism.
- 2.3 Components of tourism. Tourism Products , Characteristics
- 2.4 Elements of tourism, Tourism environment, Manila Declaration.
- 2.5 Department of Tourism , IATA

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Unit3 – Tourism Demand & Travel Motivators:

- 3.1 Basics of Tourism demand, Tourism Marketing – Strategies, Quantum, Volume
- 3.2 Case study-pattern of movement of tourists to India
- 3.3 Travel Motivators, Physical Motivators, Inter personal Motivators, Status & Prestige. Pull & Push factors.

Unit 4 – Future growth and development of Indian tourism:

- 4.1 5 T's of Brand India
- 4.2 Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme,
- 4.3 Travel Circuits- Indian Culture, IITTM [Indian Institute of Tourism & Travel Management]
- 4.4 Future of Tourism Industry- UDAAN/ Indology/ Iconography

Unit 5– Self Learning Module:

In this Module, students will attend Workshops, Seminars from Tourism Industry Experts in Campus or thru Field visits. In this Module, students will submit assignments, Field visit report and Presentations for evaluation.

Reference Books :

1. The Business of Tourism, Pitman Publishing, London. Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012). Tourism Principles and Practices, Oxford Higher Education.
2. Understanding Tourism, Butterworth Heinemann, Oxford. Hayward, Peter (2000).

Pedagogy: Case/Group Discussion, Field visits, Guest lectures, Assignment, conceptual and contextual learning.

AssessmentScheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
Prof. Shrinivas Kulkarni

Checked By
Prof. Shweta Deshpande

Approved By
Prof. Diksha Bedekar

Chairman, Board of Studies

Prof. Gautam Bapat
Head, SOM (UG)

COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU – BBA (IB)-3702-a-CSR			
Course Category	Group 2 - CSR Specialization			
Course Title	Social Entrepreneurship			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3
Course Description: The course makes students aware of the concept of Social Entrepreneurship, its scope and various aspects of it such as Business plan, Investment, Marketing and Management of Social Entrepreneurship plans.				
Pre-requisites: This course will need basic knowledge of business ethics and social impact of business practices.				
Course Objectives:				
1. Knowledge : To understand the concept of social entrepreneurship				
2. Skills : To help students view social issues from a entrepreneurship perspective, converting social issues into entrepreneurship opportunities				
3. Attitude : To enable students to build a point of view of creating innovative business ideas from critical social needs.				
Course Outcomes:				
To create awareness of social entrepreneurship among business students to create economic and social value hand in hand				
Course Contents:				
Unit 1 - Introduction to social entrepreneurship				
1.1 Concept, Evolution and History				
1.2 Corporate and social entrepreneurship				
1.3 For profit and not for profit				
1.4 Social enterprise in developed and emerging countries				
Unit 2 – Managing a Social Enterprise				
2.1 Marketing in social ventures				
2.2 Scaling-up, Legal issues and change management				
2.3 Measuring success of a social sustainable enterprise				
2.4 Leadership and human resources requirement for creating a sustainable social enterprise				
Unit 3 – Investing in Social Entrepreneurships				
3.1 Stages of Investments for SEs				
3.2 Bootstrapping, Angel Investors, Venture Capitalists				
3.3 Private Equities, CSR funds of organizations, Philanthropists				
3.4 Government schemes for start-ups, Incubators and Accelerators				
3.5 Stages of Investments, measuring and showing ROI and SROI				
Unit 4 – Social Entrepreneurship scope				

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- 4.1 Community Engagement
- 4.2 Scope of the fourth sector
- 4.2 Embedding social enterprise model in the existing business practice
- 4.3 BOP market

Unit 5 – Exercise and Presentation

- 5.1 Build a social enterprise model with business plan
- 5.2 Understand the legal framework and investment terms and conditions for the venture
- 5.3 Develop a plan to scale-up a venture in different geographies
- 5.4 Develop marketing, HR, Fundraising model at different stages.

Learning Resources:

Text Book:

How to Change the World – Social Entrepreneurs and the Power of New Ideas – Bornstein, David – Oxford University Press

Reference Books :

Learning Resources:

- The Fortune at the Bottom of the Pyramid – C K Prahalad
- Social entrepreneurship: Leadership that facilitates societal transformation— An exploratory study” by Alvord, Brown, and Letts.
- Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). Entrepreneurship in the Social Sector (ESS). Sage Publications

Pedagogy:

Case discussion, assignments, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By

Prof. Dhanashree Ghate

Checked By

Prof. Shweta Deshpande

Approved By

Prof. Diksha Bedekar

Chairman, Board of Studies

Prof. Gautam Bapat

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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU-BBA(IB)-3702-b-SM			
Course Category	Group 2 - Sports Specialization			
Course Title	Sports Organization & Administration			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3

Course Description: The course makes students aware of Sports Organization and administration of sports industry. Sports management course designed by keeping in mind both current and future career opportunities for participants. Focus on various aspects of sports organization like its structure, levels of sports organization, sports club and their management etc. will help in achieving the objectives of this course.

Pre-requisites: Students should have basic knowledge of Sports Management and its various facets.

Course Objectives:

- 1. Knowledge :** To understand the concept of Sports organization and administration
- 2. Skills :** To help students to explore new opportunities in Sports Organisation and administration.
- 3. Attitude:** Help students develop a right perspective among students that will help them to be good sports Managers who can design a good organizational structure for the company

Course Outcomes:

1. To acquaint the students with Nature and scope of Sports Organizations.
2. To acquaint the students to understand how Sports Organizations works.
3. To acquaint the students with Organizational structure of Government and Private Sports Organizations.
4. To acquaint the students with Management and Administration of Private Sports Club.

Course Contents:

Unit 1 – Introduction

- 1.1 Defining the term Organization and Organizational effectiveness
- 1.2 Management of Organizations
- 1.3 Organizational structure and design
- 1.4 Organizational Culture

Unit 2 – Organizational Structure

- 2.1 Management as a process in sports Organization
- 2.2 International Sports Environment: IOC and International Federations
- 2.3 National Sports Environment: National Olympic Committees – National Federations – Governmental and Quasi-Governmental Organizations
- 2.4 Organizational structure of Sports at different levels (School, Colleges, Universities, National Sports Federations, SAI, Private Clubs)

Unit 3 – Management of Private Sports Club

- 3.1 The Club
- 3.2 Scope of Club services
- 3.3 Single Sports Club vs Multisport club

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3.4 Policies and procedures

Unit 4 – Club Management

- 4.1 Planning the Facilities and Programmes
- 4.2 Human Resource Management and Programme Evaluation.
- 4.3 Applied Ethics in Sports club
- 4.4 Legal Aspects of Club Management

****Student should complete two visits to two multi activity sports clubs. They are expected to understand the organization and administrative part of these clubs and prepare one report in detail on individual basis for Presentation exam. Students are expected to complete these visits on their own and correlate what they are studying in classroom with the sports industry.**

Learning Resources:

Reference Books :

1. Mathew Robinson (2010) *Sports Club Management*, Human Kinetics.
2. Lussier & Kimball. (2004). *Sports management- Principles, application & skill development*. Ohio: Thomson South Western
3. Edward F. Voltmer. *The organization and administration of Phy.Edn.*
4. Ruben Acosta Hernandez. *Managing Sports Organizations*, Human Kinetics

Pedagogy:

- Case discussion, Group Discussion, Problem solving, assignment, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU-BBA(IB)-3702-c-Ent. Mgmt.			
Course Category	Group 2 - Entrepreneurship Specialization			
Course Title	Innovation Management			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3

Course Description: Entrepreneurship has been considered as one of the most sought after course. This innovation management course is designed for participants who are willing to enter into entrepreneurial ventures or interested in understanding innovation management.

Pre-requisites: This course requires basic understanding of creativity & innovation.

Course Objectives:

- 1. Knowledge:** To learn models, tools, methods to manage innovation within organizations
- 2. Skills:** To develop critical and analytical reasoning about firm's innovation management.
- 3. Attitude:** To analyse and solve problems that arises in organizations that work on innovative projects.

Course Outcomes:

1. Knowledge and understanding of innovation as a systemic phenomenon
2. To understand how new products, organizational knowledge and managerial approach to innovation
3. A critical understanding of theoretical models on innovation and of the complex interaction between entrepreneurship and innovation.

Course Contents:

Unit 1: Introduction

- 1.1 Innovation - definitions
- 1.2 Conceptualization & models of innovation
- 1.3 Innovative Firms
- 1.4 Case study on Innovation

Unit 2: Innovation Management

- 2.1. Innovation management: problems, myths, traps
- 2.2. Managing innovation as exaptation
- 2.3. Innovation management: techniques and tools

Unit 3: Innovation Management Measurement

- 3.1. Measures of innovation
- 3.2. Managing innovation through experimentation
- 3.3. Innovation dimensions like technological, human, economic, organisational, social etc.
- 3.4. Integration of people, processes & technologies for effective management

Unit 4: Diffusion, Innovation & Entrepreneurship

- 4.1. Role of innovation in entrepreneurship

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- 4.2. Innovation strategies
- 4.3. Collaborations & networks
- 4.4. Commercialization of innovation

Unit 5: Group Activity

- 5.1. Identify area of innovation
- 5.2. Make report on last 10 years of innovation happening in the selected area
- 5.3. Presentation of 10 minutes on the same

Learning Resources:

Text Book:

1. Innovation Management: Strategies Implementation by Jauhari & Bhushan, Oxford University Press India.
2. Hargadon, Andrew. (2003) How Breakthroughs Happen: The Surprising Truth About How Companies Innovate. Harvard Business School Press.

Reference Book:

Innovation and Entrepreneurship by Tidd J. and Bessant J. (2015), Wiley Publications.

Pedagogy:

Case discussion, assignments, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU- BBA (IB)-3702-d-T & T Mgmt.			
Course Category	Group 2 - Travel and Tourism Specialization			
Course Title	Introduction to Hospitality Industry			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3
Course Description: All the travels around the world are incomplete without hospitality industry. And this course is aimed at introducing the hospitality industry to participants with focus on few important areas such as evolution of hotel industry, various functions of hotels, regulatory framework around hotel industry etc.				
Pre-requisites: This course will require you to have previous basic knowledge of Principles of Management, HR, Marketing and Finance areas, so that students can understand important aspects of Hospitality Industry				
Course Objectives:				
<ol style="list-style-type: none"> 1. Knowledge: To understand the basic concept, process and importance of Hospitality Industry .To understand role of Hospitality Industry in a Globalized business world. 2. Skills: To help students develop understanding and insight into Hospitality Industry and its contribution to overall GDP. 3. Attitude: To help students to get exposed to contemporary trends, practices and concepts of Hospitality Industry. 				
Course Outcomes:				
Objective of this course is to acquaint the students with the basic concept of Hospitality. After doing this course, the students would be able to appreciate the importance of hospitality industry in economy in general and in tourism industry in particular.				
Course Contents:				
Unit-1 Introduction to Hotel industry –				
1.1 Development of Hotel Industry in India – Origin and Development over the ages, Future, Changing trends.				
1.2 Role of Hospitality in the development of tourism industry.				
1.3 Types of accommodation - intermediary accommodation, grouping of accommodation.				
1.4 Classification of hotels 1. Size 2. Location 3. Length of Stay 4. Facilities offered				
1.5 Types of Plan – European plan, American plan, modified American plan, continental plan & Bermuda plan.				
Unit-2 Various Departments in hotels and their functions – Sales & Marketing, HRM				
2.1 Accommodation management - front office - housekeeping – F&B Service				
2.2 Working of hotels - maintenance of equipment - maintenance of account etc..				
2.3 FHRAI and its role, government participation in and contribution to hospitality. Regulatory Bodies				
2.4 Different types of rooms- available in India and various tariffs and facilities offered Single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency.				

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Unit-3 Framework of Rules and Regulation applicable to a hotel Industry

- 3.1 Duties & responsibility of a hotel towards its guests
3.2 Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups
3.3 Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service
3.4 Challenges and prospectus of Hotel Industry.

Unit-4 Customer Service in Hospitality Industry:

- 4.1 Handling customers, Creating customer delight, Handling customer complaints and resolution
4.2 Hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure
4.3 Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Unit- 5 Self Learning Module:

In this Module students will attend Workshops, Seminars from Hospitality Industry Experts in Campus or thru Field visits. In this Module, students will submit assignments, Field Visit to Hotel Industry report and Presentations for evaluation.

Reference Books :

1. Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Publication, New Delhi.
2. Andrews Sudhir (2012), Introduction to Tourism and Hospitality Industry, Tata Mc Graw Hill Publication, New Delhi.

Supplementary Reading: Web Resources, Web links, MOOCs

Pedagogy: Case/Group Discussion, Field visits, Guest lectures, Assignment, conceptual and contextual learning.

AssessmentScheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU-BBA(IB)-3703			
Course Category	Compulsory Subject			
Course Title	Business Policy and Strategic Management			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	--	3
Course Description: Business Policy and Strategic Management course is designed for participants by keeping in mind the modern global development which requires attention on aspects of business like policy framework, environment affecting business policy framing, models of strategic management etc.				
Pre-requisites: Understanding of businesses and general management.				
Course Objectives:				
1. Knowledge: To understand the concept and importance of policy and strategic management and environment				
2. Skills: To help students develop strategic skills along with resource management and environment impacts.				
3. Attitude: To help students to acquaint with resources of the world for business and environmental impact				
Course Outcomes: To generate awareness among the students regarding formulation of Business policy along with the accurate Business Strategies.				
Course Contents:				
Unit 1 - Introduction to Business Policy and Strategic Management				
1.1 Meaning and Definition and importance of Business Policy.				
1.2 Formation of Business Policy				
1.3 Things to be considered while formulating Business Policy				
1.4 Meaning of Strategic Management				
1.5 Phases of Strategic Management				
1.6 Social responsibility and Ethics in Strategic Management				
UNIT 2 - Market Environment Analysis				
2.1 Environmental Scanning				
2.2 Impact of Globalization				
2.3 Impact of Liberalization				
2.4 Impact of Privatization				
2.5 Trade Barriers Imposed				
2.6 Sustainability Strategies				
UNIT 3 - Model of Strategic Management				
3.1 Strategy Formulation				
3.2 Strategy Implementation				
3.3 Evaluation and Control				
3.4 Feedback / Learning Process				

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Unit 4 - Strategic Decision Making

- 4.1 Strategic Decision Making Process
- 4.2 Mintzberg's Modes of Strategic Decision Making
- 4.3 Strategic Audit
- 4.4 Impact of Strategic Decision Making on the Sustainability of the business
- 4.5 Sustainability Strategies

Unit 5 - Ethical Decision Making

- 5.1 Reasons for Unethical Behavior
- 5.2 Effects of Unethical Behavior
- 5.3 Encouraging Ethical Behavior
- 5.4 Cases on Ethical Strategic Management

Learning Resources:

Text Book:

Strategic Management & Business Policy: Azhar Kazmi :Tata McGraw Hill

Reference Books :

Concepts in Strategic Management and Business Policy (Globalisation, Innovation and sustainability) Publication-- Thomas L. Wheelen, J David. Hunger, Alan N. Hoffman, Charles E. Bamford

Supplementary Reading:

Business Policy and Strategic management by L M. Prasad

Pedagogy:

Case discussion, Group Discussion, Problem solving, assignment, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By

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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU-BBA (IB)-3704			
Course Category	Discipline Specific Course			
Course Title	International Business Law			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	---	3
Course Description: The international business law course is giving opportunities to participants to understand various laws pertaining to international business and their implications overall.				
Pre-requisites: This course will need the basic knowledge of commercial aspects of Indian and World Resources.				
Course Objectives: 1. Knowledge: To understand the concept, Awareness and importance of Business Laws in relation with international business environment 2. Skills: To have a basic ability to present relevant and well-founded critical views on issues of international business law with an acceptable composition and an acceptable legal language. 3. Attitude: To have a basic ability to interpret and apply those given set of facts including the ability to find relevant legal materials for the task, the ability to interpret and apply those materials in a relevant manner				
Course Outcomes: To have a basic ability to understand the applicability of business law to all commercial and business transactions in India as well as in countries around the world.				
Course Contents: Unit 1: Indian Contract Act 1872 1.1 Meaning and Definition 1.2 Agreement, kinds of Agreements, Contract- kinds of contracts: 1.3 Offer or Proposal- Definition, 1.4 Essentials of valid proposal or offer, counter offer, standing or open offer 1.5 Acceptance-definition, Essentials of a valid acceptance, 1.6 Capacity to contract (Ss.10-12), Consent and Free Consent (Ss.13-22) 1.7 Consideration (S.2 and 25) and Void Agreements (Ss.24-30) Unit 2: Company Law 2.1 Meaning and Definition. 2.2 Characteristics of a company & Types 2.3 Memorandum of association & Articles of association 2.4 Directors Appointment; Legal positions of directors, powers and duties; removal of directors 2.5 Meetings of shareholders and board; Types of meeting 2.6 Concept and modes of Winding Up				

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Unit 3: International Law

- 3.1 Definition of International Law.
- 3.2 Development of International Law
- 3.3 Nature of International law
- 3.4 Theories as to basis of International Law

Unit 4: Sources and Subjects of International Law

- 4.1 International Conventions
- 4.2 International Customs
- 4.3 General Principles of Law recognized by Civilized States
- 4.4 Decisions of Judicial or Arbitral Tribunals
- 4.5 Other Sources

Unit 5: Institutions of International Law

- 5.1 International Law and International Business: The Big Picture
- 5.2 GATT Law and World Trade Organization
- 5.3 European Union and International Competition Law
- 5.4 International Court of Justice
- 5.5 Business Mediation and International Commercial Arbitration
- 5.6 International Commercial Litigation

Learning Resources:

Text Book:

A Concise Book on International Law and Human Rights (Fourth Edition, 2014)
International Law by AshwathThapa

Reference Books :

Learning Resources:

Text Book:

S K Kapoor, International Law and Human Rights, Central Law Agency

Additional books

Lassa Oppenheim, Robert Jennings and Arthur Watts, Oppenheim's International Law, Oxford University Press, USA, 2008

Supplementary Reading: Ian Brownlie, Basic Documents in International Law, Oxford University Press, 2008

H.O. Agarwal, International Law & Human Rights, Central Law Publications, 2000

Pedagogy: Case discussion, Group Discussion, Problem solving, assignment, conceptual and contextual learning.

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Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

**Prepared By
Dr. Pournima Inamdar**

**Checked By
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**Approved By
Prof. Diksha Bedekar**

Chairman, Board of Studies

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COURSE STRUCTURE Trimester VII

Course Code	MIT-WPU- BBA(IB)-3705			
Course Category	Compulsory Subject			
Course Title	Management Control System			
Teaching Scheme and Credits	L	T	Field visits	Credits
Weekly load hrs	6	---	---	3

Course Description: The Management Control System will be approached from different perspectives in this course as below

- Relating system to organization's goals
- Process of strategic planning
- Responsibility centers
- Transfer pricing

Pre-requisites: This course will require you to have previous basic knowledge of Principles of Management, HR, Marketing and Finance areas, so that students can understand Management Control System.

Course Objectives:

- 1. Knowledge:** To understand the basic concept, process and importance of **Management Control System**. To understand how to conduct Monitoring and Control in a Globalized business world.
- 2. Skills :** To help students develop understanding and insight into **Management Control System** and its correlation with other Organizational functions, namely HR, Marketing and Finance.
- 3. Attitude:** To help students to get exposed to contemporary trends, practices and concepts of **Management Control System** in the world of business.

Course Outcomes:

To transform & improve the understanding and insight about **Management Control System**, so that students can understand the Role of Manager and Controller. Students will also learn different methods of MCS, namely Balanced Score Card for both Manufacturing and Service Organizations.

Course Contents:

Unit1: Introduction to Management Control System

- 1.1 Evolution of control systems in an organization
- 1.2 Relating system to organizational objectives
- 1.3 Management Control and Operational Control
- 1.4 Cybernetic Paradigm of Grissinger

Unit2: Strategy and Strategic Planning

- 2.1 Need, importance and advantages of Strategic Planning
- 2.2 Strategic Planning Process
- 2.3 Types of strategies with Examples
- 2.4 Corporate level strategy, Organizational level strategy and Department level strategy

Unit3: Goals:

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- 3.1 Importance, need for Organizational Goals
- 3.2 Hierarchy of goals,
- 3.3 Goal congruence, Factors affecting goal congruence,
- 3.4 Types of Organizational structures in Global scenario,
- 3.5 Functions of Business Controller

Unit 4: Responsibility Centers:

- 4.1 Introduction, Types of RC-Expense centers, Profit centers, Investment centers,
- 4.2 Du Pont Analysis
- 4.3 Capital budgeting –Introduction, Capital budgeting as a tool for performance measurement,
- 4.4 Different Techniques PB,ARR,DCF,NPV,IRR

Unit 5: Transfer Pricing:

- 5.1 Introduction Objectives, need
- 5.2 Methods of TP, Cost based, market price based, 2 steps,
- 5.3 Dual price and profit sharing
- 5.4 Introduction to BSC Balance Score Card

Reference Books :

- 1. Management Control Systems, 10th Ed. - Anthony and Govindarajan
 - 2. Management Control Systems - Kirby
- Supplementary Reading: Web Resources, Web links, MOOCs

Pedagogy: Case/Group Discussion, Guest lectures, Assignment, conceptual and contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA – IB-3801-a-CSR			
Course Category	Group 2 - CSR Specialization			
Course Title	CSR Planning and Strategy			
Teaching Scheme and Credits	L	T	Field visits	Credits
Weekly load hrs	6	---	---	3

Course Description: The CSR Planning and Strategy will be approached from different perspectives in this course as below

- History and need of CSR in India
- CSR Strategies and its implementation
- Process of adopting CSR
- Developing CSR project and evaluation it
- Control and monitor mechanism for matching social and governmental

Pre-requisites: This course will need the basic knowledge of Corporate Social Responsibility

Course Objectives:

1. Knowledge: To understand the framework of organizational CSR practices

2. Skills: To help students develop a linkage of CSR activities of an organization with real time impact on society

3. Attitude: To help students understand the practice of CSR and its legal framework

Course Outcomes:

1. Development of CSR knowledge according to current scenarios in Indian Industry
2. Understanding of community learning and its importance for businesses

Course Contents:

Unit 1 - Basic Homework towards CSR

- 1.1 Need, evolution and background of CSR in India
- 1.2 Global Principles and Guidelines
- 1.3 Legal framework
- 1.4 Creating a committee
- 1.5 Policy, purpose and objectives

Unit 2 - CSR Strategy

- 2.1 Identifying target groups
- 2.2 Blueprinting activities
- 2.3 Decision criteria
- 2.4 Implementation
- 2.5 Operationalizing the institutional mechanism

Unit 3 - CSR Process

- 3.1 Departmentalization and team structure
- 3.2 In house or Implementation partnering decisions
- 3.3 Accounting, Tax, Finance

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- 3.4 HR, Administration and IT systems requirement
3.5 Due diligence, documentation, FCRA guidelines

Unit 4 - Project Development and Scoping

- 4.1 Developing a feasible project proposal
4.2 Long term and short term bifurcation of projects
4.3 Context, goals, KPIs, guidelines
4.4 Aligning project milestones with needs of target beneficiaries
4.5 Project Approval and Disbursement Scheduling
4.6 Timelines and Reports

Unit 5 - Control and Monitor Mechanism

- 5.1 Social Impact Measurement
5.2 Control aligned with project MOUs
5.3 LBG Model, SROI, Social Accountability
5.4 Closing the loop with Companies Act requirement / Going beyond

Learning Resources:

Textbook: A Practical Guide to Corporate Social Responsibility Law, Accounting and Taxation aspects – De CS Rupanjana

Reference Books :

Handbook on CSR in India - CII

Pedagogy:

Case Discussion, Group Discussion, Problem Solving, Assignment, Conceptual And Contextual Learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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Checked By
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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA(IB)- 3801-b-SM			
Course Category	Group 2 - Sports Specialization			
Course Title	Sports Event Management			
Teaching Scheme and Credits	L	T	Field visits	Credits
Weekly load hrs	6	---	---	3

Course Description: The course will give an overview of different elements and functions of sports event management such as budgeting, marketing, planning etc. at the same time they will also be working for sports events so that they can understand real time organization and management of sports events.

Pre-requisites: This course will need the basic knowledge of sports management and basics of event management.

Course Objectives:

1. **Knowledge:** Describe the emergence and history of sports event management industry.
2. **Skills:** Analyze critical management functions including budgeting, risk management etc.
3. **Attitude:** Appraise the career opportunities available in the event management industry specific to sports.

Course Outcomes:

1. Differentiate between Cultural and Sports Event Management
2. Understand sports event management functions and their criticality

Course Contents:

Unit 1 – Introduction to Event Management in Sports

- 1.1 Introduction
- 1.2 History
- 1.3 Sports Management / Marketing Agency Functions
- 1.4 Types of Sports Management / Marketing Agencies

Unit 2 – Critical Event Management Functions

- 2.1 Finance/Budgeting
- 2.2 Risk Management
- 2.3 Tournament Operations
- 2.4 Registrations

Unit 3 – Critical Event Management Functions

- 3.1 Volunteer Management
- 3.2 Event Marketing
- 3.3 Event Management Structure
- 3.4 Event Personnel

Unit 4 – Planning an Event

- 4.1 Types of Events in Sports
- 4.2 Planning for new event
- 4.3 Case study of Mega Sporting events
- 4.4 Career Opportunities

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****Student should work for two sports events after their lecture schedule. They are expected to understand how these events are organized and managed. They should prepare one report in detail on individual basis for Presentation exam. Students are expected to work for two sports events on their own.**

Learning Resources:

Reference Books : The ultimate guide to sport event management and marketing by Joe Goldblatt, Lisa DelpyNeirotti and Stedman Graham.

Pedagogy: Case Discussion, Group Discussion, Problem Solving, Assignment, Conceptual And Contextual Learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

**Prepared By
Prof. Vaibhav Joshi**

**Checked By
Prof. Shweta Deshpande**

**Approved By
Prof. Diksha Bedekar**

Chairman, Board of Studies

Prof. Gautam Bapat

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA (IB)3801-c-Ent. Mgmt.			
Course Category	Group 2 - Entrepreneurship Specialization			
Course Title	Practices in Start-Ups and New Ventures			
Teaching Scheme and Credits Weekly load hrs	L	T	Laboratory	Credits
	6	---	---	3

Course Description: The course practices in start-ups and new ventures designed in such a way that it could give insights about current scenario of start-ups & new ventures. Approach of the course will be focusing on concept of start-ups and new ventures, their role in Indian economy, scanning of environment for the same, challenges of start-ups and new ventures in India etc. Along with this course will provide opportunity to interact and understand start-ups directly from entrepreneurs.

Pre-requisites: This course will not require you to have previous experience in any particular area but you should have basic understanding of entrepreneurship.

Course Objectives:

1. Knowledge

1. To provide insights to the students related to start-ups domain
2. To understand the importance of new ventures in the Indian Economy

2. Skills

1. To familiarize students with the step by step process of setting up a new venture
2. To identify various new venture opportunities

3. Attitude

1. To provide an insight into challenges faced by start-up entrepreneurs like people hiring, managing team, raising funds, developing business model etc.

Course Outcomes:

1. Remember the concepts related to start-ups and new ventures
2. Understand the current eco-system of start-ups in India
3. Analyze the business models and strategies used by successful new ventures in India
4. Find out new business opportunities and develop new venture ideas out of it.

Course Contents:

Unit 1 - Start-Ups and New Ventures basic concepts

- 1.1 Meaning, definitions and scope of Start-ups and New Ventures
- 1.2 Incubators, Mentors, Incubators and Accelerators concept
- 1.3 Various business models in new ventures
- 1.4 Different types of Start-ups across world
- 1.5 Emerging trends

Unit 2 - Start-Ups and New Ventures – an Indian Economy perspective

- 2.1 Role of Start-ups in Indian Economy
- 2.2 Government initiative for start-ups in India

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- 2.3 Start-up ecosystem and policies in India
- 2.4 Start-up Tax Exemptions in India(recent changes)
- 2.5 Registration process for start-ups in India

Unit 3 - Exploring Start-Ups and New Ventures

- 3.1 Scanning business environment for new ideas
- 3.2 Sharing economy and start-ups
- 3.3 Various funding options for start-ups
- 3.4 Life cycle of a start-up
- 3.5 Ethical and legal aspects of start-up

Unit 4 - Challenges in Start-Ups and New Ventures

- 4.1 Financial, Marketing, Legal and Human Resource Issues in Start-ups
- 4.2 New Venture Survival, Growth, Harvesting and Exit Strategies
- 4.3 Intellectual Property Rights (IPR) challenges
- 4.4 Reasons for failing of start-ups and new ventures.

Unit 5 - Practical approach towards Start-Ups

- 5.1 In a group, study a start-up of Indian origin and present it in the class.
- 5.2 Visit at least 2 founders of any start-ups and invite them in the class for interaction.
- 5.3 Write a report on the above said visit and interaction with the founders.

Learning Resources:

Text Books and Reference Books :

1. Managing New Ventures – Concepts and Cases on Entrepreneurship by AnjanRaichaudhuri, PHI Learning Pvt. Ltd.
2. Entrepreneurship – Successfully Launching New Ventures by Bruce Barringer, R. Duane Ireland, Pearson Education (4th Edition)
3. Funding options for Start-ups – A conceptual framework and Practical Guide by K. S. V. Menon, Garima Malik, Notion Press,
4. Business Planning for New Ventures – A guide for start-ups and New Innovations by, David F. Butler, Routledge
5. Why Start-ups fail: And How Yours Can Succeed by David Feinleib, Apress
6. Entrepreneurship Simplified – From Idea to IPO by Ashok Soota, S. R. Gopalan, Penguin UK
7. The Manual for India Start-ups - Tools to Start and Scale-up Your New Venture by, Vijaya Kumar Ivaturi, Meena Ganesh, Penguin Enterprise (E-book available on Google Play Book)
8. The Start-up Diaries – Ordinary Entrepreneurs, Extraordinary journeys by Neeti Jain, Gagan Jain, Orient Publishing (ebook)

Web links:

- <https://www.startupstories.in/>
- <https://yourstory.com/>
- <https://www.startupsindia.in/>
- <https://www.startupindia.gov.in/>

Pedagogy: Case Discussion, Group Discussion, Problem Solving, Presentations etc.

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Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

**Prepared By
Prof. Abhijeet Chavan**

**Checked By
Prof. Shweta Deshpande**

**Approved By
Prof. Diksha Bedekar**

Chairman, Board of Studies

Prof. Gautam Bapat

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU- BBA(IB)3801-d-T & T Mgmt.			
Course Category	Group 2 - Travel and Tourism Specialization			
Course Title	Introduction to Tour Guiding , Itinerary Planning & MICE Events			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	---	3

Course Description: Course has focused on tour operators & tour guiding, practical guiding & situation handling, MICE etc. Also course has provided with module which enables students to understand tour management by attending workshops, conferences, seminars related to travel & tourism.

Pre-requisites: This course will require you to have previous basic knowledge of Principles of Management, HR, Marketing, Finance areas along with Tourism and Hospitality, so that students can understand important aspects of Tour guide, itinerary planning and MICE.

Course Objectives:

1. Knowledge: To understand the basic concept, process and importance of Tour Guiding & Itinerary Planning & MICE Events. To understand role of Tour Guide, as skill set and expertise in Tourism Industry.

2. Skills : To help students develop Travel plan, Tour Itinerary and understanding and insight into MICE.

3. Attitude: To help students to get exposed to contemporary trends, practices and concepts of Tour management and launching new products in Tourism industry.

Course Outcomes:

1. After completing this course, the student should be able to understand the Tour Guide Profile, roles and responsibilities.
2. The students will be able to prepare Tour itinerary and plan, along with practical tips for situation handling

Course Contents:

Unit 1 – Tour Operator and Tour Guide:

- 1.1 Types and role of tour operator/ Tour Guide
- 1.2 Introduction to tour guiding and tour escorting; difference between tour guiding and tour escorting;
- 1.3 Role of a tour guide; Tour guiding in India; characteristics of a tour guide steps to becoming a tour guide.
- 1.4 Tour Guiding Techniques: Understanding the dynamics of tour guiding; practical tips, mechanics of tour guiding; tools of the trade.
- 1.5 Tour package formulation; marketing and sales of tour package; Tour Brochure; tour execution and operations.

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Unit 2 – Practical guiding and Situation handling:

- 2.1 India Geography, Map Plotting/ Destinations, Climate conditions
- 2.2 Guiding at a monument; guiding at a religious site; guiding at a museum, guiding on coach.
- 2.3 Handling difficult tourists; handling questions; handling emergencies
- 2.4 How to plan an itinerary; setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

Unit 3 – Tour Operator and Tour Guide:

- 3.1 Study of functioning of leading Inbound and Outbound Tour operators of India.
- 3.2 Itinerary development – Meaning; types of itineraries; reference tool for itinerary preparation; development of effective itinerary.
- 3.3 Costing principles with reference to Travel Industry [MIT WPU NST Costing]
- 3.3 Tour Package and its types. Functions of tour operator – tour package formulation; marketing and sales of tour package; tour execution and operations.

Unit 4 – Introduction to MICE:

- 4.1 Components of MICE; evolution of meetings; incentives, convention and exhibitions
- 4.2 Conference Market: The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences.
- 4.3 Meeting: Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of shows.

Unit 5 – Self Learning Module: In this Module students will attend Workshops, Seminars from Travel Agencies/Tour Operators in Campus or thru Field visits. In this Module, students will submit assignments, Field visit report and Presentations for evaluation.

Reference Books :

1. Handbook for Tour Guides. Chowdhary, Nimit (2013) Matrix Publishers.
2. How to Start a Tour Guiding Business. Mitchell, G.E. (2005).
3. Meetings, Expositions, Events and Conventions- An Introduction to the Industry. Fenich, G.G. (2005). New Delhi: Pearson/Prentice Hall

Supplementary Reading: Web Resources, Web links, MOOCs

- a) <https://www.startupsindia.in/>
- b) <https://www.startupindia.gov.in/>

Pedagogy: Case/Group Discussion, Field Visits, Guest Lectures, Assignment, Conceptual And Contextual Learning.

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Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

**Prepared By
Prof. Shrinivas Kulkarni**

**Checked By
Prof. Shweta Deshpande**

**Approved By
Prof. Diksha Bedekar**

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU- BBA(IB)-3802-a-CSR			
Course Category	Group 2 - CSR Specialization			
Course Title	Cases and Projects in CSR			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	4	2	--	3
Course Description: This course on cases and projects in CSR has practical approach towards teaching & learning by focusing on <ul style="list-style-type: none"> - Case studies both Indian and International - Making a project and report on CSR initiatives 				
Pre-requisites: This course will need the knowledge of Corporate Social Responsibility and its planning				
Course Objectives:				
1. Knowledge: To understand the various CSR practices through practical exposure, case studies and Project.				
2. Skills: To help students develop a linkage of CSR activities of an organization with real time impact on society				
3. Attitude: To develop understanding through domestic & global case studies				
Course Outcomes:				
Hands on and off experience to students specific to basics of CSR and about CSR practices followed by Industries.				
Course Contents:				
Unit 1 – Introduction to Case Studies:				
a. Case – Meaning – Objectives of Case Studies				
b. Characteristics & Importance of Case Studies				
c. Guidelines for Case Studies & Cases Discussion				
Unit 2 – Topics for CSR case studies and Project Report.				
2.1 Impact of CSR initiatives on a company's bottom line				
2.2 The role of CSR communication in marketing strategy				
2.3 Corporate Governance and Reporting				
2.4 Corporate Social Performance				
2.5 Creating Shared Value (CSV)				
2.6 Corporate Citizenship				
2.7 Corporations and Business Purpose				
2.8 Ethical, social and governance (ESG) factors				
2.9 Impact of CSR on customer satisfaction				
Learning Resources:				
<ul style="list-style-type: none"> • Corporate Social Responsibility – Madhumita Chatterji – Oxford Press • How to Change the World – Social Entrepreneurs and the Power of New Ideas – Bornstein, David – Oxford University Press • The Fortune at the Bottom of the Pyramid – C K Prahalad – Pearson Publications 				

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Supplementary Reading:

- Letts, C. W., Brown, L. D., & Alvord, S. H. (2003). Social entrepreneurship: leadership that facilitates societal transformation-an exploratory study.
- Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). Entrepreneurship in the Social Sector (ESS).

Pedagogy:

Case Discussion, Group Discussion, Problem Solving, Assignment, Conceptual And Contextual Learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50		----	----	50	50

Term End Examination : (50 marks)

Prepared By
Prof. Dhanashree Ghate

Checked By
Prof. Shweta Deshpande

Approved By
Prof. Diksha Bedekar

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA (IB)-3802-b-SM			
Course Category	Group 2 - Sports Specialization			
Course Title	Sports Facilities Management			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	---	3

Course Description: The sports facilities management will be approached from various perspectives in this course as below

- History and future of sports facilities in India
- Sports Facility Organization Management
- Sports Facility Planning, Site design etc.
- Marketing of Sports Facilities

Pre-requisites:

1. Students should have basic knowledge in fundamentals of sports management
2. They should be able to apply sports management concepts to facility management

Course Objectives:

1. **Knowledge:** Describe the emergence and history of sports facilities management industry.
2. **Skills :** Analyze critical management functions including budgeting, risk management, operations, registrations etc.
3. **Attitude:** Appraise the career opportunities available in the event management industry.

Course Outcomes:

1. Differentiation between sports facilities
2. Feasibility study of sports facilities
3. Maintaining & managing sports facilities

Course Contents:

Unit 1 – History and Future of Sports and assembly Facilities

- 1.1 Facilities in Ancient Times
- 1.2 Facilities from the Middle Ages to the 1800s
- 1.3 Facility Management from Ancient to Modern Times
- 1.4 The Future of Sports Facilities

Unit 2 – Facility Management

- 2.1 What is Facility Management?
- 2.2 Managerial Functions
- 2.3 Sports Facility Organizational Flow chart.
- 2.4 Sports Facility Jobs

Unit 3 – Facility Development

- 3.1 Facility Planning
- 3.2 Facility Site and Design
- 3.3 Facility Construction
- 3.4 Facility Systems

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Unit 4 – Facility Operations

- 3.5 Facility Operations
- 3.6 Facility Maintenance
- 3.7 Marketing and Sales
- 3.8 Legal responsibilities

**** Student should complete two visits sports facility of minimum state level viz. Balewadi, AIPT and ASI, etc. and prepare one report in detail on individual basis for Presentation exam. Students are expected to complete these visits on their own.**

Learning Resources:

Reference Books :

1. Bucher & Krotee. (2002). *Management of physical education & Sports*. NY: McGrawHill Co.
2. Park, Zanger, Quarterman. (1998). *Contemporary sports management*. IL: Human Kinetics
3. Lussier & Kimball. (2004). *Sports management- Principles, application & skill development*. Thomson/South-Western.
4. Ammon & Southall. (2004). *Sports facility management: Organizing events & mitigating risks*. USA: Fitness information technology.
5. Gil Fried (2010) *Managing Sports Facilities*.

Supplementary Reading: Newspaper articles and research papers for current topics.

Pedagogy:

Case Discussion, Group Discussion, Problem Solving, Assignment, Conceptual And Contextual Learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	----	50

Term End Examination : (50 marks)

Prepared By
Prof. Vaibhav Joshi

Checked By
Prof. Shweta Deshpande

Approved By
Prof. Diksha Bedekar

Chairman, Board of Studies

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA (IB)3802-c-Ent. Mgmt.			
Course Category	Group 2 - Entrepreneurship Specialization			
Course Title	Entrepreneurial Finance			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	---	---	3

Course Description: The Entrepreneurial Finance will be approached from various perspectives in this course such as role of finance in business plan, types of investments available for entrepreneurs, venture capital funding and its evaluation, growth & exit strategies, practical approach towards start-ups etc.

Pre-requisites: Knowledge of basic financial/ accounting terms, basic know how of making a report, fundamentals of economic factors

Course Objectives:

1. Knowledge

1. To provide conceptual knowledge about financial terms used in Entrepreneurship
2. To understand issues related to raising finances for new ventures

2. Skills

1. To prepare drafts, outline of a business plan for new venture.
2. To prepare and present a new venture presentation based on new business concept.

3. Attitude

1. To understand the difference between the funding agencies' perspectives and those of the new venture getting finances.

Course Outcomes:

- i) Understand the various financial aspects of entrepreneurship applicable during the introduction and growth stage
- ii) Learn the difference amongst venture capital, private equity, early stage and traditional financing sources.
- iii) Compare and analyze the various funding options for new ventures

Course Contents:

Unit 1 – Overview of Entrepreneurial Finance and Business Plan

- 1.1 Introduction to Entrepreneurial Finance
- 1.2 Financing options for start-ups
- 1.3 Meaning, importance of business plan
- 1.4 Components of business plan
- 1.5 Feasibility study

Unit 2 – Financing options for a new business

- 2.1 Importance of new venture financing
- 2.2 Different types of ownerships in a new venture
- 2.3 Types of investment and funding sources in new ventures
- 2.4 Various sources for funding

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Unit 3 – Venture Capital Funding and Valuation

- 3.1 Major concepts in valuation and funding like venture capital, seed funding, private equity etc.
- 3.2 Funding stages and rounds
 - 3.3 Types of Ownership and Debt securities
 - 3.4 Role of financial institutions, angel investors, Venture capitalists etc.
 - 3.5 Venture evaluation and risk assessment

Unit 4 – Growth and Exit strategies

- 4.1 Challenge in managing and funding growth
- 4.2 Financial implications during harvesting or exit strategies
- 4.3 Planning for Initial Public Offerings
- 4.4 Managing acquisitions, mergers, sales and technology.
- 4.5 Turnaround strategies for troubled new ventures

Unit 5 – Practical approach towards Start-Ups

- 5.1 In a group, prepare a business plan on any new business idea and prepare a report on it.
- 5.2 Discuss the recent cases of Indian New Ventures from funding and valuation aspect.
- 5.3 Prepare a business presentation in a group and approach the funding agencies.

Learning Resources:

Text Books and Reference Books :

- 1.** Managing New Ventures – Concepts and Cases on Entrepreneurship by Anjan Raichaudhuri, PHI Learning Pvt. Ltd.
- 2.** Entrepreneurship – Successfully Launching New Ventures by Bruce Barringer, R. Duane Ireland, Pearson Education (4th Edition)
- 3.** Funding options for Start-ups – A conceptual framework and Practical Guide by K. S. V. Menon, Garima Malik, Notion Press,
- 4.** Entrepreneurial Finance: The art and science of Growing Ventures, by Luisa Alemany, Job J. Andreoli, Cambridge University Press.

Web links:

- <https://hbr.org/topic/entrepreneurial-finance>
- <http://www.crunchbase.com>
- <https://www.unitus.vc/resources/india-seed-investors/>
- <https://kstart.in/>

Pedagogy: Case discussion, Group Discussion, Problem solving, Presentations etc.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows

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Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

**Prepared By
Prof. Abhijeet Chavan**

**Checked By
Prof. Shweta Deshpande**

**Approved By
Prof. Diksha Bedekar**

Chairman, Board of Studies

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Head, SOM (UG)**

COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU- BBA (IB)-3802-d-T & T Mgmt.			
Course Category	Group 2 - Travel and Tourism Specialization			
Course Title	Introduction to Niche Tourism			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	4	---	---	3

Course Description: This course will be focusing on different perspectives of Niche Tourism as below

- Adventure tourism and its presence in India
- Land based, water based and air based adventure tourism
- Concept of Special Interest Tourism

Along with these points, course is equipped with a special module enabling practical exposure through workshops, seminars of experts from special interest tourism industry.

Pre-requisites: This course will require you to have previous basic knowledge of Principles of Management, HR, Marketing, Finance areas along with Tourism and Hospitality, so that students can understand important aspects of Special Interest Tourism

Course Objectives:

1. Knowledge: To understand the basic concept, process and importance of special interest tourism (SIT).

2. Skills: To help students develop understanding and insight into SIT Industry and its popularity as an emerging trend amongst tourists.

3. Attitude: To help students understand contemporary trends, practices and concepts of SIT.

Course Outcomes:

Objective of this course is to acquaint the students with the basic concept of SIT. After doing this course, the students would be able to appreciate the importance of SIT in tourism industry.

Course Contents:

Unit 1 – Introduction to Adventure and Adventure Tourism:

- 1.1 Importance and definitions, classification and elements of adventure tourism; difference between adventure and sports.
- 1.2 Introduction to Land Based Adventure: hiking; trekking; rock climbing; repelling, bouldering; skiing and safaris.
- 1.3 Equipment used in land based adventure tourism. Popular land based adventure places in India.

Unit 2 – Introduction to Water Based Adventure:

- 2.1 Snorkeling; scuba diving; rafting; kayaking; canyoning and surfing.
- 2.2 Equipment used in water based adventure tourism. Popular water based adventure places in India.

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Unit 3 – Introduction to Air Based Adventure:

- 3.1 Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc.
3.2 Equipment used in air based adventure tourism. Popular air based adventure places in India.

Unit 4 – Introduction to SIT:

- 4.1 Educational tours and Excursions
4.2 Pilgrimage tours and Excursions
4.3 Passion trails – Culinary tours, Natural area tours, Sports tours, Cultural experimental tours, Automobile GP Circuits, cultural Tourism, Wild life Tourism

Unit 5 – Self Learning Module: In this module, students will attend Workshops, Seminars from Travel Industry Experts in Campus or thru Field visits. In this Module, students will submit assignments, Field visit report and Presentations for evaluation.

Reference Books :

1. Adventure Tourism. Buckley, Ralf (2006) CAB International.
2. Adventure Tourism, Negi, J. (2001). Rahul Publishing.
3. Natural Area Tourism, New Delhi, Viva Books.

Pedagogy: Case/Group Discussion, Field Visits, Guest Lectures, Assignment, Conceptual And Contextual Learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By

Prof. Shrinivas Kulkarni

Checked By

Prof. Shweta Deshpande

Approved By

Prof. Diksha Bedekar

Chairman, Board of Studies

Prof. Gautam Bapat

Head, SOM (UG)

COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA(IB)- 3803			
Course Category	Compulsory Subject			
Course Title	Export Import Procedure			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3

Course Description: This course has approached to Export Import Procedure by focusing on essentials of international trade, in depth export and import procedure, benefits to exporters and assisting agencies etc.

Pre-requisites: This course will need the basic knowledge of International Business.

Course Objectives:

- 1. Knowledge:** To know the role played by various government, non-government organization in developing foreign trade
- 2. Skills :** To help students develop Entrepreneur skills in International Trade and sharpen their skills as regards each aspect of Export and Import.
- 3. Attitude:** To help students to acquaint with various intricacies of International Trade.

Course Outcomes:

- 1.** To create batch of Entrepreneurs who can take up International Trade on their own or join such Institutions, Companies with trained mind.
- 2.** To develop interest in undertaking international trade.

Course Contents:

Unit 1 – Essentialsof Export and Import Trade

- 1.1 Genesis of International Trade & Trends in India
- 1.2 Latest Foreign Trade Policy (2015 – 20)
- 1.3 Types of Export and Import (Physical, Deemed, Merchant, Manufacturer)
- 1.4 Foreign Trade (Development & Regulation) Act, 1992 (Important Provisions)

Unit 2 – Export Procedure

- 2.1 Registration – IEC, RCMC (Registration cum Membership Cert.), EPC, GST
- 2.2 Role of DGFT (Director General of Foreign Trade)
- 2.3 Declaration of Exports (GR, SDF, EDI, etc.) / Shipping Bill
- 2.5 Export Documentation

Unit 3 – Import Procedure

- 3.1 Declaration of Import (Bill of Entry)
- 3.2 Terms of Trade
- 3.3 INCO Terms
- 3.4 Concept of Warehousing

Unit 4 – Benefits available to Exporters and Agencies assisting

- 4.1 Duty Drawback, EPCG, DEPB, etc.
- 4.2 Role of ECGC and EXIM
- 4.3 Excise Clearance, Income Tax benefit

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Unit 5 – Other Misc.

- 5.1 GSP (Generalized System of Preferences) Origin & Rules
- 5.2 FEMA, 1999 guidelines and important provisions as regards Export & Import
- 5.3 Packaging, Marking and Labeling
- 5.4 Marine Insurance – Types & Coverage

Learning Resources:

Text Book:

1. Export Import Procedures Documentation and Logistics- C. Rama Gopal
2. Export Import Procedures and Documentation- Thomas E. Johnson
3. Export Import Procedure - Justin & Desai

Reference Books :

1. Foreign Trade, Export-Import Policy and Regional Trade Agreements of India – Vibha Mathur
2. Practical Guide On Foreign Trade Policy - Kalirajan D.

Supplementary Reading: Websites of DGFT, ECGC, EXIM and RBI Master Circulars

Pedagogy:

Documentation, Field Visits, Case Discussion, Group Discussion

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By

Prof. Diksha Bedekar

Checked By

Prof. Shweta Deshpande

Approved By

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU-BBA(IB)- 3804			
Course Category	Compulsory Subject			
Course Title	International Financial Management			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3

Course Description: Course International Financial Management has inculcated holistic approach for facilitating learning process. This is done by focusing on corporate finance, issue of shares, risk management of currency and interest rate, capital budgeting and working capital management from international perspective etc.

Pre-requisites: This subject requires knowledge of Financial Accounting

Course Objectives:

1. **Knowledge:** To make the students aware about the operations in foreign exchange market
2. **Skills:** To understand the regulatory framework within which the operations can take place
3. **Attitude:** To sensitize the student with complexities of managing finance of multinational firm

Course Outcomes:

- Describe working capital management and evaluate role of company's management.
- Explain the capital structure and analyze how financing decisions influence firm's value
- Compute the value of a firm using different methodologies.
- Discuss how management uses financial planning models in the planning process and explain what factors determine a firm's sustainable growth rate.

Course Contents:

Unit 1 – Introduction to Corporate Finance

- 1.1 Introduction
- 1.2 Right Issue & Bonus Issue
- 1.3 IPO & RHP
- 1.4 Buy Back of shares
- 1.5 Forfeiture of shares
- 1.6 Issue & redemption of Preference Shares & Debentures
- 1.7 Private Placements & Preferential allotment

Unit 2 – Issue of Shares

- 2.1. Introduction
- 2.2 Practical Problems

Unit 3 – Currency and Interest Rate Risk Management

- 3.1. Exposure and risk
- 3.2. Transaction, translation and real operating exposure
- 3.3. Exposure management contractual and natural hedging
- 3.4. Interest rate risk assessment and management.

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Unit 4 – International Capital Budgeting

- 4.1. Capital Budgeting – Nature and Significance
- 4.2. Multinational considerations and calculation of cash flows
- 4.3. Adjusted present value approach:
- 4.4. Cost capital: Assessment and management of political risks

Unit 5 – International Working Capital Management

- 5.1. Cash management, Proposal to raise finance, Sources to raise Finance
- 5.2. Receivables and inventory management.
- 5.3. Dividend Policy for Multinational Corporations

Learning Resources:

Text Book:

- | | | |
|--------------------------------|-----------------------|------------------------------|
| 1. <u>Financial Management</u> | - Inamdar | - S.M.Everest |
| 2. <u>Financial Management</u> | - Kishor | - R M Taxman Allied Services |
| 3. <u>Financial Management</u> | - M Y Khan & P K Jain | - T M H |
| 4. <u>Financial Management</u> | - Prasanna Chandra | - T M H |
| 5. <u>Financial Management</u> | - Rustagi | - R P Galgotia |

Supplementary Reading:

Web Resources, Weblinks and MOOCs related to the courses will be used time to time for practice.

Pedagogy:

Lectures By Teacher, Problem Solving Method, YouTube Videos, Class Discussion, Group Discussion Conducted By Students, Assignments, Interactive Lectures, Teaching With Case Method.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By

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COURSE STRUCTURE Trimester VIII

Course Code	MIT-WPU- BBA(IB)- 3805			
Course Category	Compulsory Subject			
Course Title	International Agri-Business Management			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3

Course Description: The International Agri-business Management will be approached from various perspectives in this course as Phases of agriculture in India, input & output sectors of agri business, agro based industries and its classification, agro-tourism and its importance, agro-marketing etc.

Pre-requisites: This course will require student to have basic understanding of business management in general.

Course Objectives:

- 1. Knowledge:**
1. To acquaint the students with emerging trends in international agri business.
 2. Each student will be able to understand the theoretical relationship underlying International agri business and the integration of functional activities in international trade.
 3. Each student will be able to identify important opportunities and challenges in the international environment and design strategies to deal effectively with them
- 2. Skills:**
1. To study the impact of international agri business environment on foreign market
 2. Each student will be able to contribute to the teamwork, team member learning and group dynamics.
- 3. Attitude:** To help students in enhancing the capacity to “think, act and lead” internationally

Course Outcomes: To enable a student to assess the role of social, cultural, political, legal, and technological environment in aiding or hindering international agri business .

Course Contents:

Unit – 1 Introduction to Agri-Business

- 1.1 Agri-business: Meaning & Definition
- 1.2 History and scope of agri-business (Input, Output Sectors)
- 1.3 Importance of agri-business in the Indian economy.

Unit – 2 Agro Based Industries

- 2.1 Agro-based Industries: Importance and need,
- 2.2 Classification of industries,
- 2.3 Types of agro based industries-sugar mills, cotton ginning mills, dal mills, rice mills, fruit processing industries, dairy industries.

Unit – 3 International Agri-Business

- 3.1 Scope and importance of international agri business
- 3.2 Comparative study of Indian agro product with other countries agro products
- 3.3 Strategic advantages to Indian agro products. (Environmental and governmental)

Unit – 4 Agro Tourism

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- 4.1 Agro-tourism: Introduction, importance, scope, forms of agro-tourism,
4.2 Advantages and implementations requirements for Agro-tourism with respect to farm, forest, garden, fish tank/ponds, residential huts, etc.
4.3 Constraints in operation and Management of Agro-tourism activities.
4.4 Management of resources – Human resources, Natural resources

Unit - 5 Agri Marketing

- 5.1 Agricultural Marketing: Definition and concepts, scope and subject matter.
5.2 Importance of agricultural marketing,
5.3 Recent entry of aromatic and medicinal plants in the marketing system.
5.4 Role of corporate in agri-business

Learning Resources:

Text Book: Acharya, S. S. and N. L. Agrawal. Agricultural Marketing in India. Oxford and IBH Publishing Company Pvt. Ltd., 66 Janpath, New Delhi - 110001

Reference Books :

1. Philip Kotler. Marketing Management. Pearson Education Publishers, New Delhi.
2. Talwar, Prakash. Travel and Tourism Management. Gyan Books Pvt., Ltd., Main Ansari Road, Darya Ganj, New Delhi- 110 002.
3. Johl, S.S and T.R Kapur. Fundamentals of Farm Business Management. Kalyani Publishers, 11 Rajendar Nagar, Ludhiana – 114 008,
4. Agrawal, A.N. Indian Agriculture: Problems, Progress and Prospects. Vikas Publishing House Pvt. Ltd., Delhi.

Pedagogy: Lecture Method, Case Discussion, Group Discussion, Presentations, Assignment, Conceptual And Contextual Learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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Dr. Vishwanath Karad

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COURSE STRUCTURE Trimester IX

Course Code	MIT-WPU-BBA (IB)-3901			
Course Category	Compulsory Subject			
Course Title	International Banking & Finance			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3
<u>Course Description:</u> International Banking & Finance course is designed in such a way that students will be able to understand and learn financial aspects of international business. Areas covered under this course are need of international finance, types of international finance, institutions that are involved in international finance, financing of international trade from Indian context, emerging trends in International Finance etc.				
<u>Pre-requisites:</u> This course will need the basic knowledge of International Business.				
<u>Course Objectives:</u>				
1. Knowledge: To understand the concept, Awareness and importance of International Banking and Finance. To understand various agencies involved and schemes floated by them to assist our Exporters. In addition, to understand assistance provided by these Institutions.				
2. Skills: To help students develop Entrepreneur skill in International Business.				
3. Attitude: To help students to acquaint with various intricacies of International Business.				
<u>Course Outcomes:</u>				
To create batch of Entrepreneurs who can take up International Business. To acquaint the students to basics of International Financing				
<u>Course Contents:</u>				
Unit 1. Nature and Scope of International Finance				
1.1 Need for International Finance				
1.2 Globalization and interdependence of International Trade				
1.3 Types of Export and Import				
1.4 Various ways of creating International Relations				
Unit 2. Types of International Finance				
2.1 Various types of International debt settlement				
2.2 Introduction to Mergers & Acquisitions				
2.3 FEMA guidelines for raising funds from abroad				
Unit 3. Institutions involved in International Finance				
3.1 Commercial Banks				
3.2 EXIM Bank				
3.3 Role and Functions of ECGC				
3.4 Overseas Institutional Lenders				
Unit 4. Financing International Trade in Indian context				
4.1 Types of Export and Import finance facilities extended by Commercial Banks				

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- 4.2 External Commercial Borrowings
4.3 Buyer's credit & Supplier's credit
4.4 Letter of Credit Mechanism

Unit 5. Emerging trends in international Finance

- 5.1 Factors & Forfaiting
5.2 Rupee denominated Bonds
5.3 ADR and GDR

Text Book:

Baker J.C., International Finance: Management, Markets and Institutions, Prentice Hall, Englewood Cliffs.
Apte P.G., 'Multinational Financial Management', Tata McGraw Hill, New Delhi

Reference Books :

- 1) Eiteman, David K., Arthur Stonehill and Micheal H. Moffett, Multinational Business Finance, Addison-Wesley Publishing Company, Readings Mass
- 2) Indian Financial System – M Y Khan – Tata McGraw Hill
- 3) Basu. A.K. Fundamentals of Banking Theory and Practice
- 4) Seth A. K., International Financial management, Galgotia Publishing
- 5) Shapiro, Allen C., Multinational Financial Management, John Wiley & Sons, 2001. Desai Vasant, Nature and Problems of Commercial Banking in India

Pedagogy:

Case discussion, Group Discussion, Problem solving, assignment, conceptual and contextual learning

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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COURSE STRUCTURE Trimester IX

Course Code	MIT-WPU-BBA(IB)-3902			
Course Category	Compulsory Subject			
Course Title	Business Reporting and Analysis			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3
<u>Course Description:</u>				
<u>Pre-requisites:</u> This course will require you to have previous basic knowledge of Principles of Management, HR, Marketing and Finance areas, so that students can prepare Business Report as well as carry out Business Analysis				
<u>Course Objectives:</u>				
<u>1. Knowledge:</u> To understand the basic concept, process and importance of Business Reporting and Analysis. To understand how to conduct Business Analysis and write a Business Report, which helps in Business decision making, in a Globalized business world.				
<u>2. Skills:</u> To help students develop understanding and insight into Business Reporting and Analysis and its correlation with other Organizational functions, namely HR, Marketing and Finance.				
<u>3. Attitude:</u> To help students to be exposed to contemporary trends, practices and concepts of Business Reporting and Analysis in the world of business.				
<u>Course Outcomes:</u>				
To transform & improve the understanding and insight about Business Reporting and Analysis, so that students can prepare a professional Business Report, which will help in Business decision making. Students will also learn different methods of Business Analysis.				
<u>Course Contents:</u>				
Unit 1 – Introduction to Business Reporting				
1.1 Meaning, Nature and Scope of Business Reporting				
1.2 Objectives ,importance of Business Reporting				
1.3 Types of Business Reports, User of Business Report, Designing of Reporting format, Factors Affecting Business Reporting, Limitations of Business reports.				
Unit 2 – Procedure of Business Reporting :				
2.1 Types of data, Sources of data,				
2.2 Primary Data (Definition, Advantages, Disadvantages & Methods of collection of Primary Data) ,				
2.3 Secondary Data ((Definition, Advantages, Disadvantages, Types &Methods of collection of Secondary Data)				
2.4 Application of Various statistical tools in Data Collection & Analysis				
Unit 3 – Business, Industry, Category &Segment :				
3.1 Discuss various Business Industries with reference of the above.				
3.2 Analysis Parameters : Industry Size, Segment Size, Category Size, Segment wise contribution				
3.3 CSF, KPI. Category Attractiveness				

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3.4 : BCG matrix, Porter's 5 force analysis,

3.5 Preparing Business Plans. Preparing for Business Meetings

Unit 4 – Areas of Business Reporting:

4.1 Marketing Reports, Marketing Research Reports, Marketing Research Methods

4.2 Financial Reporting, BS/PNL,CF Statement

4.3 Human Recourses Need & Forecasting

4.4 Introduction to MIS- Management Information System, Developing MIS and its advantages for decision making.

4.5 Global opportunities & Diversification.

4.6 Macro Economic Analysis

Unit 5 – Business Analysis & Interpretation :

5.1 Business Analysis, Procedure

5.2 Factors to be Consider in Business Analysis

5.3 Various Tools & Techniques used in BA & Interpretation such as PESTLE.SWOT etc.

Reference Books :

Recommended Books

1. Business Process Analysis – Geoffrey Darton (MakshaDarton Publication)

2. Business Analysis by Debra Paul (Publishing – Donald Yeates)

3. Financial Reporting and Analysis - Charles Gibson. (Publishing 2009)

Supplementary Reading: Web Resources, Web links,MOOCs

Pedagogy:

Case/Group Discussion, Guest lectures, Assignment, conceptual and contextual learning

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By

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COURSE STRUCTURE Trimester IX

Course Code	MIT-WPU – BBA (IB)-3903			
Course Category	Compulsory Subject			
Course Title	Ethics and Governance			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3
Course Description: In today's business world, sustainability and survival are prime concern for corporates. However, in pursuance of the same no individual or business house should leave ethical practices and corporate governance practices. The course centers around areas like morality & ethics, theories of ethics, ethics in all functions of business, global ethical issues, corporate governance etc.				
Pre-requisites: This course will need basic knowledge of business and globalization				
Course Objectives:				
1. Knowledge : To understand the concept, awareness and importance of ethical practices in business				
2. Skills : To help students view business decisions in a moral mirror and take aware and informed decisions by weighing them with a point of view of long term sustainability				
3. Attitude: To help students develop a positive attitude about ethics and ethical practices				
Course Outcomes:				
To create awareness of business ethics among students for sustainable business practices				
Course Contents:				
Unit 1 - Introduction to morality and ethics				
1.1 Definition and meaning of morality and stages of morality development				
1.2 Meaning, definition and importance of ethics				
1.3 Introduction to Business ethics				
1.4 Importance and Nature of Business Ethics				
Unit 2 - Theories of Ethics				
2.1 Deontological Theory – Categorical Imperative by Immanuel Kant, W D Ross's Theory of Duties				
2.2 Teleological Theory – Utilitarianism				
2.3 Ethics and Relativism				
2.4 Practical implications of theories for managers in decision making				
Unit 3 – Ethics and various Business functions				
3.1 Ethics in Marketing and Advertising				
3.2 Ethics in Finance				
3.3 Ethics in HRM				
3.4 Ethics and Production				
3.5 Moral Issues in Business				
Unit 4 – Global Ethical Issues				
4.1 Ethical Issues in global businesses				
4.2 Labour and Human rights				
4.3 Role of global businesses in shaping ethics				
4.4 Social accounting standards				

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Unit 5 - Corporate Governance

- 5.1 Meaning and Importance of Corporate Governance
- 5.2 Evolution
- 5.3 Aims and Objectives of Corporate Governance
- 5.4 Regulations under Corporate Governance
- 5.5 Case Studies – Enron and Satyam

Learning Resources:

Text Book:

Ethics and the Conduct of Business – John Boatright and Bibhu PrasanPatra

Reference Books :

Learning Resources:

Text Book:

Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell

Additional books

Business Ethics – GautamPherwani

Pedagogy:

Case discussion, assignments, conceptual and contextual learning

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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COURSE STRUCTURE Trimester IX

Course Code	MIT-WPU – BBA(IB)-3904			
Course Category	Compulsory Subject			
Course Title	Case Studies in International Business			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	6	--	--	3

Course Description: This course Case studies in International Business has practical approach towards teaching & learning by focusing on

- Case studies both Indian and International
- Topics specific to international business

This course will support theory concepts of participants by correlating it with the actual cases and scenarios in International Business.

Pre-requisites: This course will need the basic knowledge of International Business.

Course Objectives:

- 1. Knowledge:** To acquaint the students with cases pertaining to various aspects of International Business operations.
- 2. Skills:** To enable the students to understand the practical challenges and opportunities one can face while undertaking international business.
- 3. Attitude:** To help students to enhance the capacity to “think, act and lead” internationally.

Course Outcomes:

Upon successful completion of the course, students will be in a better position to analyze and solve practical issues that they may face while doing international business.

Course Contents:

- 1) Introduction to Case Studies:**
 - Case – Meaning – Objectives of Case Studies
 - Characteristics & Importance of Case Studies
 - Guidelines for Case Studies & Cases Discussion
- 2) Topics for Case Studies:**
 - Country Risk Analysis
 - International Marketing
 - International HRM
 - Global Financial Crises
 - Global Value Chain
 - International Trade Theories
 - Multinational Enterprises
 - Currency Convertibility
 - WTO – Dispute Settlement Mechanism
 - Regional Economic Grouping and Brexit
 - Demonetization

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- GST
- Impact of changing US immigration and trade policies on Indian economy
- India – Pakistan trade relations: Impact of terrorism on air – traffic
- US – China Trade War
- Recent topics in International Business

Learning Resources:

Reference Books:

- International Business – K Aswathappa- McGraw Hill, 5th Edition
- International Economics – Miltiades Chacholiades, Mc-Graw Hill Publishing Co, New York. 1990.
- International Economics – W. Charles Sawyer and Richard L. Sprinkle, Prentice Hall of India Pvt. Ltd. Delhi. 2003.
- International Business – Competing in the Global Market Place – Charles Hill, Arun Kumar Jain, Tata McGraw Hill, New Delhi. 2008.
- International Economics – Francis Cherunilam.

Supplementary Reading: Newspaper articles and research papers for current topics.

Pedagogy:

Case discussion, Group Discussion, Problem solving, Assignment, Conceptual and Contextual learning.

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA) (with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination : (50 marks)

Prepared By
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COURSE STRUCTURE Trimester IX

Course Code	MIT-WPU – BBA (IB)- E 11			
Course Category	Elective Subject			
Course Title	Port Logistics Management			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	4	--	--	2

Course Descriptions: The course is an industry-specific management education course. This course focuses on port operations, foreign trade etc. Shipping sector forms the backbone of international trade. It contributes enormously towards the growth of economy. Port Logistics focuses on functions of ports, foreign trade etc.

Pre-requisites: This course will need basic knowledge of international business and logistics management.

Course Objectives:

1. Knowledge : To understand the concept, awareness and importance of port practices in international business

2. Skills: To help students view international business decisions and informed decisions by weighing them with a point of view of long-term sustainability.

3. Attitude: To help students develop a positive attitude about logistic practices on and of ports

Course Outcomes:

To create awareness of international business practices among students for sustainability of business in global competition.

Course Contents:

Unit 1 - Introduction

- 1.1 Communication Skill and Personality Development on Port - Discipline, Behavioral Change, Work Attitude and Values.
- 1.2 Commercial Geography - World Review
- 1.3 Principles and Practices of Port Management.

Unit 2 - Port and Infrastructure Development

- 2.1 Major Cargo Movement of the World Trade – Types of Vessels that carry this trade.
- 2.2 Functions of a Port and Development in Cargo Handling – Port Pricing.
- 2.3 Multimodal Transportation
- 2.4 Production Management / Responsibility / Planning / Design
- 2.5 Globalization & Environment consequences.

Unit 3 – Basics of Foreign Trade – I

- 3.1 Difference between Domestic and Foreign Trade. Modern International Trade.
- 3.2 Foreign Exchange and Exchange Rates.
- 3.3 Functions of I .M. F., World Bank and W. T. O.

Unit 4 – Basics of Foreign Trade – II

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- 4.1 Freights / Chartering / Voyage schedules.
- 4.2 Marine Insurance
- 4.3 Capitalization and Finance
- 4.4 Allocation of Market Resources.

Unit 5 – Import Export Documentation

- 5.1 Shipping and Customs Clearance.
- 5.2 B / I & mates receipt.
- 5.3 Labeling / Packaging / Marketing goods

Learning Resources:

Text Book : Commercial Geography, Ship Operations and Management by Capt. Dhanraj Gupta

Reference Books :

Port Logistics and Operations- Maria G. Burns
Port Management and Operations- Patrick Alderton
Elements of Port Operation and Management- Alan E. Branch

Pedagogy:

Case discussion, assignments, conceptual and contextual learning
Visit to Sea Port, Dry Port and Air Port – Cargo Divisions

Assessment Scheme:

Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination: (50 marks)

Prepared By
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COURSE STRUCTURE Trimester IX

Course Code	MIT-WPU-BBA – IB-E 12			
Course Category	Elective Subject			
Course Title	Intellectual Property Rights			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	4	--	--	2

Course Description: The Intellectual Property Rights course is necessary because of reducing barriers in International trade. This course is designed by keeping in mind the current requirements in area of intellectual property system in India, rights related to intellectual properties, patents, trademarks, copyrights, registrable designs etc.

Pre-requisites: This course will need the basic knowledge of commercial aspects of Indian and World Resources.

Course Objectives:

- 1. Knowledge:** To understand the concept, Awareness and importance of Intellectual Property Rights in Commercial world.
- 2. Skills:** To encourage creativity and innovation for a sustainable business development.
- 3. Attitude:** Development of positive attitude towards intellectual property rights and its importance in business.

Course Outcomes:

To create awareness of international business practices among students for sustainability of business in global markets.

Course Contents:

Unit 1- Intellectual Property Rights

- 1.1 The concept of Intellectual Property
- 1.2 Intellectual Property System in India
- 1.3 How to create Confidential Information.
- 1.4 Technology and Intellectual Property
- 1.5 Relevance & impact of Intellectual Property Rights on commercial transactions.
- 1.6 Categories of Intellectual Properties (Trade Marks, Copyrights, Patents, Designs, Geographical Indications
- 1.7 International Scenario of IPR (The Berne Convention, Universal Copyright Convention, The Paris Convention, Patent Cooperation Treaty, TRIPS, WIPO, UNESCO)

Unit 2 – An overview of Patents Act, 1970

- 2.1 Concept of Patent
- 2.2 Product/ Process Patents
- 2.3 Duration of Patents.
- 2.4 Elements of Patentability
- 2.5 Non-Patentable subject matter
- 2.6 Procedure for Filing of Patent Application (including procedure for opposition)
- 2.7 Revocation of Patents
- 2.8 Infringement of Patent,
- 2.9 Offences and Penalties

Unit 3– An overview of Copyrights Act, 1957

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- 3.1 Nature of Copyright
- 3.2 Works in which Copyrights subsist & Author & Ownership of Copyright
- 3.3 Rights Conferred by Copyright
- 3.4 Assignment, Transmission, Licensing of Copyrights
- 3.5 Infringement of Copyrights
- 3.6 Remedies & Actions for Infringement of Copyrights
- 3.7 Procedure for Registration of Copyrights & Appeals
- 3.8 Copyright pertaining to Software/Internet and other Digital media

Unit 4 – An overview of Trademarks Act, 1999

- 4.1 Definition and concept of Trademarks
- 4.2 The rationale of protection of trademark as (a) an aspect of commercial and (b) of consumer rights
- 4.3 Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks)
- 4.4. Non-Registrable Trademarks
- 4.5 Procedure for Registration of Trademarks (including opposition procedure)
- 4.6 Assignment/Transmission / Licensing of Trademarks
- 4.7 Infringement of Trademarks
- 4.8 Passing off Action
- 4.9 Offences and Penalties

Unit 5 – An overview of Design Act, 2000

- 5.1 Meaning and concept of Registrable Design
- 5.2 What is not a Design
- 5.3 Novelty & Originality
- 5.4 Procedure for Registration of Designs
- 5.5 Copyright under Design
- 5.6 Assignment, Transmission, Licenses
- 5.7 Procedure for Cancellation of Design
- 5.8 Infringement

Learning Resources:

Text Book:

Narayanan- Law of Patents. (Eastern Book Company)

V.K. Ahuja, Law relating to Intellectual Property Rights Lexis Nexis (2013)

Reference Books :

B L Wadehra, Law Relating to Intellectual Property: Patents, Trademarks, Designs and Geological Indications (2011)

4) MK Bhandari Law Relating to Intellectual Property Rights, Central Law Publications(Fourth Edition, 2015)

Supplementary Reading:

Thomson Reuters' International Journal of Intellectual Property Rights.

Journal of intellectual Property Law and Practice – Oxford

Pedagogy: Case discussion, Group Discussion, Problem solving, assignment, conceptual and contextual learning.

Assessment Scheme:

Prof. Gautam Bapat

Head,SOM (UG)



Dr. Vishwanath Karad

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Internal evaluation of each subject will be for 200 marks, (which will be converted to 50 marks); is divided as follows:

Class Continuous Assessment (CCA)(with % weights)

Assignments	Test	Presentations	Case study	MCQ	Oral	Attendance
50	50	50	----	----	---	50

Term End Examination: (50 marks)

Prepared By

Prof. Dr. Pournima Inamdar

Checked By

Prof. Shweta Deshpande

Approved By

Prof. Diksha Bedekar

Chairman, Board of Studies

Prof. Gautam Bapat

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