

MES Garware College of Commerce, Pune, India (Autonomous)
T. Y. BBA-IB (NEP PATTERN 2023-24) SEMESTER – VI
COURSE CURRICULUM

Sr. No.	Course Code	Course Title	Credits	Page No.
MAJOR CORE (A)				
1	23BI6-A172	Recent Trends in Supply Chain Management	4	2
2	23BI6-A331	Management Information System	2	5
3	23BI6-F331	Cross Culture Management	4	8
MAJOR ELECTIVE (B)				
4	23BI6- B281	International Brand Management	4	11
5	23BI6-B061	International Financial Management	4	14
FP / OJT / CEP (E)				
6	23BI6-E301	Project and Internship (OJT)	4	17
7	23BI6-F371	International Project Management	4	43
Total Credits			22	

Note : Click on the Course Code or Course Title to access the link to Course Details

Major Core (A)

Course Code: 23BI6-A172	Subject / Course: Recent Trends in Supply Chain Management	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. Explain the fundamental concepts, functions, and decision-making processes in procurement. 2. Explain and assess sustainability practices such as green procurement, manufacturing, and distribution. 3. Identify and evaluate economic, societal, and political risks in supply chains and develop mitigation strategies. 4. Explore emerging digital technologies of Industry 4.0 for supply chain transformation. 		
Course Outcome: After completing the course, the student shall be able to - <p>CO1: Describe procurement functions, decision-making processes, and ethical considerations in SCM.</p> <p>CO2: Explain and assess sustainable supply chain models, including green procurement and life cycle assessment.</p> <p>CO3: Identify and evaluate supply chain risks, including economic, societal, and political disruptions, and propose mitigation strategies.</p> <p>CO4: Explain and evaluate innovative solutions incorporating digital technologies using Industry 4.0 in supply chain management.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Procurement Management	1.1 Definition, objectives, functions 1.2 The Procurement Cycle 1.3 Make Vs. Buy decisions 1.4 Role of Procurement Function in a Supply Chain. 1.5 E-Procurement 1.6 Negotiation Skills for Procurement Personnel 1.7 Ethical Buying	14
II	Sustainable Supply Chain management	2.1 Concept of Sustainability in SCM 2.2 Importance of Sustainability in Supply Chains	16

Unit	Unit Title	Contents	No. of Lectures
		& Best Practices 2.3 Green Procurement 2.4 Green Manufacturing 2.5 Green Distribution 2.6 Green Design 2.7 Concept of Life Cycle Assessment (LCA)	
III	Supply Chain Risk Management	3.1 Economic Risks to Supply Chain-Demand Shock, Currency Fluctuation, Supply Shock, Industrial Unrest, Impacts of Natural Disasters, Pandemics and Climate Change 3.2 Societal Risks to Supply chain 3.3 Political Risks to Supply Chain 3.4 Future challenges in Supply Chain 3.5 Strategies to mitigate risks in SCM	14
IV	Digital Supply Chain, Smart Operations and Industry 4.0 concepts	4.1 Robotic Process Automation (RPA) and Artificial Intelligence (AI) in Procurement 4.2 Concept of Blockchain in SCM 4.3 Concept of Internet of Things in SCM 4.4 The fourth Industry revolution, Cyber Physical Systems, Smart connected products 4.5 Drones and Unmanned Vehicles 4.6 Applications of Industry 4.0 in SCM – challenges and benefits	16
Total No of Lectures			60

Suggested Readings:

Sr. No.	Name of Book	Author	Publication
1	Supply chain management: Strategy, planning and operations	Chopra S and P Meindl	Bizantra, New Delhi
2	Logistics Management	Donald Bowersox and Closs	Tata Mc.Graw Hill, New Delhi
3	Logistics Management- The supply chain imperative	V.V. Sople	Pearson India
4	International Supply Chain Management	David Stewart	Cengage Publications
5	Logistics Management	Reji Ismail	Excel Books

Sr. No.	Name of Book	Author	Publication
6	Supply Chain Management	Shridhar Bhat	Himalaya Publishing House
7	Logistics Management	Shridhar Bhat	Himalaya Publishing House

Suggested Web / E learning Resources:

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
1	Supply chain drivers and metrics	-	-	E-book – Global Logistics by Donald Waters
2	Operations and Supply Chain Management	NPTEL (IIT-Madras) Course https://nptel.ac.in/courses/110106045	-	
3	Sustainable Supply Chain Management Handbook		-	E-book - Sustainable Supply Chain Management Handbook by MITSUI & CO., LTD.

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Course Code: 23BI6-A331	Subject / Course : Management Information System	Marks: 50 Credits: 2
Course Objectives : <ol style="list-style-type: none"> 1. To introduce and explain the concept of MIS and its significance in business. 2. To study the concepts of data processing 		
Course Outcome : After completing the Course, the students shall be able to - CO1: Understand the concept and significance of MIS in business. CO2: Acquire the knowledge about the concepts of data processing		

Unit	Unit Title	Contents	No. of lectures
I	Management Information Systems	1.1 MIS : Meaning, Concept, Need, Purpose and Objectives, Characteristics 1.2 Information: Meaning, Attributes, Sources, Information process, Types 1.3 Information as a strategic resource 1.4 Use of information for competitive advantage 1.5 MIS as an instrument for the organizational change. 1.6 Information Security and Control, 1.7 Quality Assurance 1.8 Ethical and Social Dimensions of information protection	15
II	Concepts of data processing	2.1 System: Meaning, Characteristics, Types 2.2 System Approach in Planning, Organizing and Controlling MIS 2.3 Fundamentals of Data Processing 2.4 Basic concept of System Development Life Cycle (SDLC) Model	15
Total No of Lectures			30

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Management Information Systems	Laudon and Laudon	Pearson Education	--	Asia
2.	Management Information Systems	Jawadekar	Tata McGraw Hill	--	New Delhi
3.	Management Information Systems	Davis and Olson	Tata McGraw Hill	--	New Delhi
4.	Management Information Systems	Schulthesis	Tata McGraw Hill	--	New Delhi
5	Management Information Systems	K C Laudon, J P Laudon, R Dass	Pearson	11 th	--
6	Management Information System – Text & Cases	W S Jawadekar	McGraw Hill	5 th	New Delhi

Suggested Web / E – Learning Resources:

Sr No	Topic	Lectures (Available on YouTube / Swayam / MOOCs / etc.)	Journals / Articles / Case Studies
1	Management Information Systems	https://onlinecourses.swayam2.ac.in/cec21_ge05/preview	http://www.ijsrp.org/research-paper-1015/ijsrp-p4671.pdf
2	Concepts of data processing	https://onlinecourses.swayam2.ac.in/cec21_ge05/preview	--
3	Management Issues in MIS	--	https://www.researchgate.net/publication/277883137_MANAGEMENT_INFORMATION_SYSTEMS_ISSUES_CO-CITATION_ANALYSIS_OF_JOURNAL_ARTICLES

Sr No	Topic	Lectures (Available on YouTube / Swayam / MOOCs / etc.)	Journals / Articles / Case Studies
4	Application of MIS in Manufacturing and Service sector	--	https://www.researchgate.net/publication/255680083_Utilisation_of_MIS_in_manufacturing_industries

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Course Code 23BI6-F331	Subject / Course : Cross Culture Management	Total Marks: 100 Credits: 4
Course Objectives : <ol style="list-style-type: none"> 1. To Understand the basics of Cross Cultural Management. 2. To Evaluate the process, types, criteria of International Workforce Planning and Staffing 3. To Comprehend the various aspects of Performance Management & International Compensation Practices 4. To Recognize Cultural Diversity, Sensitivity and Strategies to build Organisational culture 		
Course Outcome : After completing the Course, the student shall be able to: <p>CO1: Understand the basics of cross cultural management.</p> <p>CO2: Identify and Assess the process, types, criteria of International Workforce Planning and Staffing</p> <p>CO3: Understand and Assess the various aspects of Performance Management and International Compensation practices in the international market</p> <p>CO4: Comprehend Cultural Diversity, Sensitivity and Identify Strategies to build Organisational culture</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Cross-Cultural Management	1.1 Cross-cultural Management 1.2 Motivation Across Cultures 1.3 Leadership and Decision Making Across Cultures 1.4 Communication & Negotiation Across Cultures 1.5 Rewards Across Cultures 1.6 Training Across Cultures 1.7 Power and Conflict Across Cultures 1.8 Skills for a Global Manager 1.9 Cross-cultural Differences and Managerial Implications	15

Unit	Unit Title	Contents	No. of Lectures
II	International Workforce planning and staffing	2.1 International labour market 2.2 International Recruitment function: Head-hunters, Cross-national advertising, E-recruitment; 2.3 International Staffing: Staffing choice, different approaches to multinational staffing decisions, Types of international assignments, 2.4 International Selection criteria: Techniques, use of selection tests, interviews for international selection, 2.5 Expatriation: Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.	15
III	Performance Management and International Compensation	3.1 Performance Management and MNE, 3.2 Performance Management of International Assignees, third and host country employees, 3.3 Issues and challenges in international performance management, 3.4 Country specific performance management practices. 3.5 International compensation and international assignees, 3.5.1 Forms of compensation, 3.5.2 Key components of international compensation, 3.5.3 Approaches to international compensation, 3.5.4 Compensation practices across the countries, 3.5.5 Emerging issues in compensation management.	17
IV	Managing Cultural Diversity	4.1 Understanding Culture 4.2 Culture its coverage and determinants 4.3 Cross cultural theory 4.4 Cultural differences in the workplace 4.5 Cultural sensitivity and its importance 4.6 Types and strategies of organisational Culture	15
Total Number of Lectures			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Organizational Behavior: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House
2	Organizational Behavior: Text & Cases	Suja R, Nair	Himalaya Publishing House
3	Cross-cultural Management- Concepts and Cases	Shobhana Madhavan	Oxford University Press
4	International Human Resource Management	Peter Dowling & Denice E. Welch	Cengage Learning

Suggested Web / E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Journals / Articles / Case studies
1	Concept learning	https://youtu.be/rJ4IbhXrqnc meaning of cross cultural management https://youtu.be/rSDntIn6ekE Cultural negotiations https://youtu.be/a9Z83I_g4Hw - Cultural iceberg	

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Major Elective (B)

Course Code : 23BI6- B281	Subject / Course : International Brand Management	Total Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To develop fundamental knowledge of Brand Management in the International Market 2. To develop understanding of the concept of developing brands communications programs that effectively communicate the desired brand identity to target markets. 3. To develop understanding of the concept of brand equity. 4. To develop understanding of the strategies in managing brand portfolios. 		
Course Outcome: After completing the course, the student shall be able to: <p>CO1: Understand and familiarize the students with the key conceptual foundations of developing and managing a strong brand.</p> <p>CO2: Understand the process of creating a brand and designing marketing plans.</p> <p>CO3: Understand the methods of measuring and interpreting brand performance.</p> <p>CO4: Understand the stewardship and management of brands over time, geographic areas, and market segments.</p>		

Unit	Unit Title	Contents	No of Lectures
I	Understanding Brand	1.1 Introduction, Brand concepts, 1.2 Purpose of Brands, 1.3 Characteristics of strong brands, 1.4 The purpose of branding, 1.5 Fundamental concepts of branding	14
II	Developing Brand	2.1 Process and methods of developing brand elements, 2.2 creating brand associations and introducing a new brand in the international market, 2.3 identify effective marketing and marketing communications strategies. 2.4 Including the use of social/digital platforms, 2.5 Design marketing and marketing communications programs that build brand equity in the international market	16

Unit	Unit Title	Contents	No of Lectures
III	Evaluating Brand	3.1 Processes and methods of measuring brand performance, 3.2 Qualitative and quantitative tools for measuring brand image and strength, 3.3 Interpret brand performance data, Brand evaluation plans in the international scenario	16
IV	Managing Brand	4.1 Concepts and tools for managing brands over time, international geographic areas, and market segments, 4.2 Consumer-brand relationships, Strategic alliances, 4.3 Brand portfolios, and Brand repositioning/revitalization.	14
Total No of Lectures			60

Suggested Readings:

Sr. No.	Title of Book	Author/s	Publication	Edition
1	Strategic Brand Management	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran.	Pearson Education;	Fifth edition
2	The New Strategic Brand Management: Advanced Insights and Strategic Thinking	Jean-Noël Kapferer	Kogan Page;	5th edition
3	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Keller, Vanitha Swaminathan	Pearson;	5th edition
4	Brand Management: Co-creating Meaningful Brands.	Michael Beverland	SAGE Publications Ltd;	1st edition
5	The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands.	Al Ries, Laura Ries.	Harper Business;	New edition.

Suggested Web / E learning Resources:

Sr No	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
1	Understanding Brand	branding 101, understanding branding basics and fundamentals - YouTube	What is Branding? A deep dive with Marty Neumeier - YouTube	Understanding Brand - What is a Brand? (managementstudyguide.com)
2	Developing Brand	branding 101, understanding branding basics and fundamentals - YouTube	What is Branding? A deep dive with Marty Neumeier - YouTube	A 10 Step Brand Development Strategy for Your Professional Services Firm - Hinge Marketing
3	Evaluating Brand	Brand Valuation - YouTube	Session 1: Introduction to Valuation - YouTube	Brand Evaluation Common Language Marketing Dictionary (marketing-dictionary.org)
4	Managing Brand	What is Brand Management? The Role of a Brand Manager. - YouTube	Branding Basics Brand Strategy Understanding Branding Fundamentals Brand Marketing Simplilearn - YouTube	Brand Management - Meaning and Important Concepts (managementstudyguide.com)

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Course Code: 23BI6-B061	Subject / Course : International Financial Management	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the fundamental concepts and frameworks of international financial management. 2. To analyze the role of foreign exchange markets, exchange rate mechanisms, and risk management strategies. 3. To understand the impact of international financial institutions and policies on global trade and investment. 4. To equip students with the skills to evaluate and manage financial risks in multinational corporations. 		
Course Outcome: After completing the course, the student shall be able to - <p>CO1: Explain key principles of international finance, foreign exchange markets, and currency valuation.</p> <p>CO2: Analyze and manage exchange rate risks and exposure in international transactions.</p> <p>CO3: Evaluate financial decisions related to international trade, foreign investments, and global capital structure.</p> <p>CO4: Apply financial management strategies in multinational corporations for effective decision- making.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to International Financial Management	1.1 Financial Management: Meaning, Objectives and Importance 1.2 International Financial Management: Meaning and Importance 1.3 Balance of Payments (BoP): Components and Importance 1.4 International Monetary System and Exchange Rate Regimes 1.5 Role of International Financial Institutions (IMF, World Bank, BIS, WTO) 1.6 Concept of Regional Economic Integration 1.7 EU, NAFTA, SAFTA, OECD, BRICS, APTA	15

Unit	Unit Title	Contents	No. of Lectures
II	Foreign Exchange Market & Exchange Rate Mechanisms	2.1 Foreign Exchange Market: Participants, Functions, and Instruments 2.2 Exchange Rate Theories: Purchasing Power Parity (PPP), Interest Rate Parity (IRP), Fisher Effect 2.3 Types of Exchange Rate Systems (Fixed, Floating, Managed Float) 2.4 Foreign Exchange Risk: Types and Measurement 2.5 Currency Derivatives: Forwards, Futures, Options, and Swaps	15
III	Risk Management in International Finance	3.1 Transaction, Translation, and Economic Exposure 3.2 Hedging Techniques for Foreign Exchange Risk Management 3.3 Interest Rate Risk and Hedging Strategies 3.4 Country Risk and Political Risk Assessment 3.5 Techniques for Managing International Portfolio Investment Risks 3.6 Case Studies on MNC Risk Management Strategies	15
IV	International Financial Decisions & Global Capital Markets	4.1 International Trade Finance: Export- Import Financing, Letter of Credit, Factoring & Forfaiting 4.2 Global Capital Markets: Eurocurrency Market, Eurobonds, Global Depository Receipts (GDRs), American Depository Receipts (ADRs) 4.3 Ethical and Regulatory Issues in International Financial Management	15
Total No of Lectures			60

Suggested Readings :

Sr. No.	Name of the Book	Author	Publication
1	International Financial Management	P.G. Apte	McGraw Hill Education

Sr. No.	Name of the Book	Author	Publication
2	Multinational Financial Management	Alan C. Shapiro	Wiley
3	International Financial Management	Jeff Madura	Cengage Learning
4	International Financial Management	Cheol Eun & Bruce Resnick	McGraw Hill

Suggested Web / E-Learning Resources:

Sr. No.	Topic of the course	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1	Introduction to International Financial Management	https://nptel.ac.in/courses/110/107/110107144/	<i>"The Ascent of Money" (2008)</i>	The Journal of International Financial Management & Accounting
2	Foreign Exchange Market & Exchange Rate Mechanisms	https://nptel.ac.in/courses/110/107/110107144/	<i>Wall Street</i> (1987) – Fictional but relevant to securities and valuation.	Journal of Financial Economics.
3	Overview of International Relations	--	--	https://journals.sagepub.com/home/ire
4	International Financial Decisions & Global Capital Markets	https://www.coursera.org	<i>The Wolf of Wall Street</i> (2013) – Highlights behavioral finance and market anomalies.	The Foreign Exchange Exposure Puzzle" by Söhnke M. Bartram and Gordon M. Bodnar

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FP / OJT / CEP (E)

Course Code: 23BI6-E301	Subject / Course : Project and Internship (OJT)	Marks: 100 Credits: 4
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Introduction :

Youth plays a crucial role in achieving the economic prosperity of the country. In the present scenario, it is found that most of the youth being educated is facing severe unemployment problems due to a lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern world.

A student requires a new vision with curricular support for employment. Apprenticeship/internship has a prominent role to play in linking higher education with the requirements of the industry and the world of work. The internship is considered to be one of the most effective ways to develop skilled manpower for the country. The internship facility is offered to the students to bridge the gap between theory and practical work.

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market.

The National Education Policy 2020 also emphasizes Practical Assignments and Skill Development to the students across institutes of higher learning in various streams.

In this view, the College has come up with a concept to provide 'Internship' to all students studying in semesters V & VI across the faculty of commerce.

The internship programme will provide valuable work experience to the students, help them explore a career path and develop and refine skills that will eventually give themselves an edge in the job market

The Placement Cell has established a pool of network with various business establishments that are willing to provide practical exposure to the students. The certificate awarded by these establishments will add value to the academic credentials of participating students.

Eligibility for Internship Programme

The students who have sought admission to the semesters V & VI of T.Y.B.B.A and B.B.A. (IB) under NEP System need to undergo 'Internship Programme'. The internship programme is compulsory.

Nature of Internship Programme

A student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the University. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Programme The fundamental framework of the internship is as below:

- a. The internship is of four credits in the VI semester
- b. Internship will be of minimum sixty clock hours.
- c. The Internship Programme is based on the contents that are prescribed for all the papers under relevant disciplines.
- d. The Internship Programme shall be part-time or full-time depending on the nature of jobs
- e. Successful completion of the Internship Programme is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Programme again in different establishment.
- f. A student is entitled to a 'Completion Certificate' after successful completion of the Internship Programme.
- g. The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- h. A student is solely responsible for his behavior in the business establishment during the Internship Programme.

i. Types of Internships :

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.
3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

Suggestive Tie-ups for colleges

The College has signed MOUs for internships. Apart from that, the colleges have collaborative associations with MCCIA, Janata Sahakari Bank Ltd, and with various commercial and non-commercial, NGO's, enterprises, offices and industry, etc.

Guidelines for Teachers

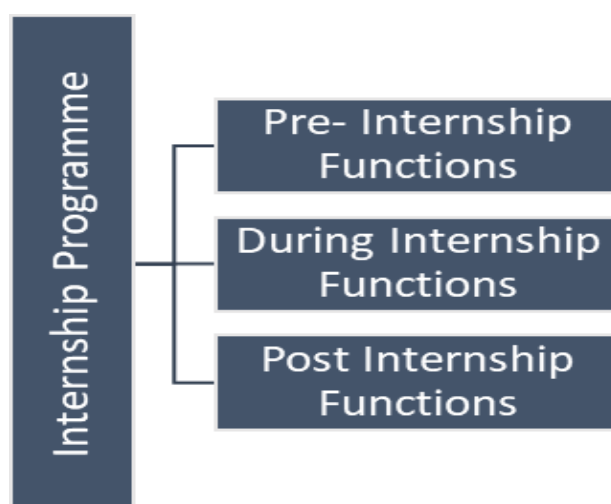
Teachers' contribution in planning and implementation of Internship Programme is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Programme a flagship initiative.

Meaningful execution of the Internship Programme will add significant value not only to the skill set of students but will enhance institutional image to a significant extent

The college teachers should encourage offering the internship to the students. It will make the students aware of the programme along with its merits to motivate them to opt for an internship. The colleges must promote Industry-Academia linkages and improve college credibility along with improving the teaching-learning process.

For effective implementation of the Internship Programme, the Placement Cell constitutes an ‘Internship Programme Execution Cell. The cell will plan and implement the Internship Programme according to the guidelines issued by the University. The cell is also expected to monitor and review the progress and outcomes of the programme at regular intervals and make necessary changes.

Role of teachers in execution of the Internship Programme is divided into three sections:



Pre- Internship Functions -

Teachers are expected to carry out following Pre-Internship functions:

1. Internship Programme Execution Cell:

The concerned department needs to institute ‘Internship Programme Execution Cell’. The composition of the cell will be as below:

- Principal of the college : Chairman

- Vice -Principal / HoD : Member Secretary
- Convener, Soft Skills Development Cell : Member
- Subject Teachers : Member
- Industry Expert(s) : Member
- Student representative : Member

Following are the functions of the cell:

- a. Preparation of exhaustive outline of the Internship Programme.
- b. Communication of the outline to the concerned students well in advance.
- c. Contacting concerned companies/ establishments and organisation of meetings to finalize the programme.
- d. Preparation of subject wise 'Hands- on training contents list'(Internship contents).
- e. Getting the contents approved by the Internship providing companies/ Establishments.
- f. Preparation Internship Programme for each Discipline Specific Special Subject ensuring that the hands-on training contents fit in properly.
- g. Establishment of query/ grievances/ difficulties redressal mechanism to solve students' issues related to Internship Programme.
- h. Establishment of 'Feedback Mechanism' for both students and Internship providing companies.
- i. Preparation of 'Progress Card' to record the progress of students during the Internship Programme.

2. ‘Soft Skill Development Programme’

The concerned department needs to organize sessions on ‘soft skills development in association with the ‘Soft Skills Development Cell’ of the college. This programme will help students to accommodate themselves in the professional environment at a faster pace. Contents of the program may be finalized in association with the industry experts and needs of students.

3. Clusters

Few colleges located in geographical vicinity may think of coming together and forming a ‘Cluster’ to implement Internship Programme jointly. This will ease the process of contacting the Internship providing companies and execute all related activities. The colleges will save on funds, manpower, and time if the programme is implemented through clusters.

4. Credits and Duration

Four credits are allotted to ‘Internship Programme’ for 50 marks and 60 hours in VI semester or if students want to pursue collectively 120 hours considering both (Semester V & Semester VI) the semesters then he /she is allowed to do so. In both the semester the students have to prepare a separate report as per the guidelines mentioned

Proposed Internship registration process

The student will prepare a plan for the proposed internship program. This will be submitted to the subject teacher. The plan may contain the following aspects:

- Format of Slide wise presentation of the proposed plan of Internship program to be prepared and submitted by the student is given below:
- The student is required to keep necessary documents ready, if any, at the time of assessment of the proposal.

Slide No.	Contents
1.	Name of the organisation where the internship is proposed to be carried out.
2.	Details of the organisation, i.e. nature of business, turnover, branches, market share, etc.
3.	The areas in which he/ she is planning to undergo internship.
4.	Details of the various subject specific concepts learnt by the student before joining the internship.
5.	Allocation of 60 hours of Internship Programme.
6.	List of the skills that he/she is planning to acquire during Internship Programme.
7.	A brief note on how the Internship Programme may benefit him/her to better develop skills in his / her subject.
8.	A note on the preparation done by the student before joining the Internship Programme. This note may include the following: a) Completion of soft skills program, b) Completion of a certificate / diploma in related area, c) Previous job experience in related area.
9.	Details of the primary discussion that the student had with any officer/ authority of the internship providing organisation about the proposed work.
10.	Proposed outcome of the Internship Programme

- Students may add more slides providing additional information about the proposed Internship Programme.

- The evaluation of the proposed Internship Programme is to be done on the basis of above parameters.
- Teachers may provide suggestions to make the proposed internship more meaningful. Such suggestions must be communicated to the students in writing.

Guidelines for Teachers

During Internship Functions for students

1. The students are expected to maintain a register which will be monitored by teachers on regular intervals.
2. Internship record / log register : - will contain
 - i. College name
 - ii. Course details
 - iii. Name of the student
 - iv. Roll number and Contact details
 - v. Name of the organization
 - vi. Details of the organisation, i.e. nature of business , department /section
 - vii. Name of the reporting authority / concerned department head.
 - viii. Allocated work description and regular attendance of the student.

Maintaining the work related record by the employer on the following parameters -

- a) Regularity / punctuality of student
- b) Behavior / soft skills
- c) Inclination to learn new things

- d) Ability to put theory into practice
- e) Ability to take initiative for problem solving
- f) Commitment to the assigned task
- g) Overall progress and performance (Whether satisfactory or not)
- h) Overall feedback
- i) Work Completion certificate

Post – Internship Functions

- After the students have successfully completed the Internship Programme, teachers are required to convene a batch wise meeting of students to know their experience and overall opinion about the utility and effectiveness of the programme.
- Teachers should also try to compare the feedback received from the students regarding the industry requirements with the prevailing curriculum and try to bridge the gap by organizing guest lectures, assigning projects to the student, organizing industrial visits etc.
- These endeavors will help students to undergo the Internship Programme in a more confident manner.

Discipline Specific Special courses- Semester VI – (minimum 60 hours)
Credits – 4

Methodology for Evaluation:

1. This evaluation is to be done after the student has successfully completed the Internship Programme.
2. The student will prepare a presentation based on the work performed by him/ her during the internship programme.

3. The student is supposed to prepare a PowerPoint Presentation
4. The evaluation panel will consist of one internal and one external examiner.
Industry experts may be invited to evaluate the students.

The parameters for evaluation are as below:-

- Hard Skills learnt by the student
 - Soft skills / communication skills developed by the student
 - Outcome of the Internship Programme
 - Feedback received from the Internship Providing organisation
 - Value addition in the overall knowledge of the student
 - Quality and contents of the presentation
 - Contribution of the student towards the organization
- Format of Slide wise presentation of work performed by the student during the Internship programme is given below.

Slide No.	Contents
1.	Name of the organisation where the internship was proposed to be carried out and certificate of completion
2.	Contents proposed to be learnt during the Internship Programme.
3.	Allocation of 60 hours of Internship Programme
4.	List of the officers and the staff members of the Internship Providing organisation with designations.
5.	Name and designation of the officer under whom the internship was completed.
6.	Work profile assigned during the Internship Programme
7.	Actual work performed during the Internship Programme

8.	Skills learnt during the Internship Programme
9.	Problems faced while performing the assigned task
10.	How were the problems addressed?
11.	Contribution made towards better functioning of the organisation, i.e. any techniques invented to save time, manpower or money, improvised documentation process, development of a model for better customer service, etc. (Optional)
12.	List of the skills required to perform the assigned task, not included in the syllabus.
13.	Opinion of the student about the following - <ol style="list-style-type: none"> 1. Utility of the Internship Programme 2. Adequacy of the time allotted for programme 3. Suggestions for improvement in the syllabus 4. Will the programme improve employability? 5. Suggestions to make the internship programme more meaningful and effective 6. Overall feedback about the internship experience 7. Any other information

➤ **Students need to submit following documents at the time of final evaluation of the work performed during the Internship Programme:-**

1. Internship Completion Certificate (Format Enclosed)
2. Duly signed and completed Log Sheet stating hour wise work done. (Format Enclosed)
3. Feedback form duly signed and stamped by the internship provider. (Format Enclosed)

Student Feedback form (Format Enclosed)

Evaluation of the presentation :

- a. The student is supposed to prepare a PowerPoint Presentation covering the above aspects.
- b. The evaluation is to be done on the basis of:
 - i. Regularity and punctuality
 - ii. Actual work performed
 - iii. Feedback by the internship providing organisation
 - iv. Nature of contribution made
 - v. Skills learnt
 - vi. Problem solving initiative taken
 - vii. Learning attitude.
- c. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the proposal and make suggestion(s), if any.

Formats required for Internship Programme

- 1. Letter to Internship Providing Organisation for inclusion of students**
- 2. Undertaking from student about his/ her behaviour to the college**
- 3. Undertaking from student about his/ her behaviour to the organisation**
- 4. Log Sheet of work performed during internship**
- 5. Internship completion certificate**
- 6. Feedback from internship provider organisation**
- 7. Feedback from student**

LETTER TO INTERNSHIP PROVIDING ORGANISATION FOR INCLUSION OF STUDENTS

College Letter Head

To,
The Manager(HR),
- ----- Co Ltd.

Subject :- Request for inclusion of students of our college for Internship Programme...

Madam / Sir,

Savitribai Phule Pune University has introduced ‘Internship Programme’ for Third Year BBA/ BBA(IB) Students in its revised syllabus.

The purpose of the internship programme is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (List enclosed) with an opportunity for internship in your esteemed organisation.

We would appreciate if you could provide exposure of the following business activities to these students:-

**Mention here the key contents of the discipline specific special
Subject selected by the student**

We look forward to a mutually rewarding academic association with your organisation.

Thank you.

Sincerely,

Coordinator, Principal

Internship Programme

UNDERTAKING FROM STUDENT

- 1. Name of the Student :**
- 2. Class : T.Y.B.B.A / B.B.A. IB**
- 3. Division and Roll Number :**
- 4. Present address :**
- 5. Permanent address :**
- 6. Contact Number :**
- 7. Contact Number (Parent) :**
- 8. Email ID :**

To,
The Principal,
----- College, -----

Subject : Undertaking

Respected Madam / Sir,

**I am studying in semester VI of T.Y.BBA /BBA(IB) I am going to join -----
---- (Name of the organisation) for my sixty hours internship programme during -----
to -----.**

I assure that I will follow all the rules and instruction issued by the internship providing organisation. I will be responsible for my behavior and performance during the internship period.

Thank you.

Yours obediently,

(Name & Signature of parent) (Name & signature of the student) Date :

UNDERTAKING FROM STUDENT

To,

The Manager (HR),

- ----- (Place)

Subject : Undertaking ..

Respected Madam / Sir,

I am a student of ----- College. I am studying in semester VI of T.Y.BBA/BBA(IB) I am going to join your esteemed organisation for my sixty hours internship programme during -----to --.

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behavior and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely, (Name & signature of the student)

Date :

Place

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Letter Head of the Internship Provider Organisation

1. Name of the Student :
2. Name of the College : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Address :
5. Contact Number :
6. Email ID :
7. Special Subject :
8. Internship start date :
9. Internship end date :

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				

Total Hours						

Certified that ----- (Name of the student) has satisfactorily completed the internship programme assigned to him.



**Name & Signature of
supervisor**

**Name & signature
of manager**

**Name & signature of
section in charge**

Date :

INTERNSHIP COMPLETION CERTIFICATE

Letter Head of the Internship Provider Organisation

To,

The Principal,

----- College,

----- (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the No. of Hours _ _ _ _ _ Internship Programme' in this organisation.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.				
2.				
3.				
4.				
5.				

6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands-on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organisations

I wish them every success in future endeavors.

Thank you.

Sincerely,



Name & Signature

(Authorised Signatory)

FEEDBACK FROM INTERNSHIP PROVIDER ORGANISATION

Dear Madam/ Sir,

Please provide your valuable feedback about the performance of the student on following parameters. Your feedback will enable us to make necessary changes in the internship process. Thank you.

Coordinator- Internship Programme

Internship Programme feedback form

Sr. No.	Particulars		Details
1)	Name of the Supervisor/ Officer	:	
2)	Department	:	
3)	Designation	:	
4)	Name of the Student	:	
5)	Name of the College	:	
6)	Roll Number	:	
7)	Special Subject	:	

Part – A – Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs improvement
1)	Domain Knowledge					
2)	Communication Skills					
3)	Punctuality & Dedication					

4)	Ability to work in teams					
5)	Problem solving skills					
6)	Quality of work done					
7)	Effectiveness					
8)	Efficiency					
9)	Ability to take Initiative					
10)	Positive attitude					
11)	Appearance					
12)	Using full potential at work					
13)	Work habits					
14)	Honesty & Integrity					
15)	Creativity					

Please turn over

Part B – SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

Part C – Suggestions to make the internship programme more productive and effective.

1.

2.

3.

4.

5.

Part D – Changes required in the curriculum to improve employability of students.

1. -----
2. -----
3. -----
4. -----
5. -----

Name, Designation and Signature of the Supervisor / Reviewing Officer Place of Review:



Date of Review :

STUDENT FEEDBACK FORM

1. Name of the Student :
2. Class : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Present address :
5. Contact Number :
6. Email ID :

Please provide your rating about following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	
2.	I was properly introduced to the task assigned to me in the organisation	
3.	I was given proper guidance to carry out my responsibility	
4.	My supervisor / officer was very cooperative and supportive	
5.	I found my task interesting and worth learning	
6.	My supervisor / officer addressed to my queries/ doubts quickly	
7.	I received due respect from my colleagues in the organisation	

8.	The contents of the syllabus match with the practical work	
9.	The knowledge that I gained in the college was useful to carry out internship programme in a satisfactory manner	
10.	The Internship Programme is very useful to enrich my knowledge	

Please give your suggestions to make the internship programme more productive and effective.

1. -----

2. -----

3. -----

Please give your overall feedback about your experience during the internship (Not mentioned above).

Signature & Name of the student with date

•

Course Code: 23BI6-F371	Subject / Course : International Project Management	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. Recall and define key concepts related to Project Management. 2. Explain the role of strategy and planning in Project Management. 3. Apply principles of time, cost, and quality planning to project scenarios. 4. Analyze project delivery and control mechanisms for effective execution. 		
Course Outcome: After completing the course, the student shall be able to: <p>CO1: Describe the fundamental concepts of Project Management.</p> <p>CO2: Explain and interpret strategic planning principles in Project Management.</p> <p>CO3: Utilize methods for time, cost, and quality planning in project execution.</p> <p>CO4:-Evaluate project delivery and control mechanisms for optimization.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Project Management	1.1 Define and recall key terms such as Project, Project Management, and its functions. 1.2 Explain the scope, objectives, and principles of Project Management. 1.3 Identify different types of projects and their complexities in a global scenario. 1.4 Compare and contrast the role of a Project Manager, their skills, and required knowledge. 1.5 Examine the impact of culture on Project Management.	16
II	Strategy planning & Project Management	2.1 Explain the need for strategy in Project Management. 2.2 Apply resource coordination techniques for project efficiency. 2.3 Develop a Work Breakdown Structure (WBS) for project organization. 2.4 Evaluate stakeholder management strategies for project success.	14

Unit	Unit Title	Contents	No. of Lectures
		2.5 Assess technical, financial, and risk factors in project analysis. 2.6 Perform a Social Cost-Benefit Analysis to justify project viability.	
III	Time, Cost and Quality Planning	3.1 Explain the significance of time, cost, and quality planning in projects. 3.2 Construct Gantt Charts and perform Critical Path Analysis. 3.3 Compare PERT and CPM techniques for scheduling optimization. 3.4 Utilize process improvement tools like Fishbone and SIPOC to enhance quality. 3.5 Assess project team structures and their effectiveness in execution. 3.6 Balance of Trade and Balance of Payment – Concept, Structure and Importance	16
IV	Project Delivery & Control	4.1 Explain the characteristics and importance of control systems. 4.2 Identify and measure variations using control mechanisms. 4.3 Implement feedback and corrective actions to optimize project performance. 4.4 Evaluate project completion processes, including audits and reviews. 4.5 Propose improvement activities for continuous enhancement of project efficiency.	14
Total No of Lectures			60

Suggested Readings :

Sr. No.	Name of the Book	Author	Publication	Place
1	A Guide to the Project Management Body of Knowledge	PMBOK Guide	PMBOK Guide	New Delhi

Sr. No.	Name of the Book	Author	Publication	Place
2	Project Management: Absolute Beginners Guide	Greg Horine	Taxmann	New Delhi
3	Strategic Project Management Made Simple: Practical Tools for Leaders and Teams	Terry Schmidt	Wiley	New York

Suggested Web / E-Learning Resources:

Sr. No.	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Journals / Articles / Case studies
1	Chapters 1,2,3,4	--	E-Book Effective Project Management – Robert Wysocki
2	Project Management	https://nptel.ac.in/courses/110104073	--
3	Project Management lecture series	https://archive.nptel.ac.in/courses/110/104/110104073/	--
4	Project Management – Tools and techniques	--	EBook – Project Management – Tools and techniques by Roy Burke

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