

SHIVAJI UNIVERSITY, KOLHAPUR.



Accredited By NAAC

Faculty of Commerce
Revised Syllabus For

Bachelor of Business Application (BBA)

Part – I (Sem- I & II)

(Subject to the modifications that will be made from time to time)
Syllabus to be implemented from June 2010 onwards.

Shivaji University

Revised Syllabus for

Bachelor of Business Administration –I (B.B.A. Part -I) **(Subject to the modifications from time to time)** **Syllabus to be implemented from the year June-2010-11**

1. Title :- The degree of shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce

2.OBJECTIES:-

1. To provide conceptual and an in-depth knowledge of different subjects of business education.
2. To inculcate different skill required in various live business Situations / Problems.
2. To build up self confidence and competency in students to take up self employable business Ventures
3. To give an adequate exposure to operational environment in the field of management.
4. To inculcate training to use techniques of management modern for the benefit of all parties concerned.
5. To inculcate Entrepreneurship skills.

3. DURATION

1. The course shall be a full time course.
2. The duration of course shall be three years.
3. The course shall be run on self-supporting basis.

4. NUMBER OF STUDENTS :

A batch shall consist of not more than 80 students.

5. ELIGIBILITY

1. A candidate for being eligible for admission to the Degree Course in Business Administration Shall have passed XII Std. Examination with minimum qualifying marks for the candidates from all the categories will be 45% of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma of not less than two years.
2. Every eligible candidate has to pass a Common Entrance Test to be conducted by the University to get admission in First year B.B.A.

6. MEDIUM OF INSTRUCTION

The medium of instructions shall be in English only.

- 1- B.B.A.Part –I ----- 2010-2011
- 2- B.B.A.Part –II ----- 2011-2012
- 3- B.B.A.Part –III -----2012-2013

7. TEACHERS QUALLIFICATIONS:

Master Degree in Relevant subject with Good Academic Record.

8. SCHEME OF EXAMINATION :

- i) B.B.A. Course will be conducted through semester pattern.
- ii) Total duration of course will be three years Each year two semesters will be conducted.
- iii) First Semester will be conducted at the end of first Term and Second Semester will be Conducted at the end of II nd Term. In the same manner the Semesters for second and Third year will be conducted.
- iv) Each subject/paper during each semester will carry 50 marks. Out of this, 40 marks will be allotted to University theory papers and 10 marks to be given by each college through internal evaluation.

Division of Internal marks for each subject is given below.

- (a) Preparation of Seminar/ Field work 5Marks
- (b) Presentation of Seminar/ Field work report 5 Marks
(Through Seminar)

Total marks- -----
10 Marks

The records of all internal marks should be strictly maintained by faculty member. Each student should prepare seminar paper of 2 to 3 pages & submit a small field work report of 3 to 4 pages

9. Workload (Period/Lectures for each Subject)

For every semester 48 periods are allotted to complete the syllabus of each subject.

10. STANDARD OF PASSING :

A candidate must obtain minimum 40% of the marks in each University examination paper as well as in internal evaluation and major project report.

- i) Class will be awarded on the basis of marks obtained by the candidate in all the six semester examinations.
- ii) Candidate who has secured 40% marks in university examination & should have non-zero score as internal credit will be declared passed in the semester examination.
- iii) Candidate who fails in any particular theory paper/s shall be allowed to reappear for that theory paper/s. However, his/her internal credit marks shall be carried over.
- iv) Internal record should be maintained at non-zero.

Rule 1 :-

Rule to carry over backlog of subjects:

- i) A candidate who fails in any number of subjects during Semester – I & II shall be admitted to B.B.A. – II (appear for Semester – III & Semester IV examinations).

However the candidate shall not be admitted to B.B.A. - III (Semester- V) unless he/she passed in all the subjects at B.B.A. – I(Semester – I & Semester - II).

- ii) A Candidate who fails in any number of subjects during Semester – III & IV shall be admitted for B.B.A. – III & allowed to appear for Semester- V & VI examinations.

11. AWARD OF CLASS :

Class will be awarded to the students of B.B.A. basis of on the aggregate marks obtained in all six semesters :-

The award of class shall be as under :

- | | | |
|------|---|------------------------------|
| i) | Aggregate 70 % and above | First Class with Distinction |
| ii) | Aggregate 60% and above but less than 70% | First Class |
| iii) | Aggregate 50% and above but less than 60% | Second Class |
| iv) | Aggregate 40% and above but less than 50% | pass Class |

12.FEE STRUCTURE :

As per University norms.

13.REQUIREMENTS :

(A) Core Faculty :

- | | | | |
|------|--|---|---------------------|
| i) | First Year | 1 | Full- time Teacher |
| ii) | Second Year | 2 | Full- time Teachers |
| iii) | Third Year | 3 | Full- time Teachers |
| iv) | In addition there shall be visiting Faculty drawn from academicians / professionals from different fields. | | |

(B) LIBRARY :

The College / Institution shall spent Rs. 20,000/- each year on purchase of books and journals in the first three years as the initial investment on the library. In addition, the entire library fees collected from the students shall be invested on library.

(C) EQUIPMENTS :

Overhead Projector, 5 Computers and necessary software's and operating systems.

(D) COMPUTER STATIONARY :

Supply of adequate computer stationery as per requirements.

New Structure of B.B.A. Course (Semester wise to be introduce from the year June 2010-11)

B.B.A.-I

Semester	Sr. N0.	Title of the Subject	Marks
Semester-I	1	Principles of Management –Paper-I	50
	2	Financial Accounting Paper-I	50
	3	Marketing Management- Paper-I	50
	4	Human Resource Management - Paper-I	50
	5	Business Economics (Macro-I)- Paper-I	50
	6	Business Communication- Paper-I	50
	7	Computer Applications in Business- Paper-I	50
		TOTAL	350
Semester-II	8	Principles of Management –Paper-II	50
	9	Financial Accounting Paper-II	50
	10	Marketing Management- Paper-II	50
	11	Human Resource Management - Paper-II	50
	12	Business Economics (Macro-I)- Paper-II	50
	13	Business Communication- Paper-II	50
	14	Computer Applications in Business- Paper-II	50
		TOTAL	350

B.B.A.-II

Semester	Sr. N0.	Title of the Subject	Marks
Semester-III	15	Management of Business Services –Paper-I	50
	16	Cost and Management Accounting –Paper-I	50
	17	Production Management	50
	18	Business Economics (Macro-II) –Paper-I	50
	19	Entrepreneurship Development –Paper-I	50
	20	Statistical Techniques for Business –Paper-I	50
	21	E-Commerce –Paper-I	50
		TOTAL	350
Semester-IV	22	Management of Business Services –Paper-II	50
	23	Cost and Management Accounting –Paper-II	50
	24	Material Management	50
	25	Business Economics (Macro-II) –Paper-II	50
	26	Entrepreneurship Development –Paper-II	50
	27	Statistical Techniques for Business –Paper-II	50
	28	E-Commerce –Paper-II	50
		TOTAL	350

B.B.A.-III

Semester	Sr. N0.	Title of the Subject	Marks
Semester-V	29	Practices in Modern Management–Paper-I	50
	30	Recent Trends in Marketing –Paper-I	50
	31	Financial Management –Paper-I	50
	32	Fundamentals of Business Laws and Tax Laws–Paper-I	50
	33	Foundation of human skills –Paper-I	50
	34	International Business –Paper-I	50
	35	Research Methodology	50
		TOTAL	350
Semester-VI	36	Practices in Modern Management–Paper-II	50
	37	Recent Trends in Marketing –Paper-II	50
	38	Financial Management –Paper-II	50
	39	Fundamentals of Business Laws and Tax Laws–Paper-II	50
	40	Foundation of human skills –Paper-II	50
	41	International Business –Paper-I I	50
	42	Project Work	50
		TOTAL	350

Equivalence for Pre-revised subject:**9. REVISED STRUCTURE OF B.B.A. DEGREE****FIRST YEAR B.B.A.(SEVEN PAPERS)**

Sr. No.	Revised Title of the Subject	Conversion in to semester	
1.	Principles of Management	Semi-I	Principles of Management –Paper-I
		Semi-II	Principles of Management –Paper-II
2.	Financial Accounting	Semi-I	Financial Accounting Paper-I
		Semi-II	Financial Accounting Paper-II
3.	Marketing Management	Semi-I	Marketing Management- Paper-I
		Semi-II	Marketing Management- Paper-II
4.	Human Resource Management	Semi-I	Human Resource Management - Paper-I
		Semi-II	Human Resource Management - Paper-II
5.	Business Economics (Macro-I)	Semi-I	Business Economics (Macro-I)- Paper-I
		Semi-II	Business Economics (Macro-I)- Paper-II
6.	Business Communication	Semi-I	Business Communication- Paper-I
		Semi-II	Business Communication- Paper-II
7.	Computer Applications in Business	Semi-I	Computer Applications in Business- Paper-I
		Semi-II	Computer Applications in Business- Paper-II

SECOND YEAR B.B.A.(SEVEN PAPERS)

Sr. No.	Revised Title of the Subject	Conversion in to semester	
1.	Management of Business Services	Semi-I	Management of Business Services –Paper-I
		Semi-II	Management of Business Services –Paper-II
2.	Cost and Management Accounting	Semi-I	Cost and Management Accounting –Paper-I
		Semi-II	Cost and Management Accounting –Paper-II
3.	Production and Material Management	Semi-I	Production Management
		Semi-II	Material Management
4.	Business Economics (Macro-II)	Semi-I	Business Economics (Macro-II) –Paper-I
		Semi-II	Business Economics (Macro-II) –Paper-II
5.	Entrepreneurship Development	Semi-I	Entrepreneurship Development –Paper-I
		Semi-II	Entrepreneurship Development –Paper-II
6.	Statistical Techniques for Business	Semi-I	Statistical Techniques for Business –Paper-I
		Semi-II	Statistical Techniques for Business –Paper-II
7.	E-Commerce	Semi-I	E-Commerce –Paper-I
		Semi-II	E-Commerce –Paper-II

THIRD YEAR B.B.A.(SEVEN PAPERS)

Sr. No.	Revised Title of the Subject	Conversion in to semester	
1.	Recent Trends in Marketing	Semi-I	Recent Trends in Marketing –Paper-I
		Semi-II	Recent Trends in Marketing –Paper-II
2.	International Business	Semi-I	International Business –Paper-I
		Semi-II	International Business –Paper-II
3.	Financial Management	Semi-I	Financial Management –Paper-I
		Semi-II	Financial Management –Paper-II
4.	Fundamentals of Business Laws and Tax Laws	Semi-I	Fundamentals of Business Laws and Tax Laws–Paper-I
		Semi-II	Fundamentals of Business Laws and Tax Laws–Paper-II
5.	Foundation of human skills	Semi-I	Foundation of human skills –Paper-I
		Semi-II	Foundation of human skills –Paper-II
6.	Practices in Modern Management	Semi-I	Practices in Modern Management–Paper-I
		Semi-II	Practices in Modern Management–Paper-II
7.	Research Methodology and project Work	Semi-I	Research Methodology
		Semi-II	Project Work

Project Work

Internal Evaluation: 25 Marks

External Evaluation: 25 Marks

Total 50 Marks

REVISED SYLLABUS OF B.B.A. – I

(For Semester – I & Semester – II)

Will Be Introduced From:

B.B.A. PART – I (Semester – I & II) 2010-2011

B.B.A. PART – II (semester – III & IV) 2011-2012

B.B.A. PART – III (Semester – V & VI) 2012-2013

Scheme Of Examination:

- iv) B.B.A. Course will be conducted through semester pattern.
- v) Total duration of course will be three years Each year two semesters will be conducted.
- vi) First Semester will be conducted at the end of first Term and Second Semester will be Conducted at the end of IInd Term. In the same manner the Semesters for second and Third year will be conducted.
- vii) Each subject/paper during each semester will carry 50 marks. Out of this, 40 marks will be allotted to University theory papers and 10 marks to be given by each college through internal evaluation.

University Question Paper (Theory) = 40 marks

Internal Evaluation = 10 marks

Total = 50 marks

- viii) **University Question Paper of each Semester for each subject is of 40 marks only.**

B.B.A.-I
Semester-I
Principles of Management (Paper-I)

Objectives:	To help Students to understand basic Principles and concept of Management	
Unit-I	Introduction to Management : Meaning and Definition of Management, Nature and importance of Management Management and Administration. Management- as a Science and An Art Brief review of basic Functions of Management- planning.- organizing,- staffing, Leading and controlling, Levels of Management	12

Unit-II	Contribution towards Management Thought- Scientific Management by F.W. Tylor, Contribution of Henry Fayol-14 principles of Management Contributions by Max-weber.	12
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Unit- III	Planning- Meaning and importance of planning Steps in planning process. Decision making- importance of Decision making Process of Decision making. Effective decision making.	12
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Unit-IV	Organizing- Meaning and Definition, objectives and importance, organizing process. Understanding the terms- Authority, Responsibility, Centralization and Decentralization-.	12
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Recommended Books:	
1	Management- Stoner Freeman Gilborht Peasons
2	Management- Michael
3	Management-L.M. Prasad

B.B.A. –I
Semester-I
Financial Accounting -Paper-I

Objectives:	To understand the basic concepts & principles of financial accounting.	Periods
Unit-I	Introduction	12
	-History and Development of Accounting- meaning, objective and functions of Accounting Book keeping V/S financial Accounting – uses of Accounting Information - Accounting concepts and Conventions - Accounting Terms.	
Unit-II	Financial Accounting Process	12
	Classification of Accounting Transactions and Accounts- Rules of Debit and Credit as Per Double Entry System- Journal Entries- Ledger posting – Subsidiary Books- Cash Book Bank Reconciliation Statement	
Unit-III	Preparation of Trial Balance and Rectification of errors	12
Unit-IV	Final Accounts of sole proprietorship- Preparation of Trading Account, profit and Loss A/C and Balance Sheet (with Basic Adjustments)	12

Reference Book:	
1	Advance Accountancy: M.C. Shukla And Grewal
2	Advance Accountancy: S.C. Jain And Narang
3	Advance Accountancy: R.L. Gupta
4	Advance Accountancy: S.M. Shukla

B.B.A.-I
Semester-I
Marketing Management Paper - I

Objectives	To help Students to understand the principles and functions of Marketing.	Periods
Unit-I	Introduction to Marketing- Meaning and Definition Importance of Marketing Understanding core concepts- Needs, Wants, Demands, Value and Satisfaction, Exchange and transactions. Different approaches- Production, Product, Selling, Marketing and Societal Marketing.	12
Unit-II	Marketing Research- meaning and importance, Steps in marketing research, Scope/areas of marketing research.	12
Unit-III	Consumer Behavior- meaning and Importance of consumer behavior. Factors affecting consumer Behaviour	12
Unit-IV	Market Segmentation- Meaning and Importance of market segmentation. Basis for market segmentation. Requisites of sound market segmentation.	12

Reference Books:-		
Marketing Management – Philip Kotler		
Marketing Management – Rajan Sarena		
Marketing Management – V.S.Ramswami & Namkumari		
Marketing Management – William J. Stanton & Michael J. Etzel		
Marketing Management – Dr.C.N. Sontakki		
Marketing Management - Sherlekar		
Marketing Management – Joseph Guiltinam & Gordon Paul.		

B.B.A. - I
Semi-I
Human Resource Management, Paper - I

Objectives:	To understand basic concepts, principles , factors & functions of Human Resources Management.,	Periods
Unit-I	Human Resource Management (HRM)- Meaning Nature, Importance of HRM-Role of HR Manager, Characteristics & Qualities HR Manger.	12
Unit-II	Human Resource Planning- Meaning Importance & Factors affecting Human Resource Planning. Human Resource Planning Process, Concept of Job Analysis, Job Description, Job Evaluation & Job Specification.	12
Unit-III	Recruitment & Selection- Objectives, Sources of recruitment Factors affecting recruitment & election Selection procedure. Significances of selection	12
Unit-IV	Training & Development – Training Needs & objectives, Training Methods, advantages of training, Development- Concept of Management Development Methods of Management Development	12

Reference Book:-
Human Recourse Management – Ian Breadsevace and len Holden
Human Recourse Management – S.S. Khankar
Human Recourse Management –Biswajeet Patnayak
Human Recourse Management and Industrial Management – Aswathappa
Management of Human Recourse – R.S. Diwivedi

B.B.A.-I
Semester - I
Business Economics (Micro), Paper- I

Unit-I	Introduction of Economics	Periods
1.1	Definitions, Nature, Scope and Significance of Economics.	8
1.2	Difference between Micro and Macro Economics.	
1.3	Basic Economic Problems.	
1.4	Business Economic and Business Decisions.	

Unit-II	Consumer Behavior	Periods
2.1	Concept of Consumer Behavior and Utility	15
2.2	Law of Diminishing Marginal Utility	
2.3	Law of Equi-Marginal Utility.	
2.4	Consumer's surplus.	
2.5	Indifference Curve Analysis- Features, Price-line, Consumer's Equilibrium.	

Unit-III	Demand Analysis	Periods
3.1	Concept of Demand	10
3.2	Demand Function and The Law of Demand	
3.3	Elasticity of Demand :- Types, Methods of Measurement, Determinants and Significance of Elasticity of Demand	

Unit-IV	Analysis of Supply, Production and Cost	Periods
4.1	Derivation of Individual and Market supply curves.	15
4.2	Concept of Production Function.	
4.3	Concepts of Real, Opportunity and Social, Short-run and Long-run Cost Curves.	
4.4	Revenue Curves- Total, Average and Marginal (Perfect Competition and Monopoly)	

Reference Books and Periodicals for Business Economics Paper – I & Paper II of Semester – I & II	
1.	Stonier and Hague : A Textbook of Economic Theory, Orient Longmans Ltd. (Latest edition)
2.	Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green:- Micro Economic Theory, Oxford University Press, New York, 1985
3.	J.M. Henderson and Richard E. Quandt., Micro economic Theory, Mcgraw Hill Company, New York, 1971
4.	M.L.Seth : Micro Economics, Laxmi- Narayan Agarwal, Agra. 1979

5.	M.L.Jhingan:- Micro Economic Theory, Vikas Publication, New Delhi, 1982
6.	G.S. Gupta :- Managerial Economics, TaTa McGraw Hill Publishing Company, Ltd. New Delhi,1990
7.	Dean J., Managerial Economics, Prentice Hall New Delhi, 1976
8.	Mithani.D.M. :- Managerial Economics, Theory and Applications, Himalaya Publishing House, New Delhi
9.	Ahuja H.L.:- Advanced Economic Theory
10.	Mithani D.M.:- Business Economic, Himalaya Publishing House, New Delhi
11.	Amartya Sen:- Choice, Welfare and Measurement, Oxford University Press, New Delhi, 1983
12.	Amartya Sen:- Economic Inequality, Oxford University Press, New Delhi,1974

B.B.A. Part-I
Sem-I
Business Communication Paper - I

		Periods
Objective:	i) To identify various communication skills involved in the business organization. ii) To develop business communication skills among the students.	Periods
Unit-I	Nature of Communication	12
	-Definition,	
	-Need and Importance of Communication skills	
	- Basic types of Communication – Reading, -Writing , -listening,- speaking	
	-Forms of Communication -Verbal,- written.- oral, - Non-verbal	
	-The Communication Process -Encoding ideas-, Transmitting messages,- receiving messages, -decoding,- perceiving and giving feedback.)	
-Barriers of Communication and ways in overcoming barriers.		
Unit-II	Written Communication	12
	-The Process of formal written Communication (deciding purpose, analyzing audience, deigning a message, organizing, selecting, arranging ideas and preparing outlines, developing a message- writing, Evaluating, Revising and Editing.)	
	- The qualities of good writing -Clarity,- conciseness, Concincfness, comprehensiveness,- correct, coherence, courtiers,	
	-you Attitude.	
Unit-III	Business Correspondence in organization	12
	-Business letters: Enquiry,- letter of reply, letter of order, letter of execution, -letter of complaint,- letter of collection.	
	-Common errors in business- writing: Errors with pronouns, adjectives,- verbs, adverbs, -participles and prepositions.	
	-Inter Departmental Communication	
	-Internal memo, office, Circulars, -office Orders office notes, Communication with Regional and Branch office.	
Unit-IV	Reporting to management	12
	-Principles of writing reports	
	-Types of reports	
	-Structure of report	
	-Presentation of report	

B.B.A. Part-I
Sem-I
Computer Applications in Business- Paper-I

Objectives:	To introduce Computer Applications in Business	Periods
Unit -I	(Introduction to Computer : Computer Characteristics, Evolution of computer and Generations of Computer. Types of Computer, Input Devices, Output Devices.	12
Unit - II	1. Personal Computers- PC and its main components, hardware configuration, Computer Memory – Concept, Internal and External Memory, Internal Memory- Types-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM External Memory- Floppy Disk, Hard Disk, CD, DVD, ZIP drive. Factors influencing on PC performance.	12
Unit - III	1. Software – System and Application Software, Operating system- Functions and types. Computer Languages- Lower level language and Higher level language, compiler and interpreter, Characteristics of Good Language. Introduction to Windows , Basic commands in Windows.	12
Unit – IV	2. Word Processing : Introduction to MS Office components, Introduction and working with MS Word , Word basic commands, Formatting- text and documents, sorting and tables, introduction to mail-merge.	12

Recommended Books :

1. Fundamentals of Computer by P.K.Sinha
2. Computer Today – Basundara
3. Fundamentals of Computer – V.Rajaraman
4. MS-Office

B.B.A.-I
Semester-II
Principles of Management : Paper-II

Objective	To help Students to understand basic Principles and concept of Management	Periods
Unit-I	Motivating – Meaning and importance- Theories of motivation- Maslow’s Hierarchy of needs Theory, - Herzberg’s Two- factor Theory, McGregor’s Theory ‘x’ and Theory ‘y’ Financial and Non-financial incentives	12
Unit-II	Leading- Meaning of Leadership- Functions and qualities of leader, Leadership styles. Likert’s four systems of leadership Charismatic Leadership	12
Unit-III	Controlling- meaning and importance of controlling - controlling process, - controlling Techniques, Traditional and Modern.	12
Unit-IV	Management of Change- concept, need for change, process of planned change- unfreezing. Changing and refreezing, - Resistance to change; Emerging Horizons of Management in a changing environment.	12

Recommended- Books:	
1	Management- Stoner, Freeman, Gilbert- Pearsons pub.
2	Management-Michael
3	Essentials of Management- weihrich and Koontzp Tata Mcgraw Hill.
4	Management-L.M. Prasad.

B.B.A. –I
Semester-II
Financial Accounting Paper-II

Objectives:	To understand the basic concepts & principles of financial accounting.	Periods
Unit-I	Management Information System (MIS)- Concept and Nature- Electronic Data Processing – Accounting Information System-Concept & Nature of Accounting System.	12
Unit-II	Depreciation	12
	Concept- Causes for Depreciation- Basis for Depreciation- Methods of Depreciation- Straight Line Method – Written Down Method- Change of Depreciation Method.	
Unit-III	Accounting for Bill of Exchange Meaning- Need- Definition- Parties to Bill of Exchange- Accounting entries for Honour of Bill- Dishonor of Bill- Endorsement of Bill – Discounting of Bill- Bills of Collection- Renewal and Retirement of Bill- Bill of Accommodation. (14)	12
Unit-IV	Final Accounts of Partnership Firm (10)	12
	Fixed and fluctuating capital Method (with Advance Adjustments)	

Reference Book:	
1	Advance Accountancy: M.C. Shukla And Grewal
2	Advance Accountancy: S.C. Jain And Narang
3	Advance Accountancy: R.L. Gupta
4	Advance Accountancy: S.M. Shukal

B.B.A.-I
Semester-II
Marketing Management, Paper- II

Objectives:	To help Students to understand the principles and functions of Marketing.	Periods
Unit-I	Marketing MIX- Concept, Brief understanding of 4 Ps of Marketing MIX- Product, price. Promotion and place.	12
Unit-II	Product Decisions- Concept of Product, levels of product, Product MIX decisions, product line decisions. Branding and Trade Mark.	12
Unit-III	Pricing Decisions- Importance of pricing Factors influencing pricing decisions, Methods of pricing	12
Unit-IV	Promotion and place- Elements of promotion Mix- Advertising, personal selling, Sales promotion, publicity and public Relations. Meaning and Importance of Channels of Distribution. Factors affecting choice of distribution channel.	12

Reference Books:-	
1	Marketing Management – Philp kotler
2	Marketing Management – Rajan Sarena
3	Marketing Management – V.S.Ramswami & Namkumari
4	Marketing Management – William J. Stantion & Micahel J. Etzel
5	Marketing Management – Dr.C.N. Sontakki
6	Marketing Management - Sherlekar
7	Marketing Management – Joseph Guiltinam & Gordon paul.

B.B.A.- I

Semester-II

Human Resource Management Paper – II

Objectives:	To understand basic concepts, principles , factors & functions of Human Resources Management.,	Periods
1	Performance Appraisal- Need/Purpose and Methods of & Methods of Performance Appraisal	12
2	Promotion, Transfer & Demotion- Meaning & importance, Employee separation- Exit Policy, V R S , Lifetime employment without guarantee Lay- off – retrenchment	12
3	Compensation Management- Components of Remuneration, factors effecting wage & Salary levels, Variable compensation, incentive schemes	12
4	Employee Benefits & Services- Factors influencing Benefits & Services, Employee Security Benefits, Old-age & retirement Benefits, Employee Health & Safety, Accident Prevention- Safety Engineering.	12

Reference Book:-
Human Recourse Management – Ian Breadsevace and len Holden
Human Recourse Management – S.S. Khankar
Human Recourse Management –Biswajeet Patnayak
Human Recourse Management and Industrial Management – Aswathappa
Management of Human Recourse – R.S. Diwivedi

B.B.A. - I
Semester-II
Business Economics -(Micro), Paper - II

Unit-I	Market Structure and Product Pricing	Periods
1.1	Classification of Markets	15
1.2	Perfect Competition : Features and Price determination of the firm & industry	
1.3	Monopoly : Features, Price determination & Price discrimination.	
Unit-II	Monopolistic Competition & Oligopoly	15
2.1	Monopolistic Competition : Features & Price determination	
2.2	Product differentiation & Selling Cost	
2.3	Oligopoly : Features, Kinked demand Curve & Price leadership	
Unit-III	Factor Pricing	10
3.1	Marginal Productivity Theory of Distribution	
3.2	Rent : Modern Theory of Rent & Quasi Rent	
3.3	Wages : Minimum & living Wages, Trade union & Wages	
3.4	Interest Liquidity Preference Theory of Interest	
3.5	Profit: Innovation Theory of Profit, Risk & Uncertainty Theory of Profit	
Unit-IV	Welfare Economics	8
4.1	Concept of Welfare and its determinants	
4.2	Concept of Welfare State & Role of Government	
4.3	Views of Prof.A.C.Pigou, Dr.H.Dalton, & Dr. Amartya Sen on Welfare	

Reference Books and Periodicals for Business Economics Paper – I & Paper II of Semester – I & II	
1.	Stonier and Hague : A Textbook of Economic Theory, Orient Longmans Ltd. (Latest edition)
2.	Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green:- Micro Economic Theory, Oxford University Press, New York, 1985
3.	J.M. Henderson and Richard E. Quandt., Micro economic Theory, Mcgraw Hill Company, New York, 1971
4.	M.L.Seth : Micro Economics, Laxmi- Narayan Agarwal, Agra. 1979
5.	M.L.Jhingan:- Micro Economic Theory, Vikas Publication, New Delhi, 1982
6.	G.S. Gupta :- Managerial Economics, TaTa McGraw Hill Publishing Company, Ltd. New Delhi, 1990
7.	Dean J., Managerial Economics, Prentice Hall New Delhi, 1976
8.	Mithani.D.M. :- Managerial Economics, Theory and Applications, Himalaya Publishing House, New Delhi
9.	Ahuja H.L.:- Advanced Economic Theory
10.	Mithani D.M.:- Business Economic, Himalaya Publishing House, New Delhi
11.	Amartya Sen:- Choice, Welfare and Measurement, Oxford University Press, New Delhi, 1983
12.	Amartya Sen:- Economic Inequality, Oxford University Press, New Delhi, 1974

B.B.A. Part-I
Semi-II

Business Communication, Paper - II

Unit-I	Oral Communication	Periods
	-Nature,- characteristics, public speech, prepared and extempore speech	12
	-Business interactions- Various situations in business world.-	
	-Interviews, conducting interviews and giving interviews.	
	Meetings- notice, agenda, minutes and drafting resolutions.	
Unit-II	Communication in Organization	12
	-Formal Channels : Downward, upward, horizontal	
	-Internal Channels : Grapevine, Rumour etc.	
Unit-III	Seminar Conferences and group discussions	12
	-Seminars- preparing, Conducting and organizing seminars and conferences	
	-Group Discussions : Opening of topic, discussion, summary observer's comments.-	
	-Concepts of symposium, -work-shops, orientation and refresher programs etc.	
Unit-IV	Modern office Communication	12
	-Electronic Communication- Telephone, EPBAX system, Tele-conferencing, answering machines,- E-mail, voice-mail, Fax-Internet ,Audia- Visual aids etc.	

BBA Part-I **Sem II**

Computer Applications in Business- Paper-II

Objectives	To introduce Computer Applications in Business	Periods
Unit - I	Modern Information Technology – Network Topology, Basic idea of Local Area Networks and Wide Area Networks, Intranet and Internet, Basic requirements for internet connection, Internet Access, E-mail, Discussion groups, Search tools, Web utilities	12
Unit - II	Spread Sheets: Working with EXCEL- formatting, functions, chart features, Working with graphics in Excel.	12
Unit - III	Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.	12
Unit - IV	Introduction to Accounting Packages: Presentation of vouchers, invoice , Maintenance of inventory records, Maintenance of accounting books and final accounts, financial report generation. Practical using tally accounting software	12

Recommended Books:

- 1 Information Technology- Yadhav
- 2 MS – OFFICE -97 By Gini Courter and Annette Marquis, BCB publication
- 3 Computer Network 3rd Edition by Andrew Tanenbaum, Prentice Hall India
- 4 Tally User Manual
- 5 Computer Fundamentals by P K Sinha

Equivalence for Pre-revised Subject:

14. REVISED STRUCTURE OF B.B.A. DEGREE

FIRST YEAR B.B.A.(SEVEN PAPERS)

Sr. No.	Pre-Revised (Existing Titles of the Subject)	Revised Title of the subjects
1.	Principles of Management	Principles of Management
2.	Financial Accounting	Financial Accounting
3.	Business Environment	Marketing Management
4.	Foundation of Human Skill	Human Resource Management
5.	Business Economics (Micro-I)	Business Economics (Micro-I)
6.	Business Communication	Business Communication
7.	Computer Applications in Business	Computer Applications in Business

SECOND YEAR B.B.A.(SEVEN PAPERS)

Sr. No.	Pre-Revised (Existing Titles of the Subject)	Revised Title of the subjects
1.	Management of Business Services	Management of Business Services
2.	Management Accounting	Cost and Management Accounting
3.	International Business	Production and Material Management
4.	Business Economics (Macro-II)	Business Economics (Macro-II)
5.	Entrepreneurship Development	Entrepreneurship Development
6.	Statistical Techniques for Business	Statistical Techniques for Business
7.	E-Commerce	E-Commerce

THIRD YEAR B.B.A.(SEVEN PAPERS)

Sr. No.	Pre-Revised (Existing Titles of the Subject)	Revised Title of the subjects
1.	Production & Services Management	Practices in Modern Management
2.	Marketing Management	Recent Trends in Marketing
3.	Financial Management	Financial Management
4.	Fundamentals of Business Laws and Tax Laws	Fundamentals of Business Laws and Tax Laws
5.	Human Resources Management	Foundation of human skills
6.	Business Economics -III	International Business
7.	Information Technology	Research Methodology and project Work

B.B.A. Semester System
Nature of Question Paper- For all semesters
Duration : 2 Hours -Total Marks – 40

Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate marks

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers (Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes (Any Two)	10
	a)	
	b)	
	c)	
	d)	

Note :- The above nature of question paper is applicable for all the subjects of B.B.A. Course for all six semesters.

Shivaji University
Revised Syllabus for
(B.B.A. Part -II)
Bachelor of Business Administration –II
Syllabus to be implemented from the year June-2011-12
New Structure of B.B.A. Course:-
(Semester wise to be introduce from the year June 2011-12)
B.B.A.-II

Semester	Sr. N0.	Title of the Subject	Marks
Semester III	15	Management of Business Services –Paper-I	50
	16	Cost and Management Accounting –Paper-I	50
	17	Production Management	50
	18	Business Economics (Macro-II) –Paper-I	50
	19	Entrepreneurship Development –Paper-I	50
	20	Statistical Techniques for Business –Paper-I	50
	21	E-Commerce –Paper-I	50
		Total	350
Semester IV	22	Management of Business Services –Paper-II	50
	23	Cost and Management Accounting –Paper-II	50
	24	Material Management	50
	25	Business Economics (Macro-II) –Paper-II	50
	26	Entrepreneurship Development –Paper-II	50
	27	Statistical Techniques for Business –Paper-II	50
	28	E-Commerce –Paper-II	50
		Total	350

B. B. A. II (Sem. III)

15: MANAGEMENT OF BUSINESS SERVICES (Paper-I)

Marks 50

	Periods
Unit I : Services: - Meaning and concept of services – Goods and Services – Salient Features of Services, Classification of Services. Importance, Growth and Development of Service Sector in India. New Economic Policy and its Impact on Service Sector	14
Unit II : Service Marketing : - Meaning, 7Ps in Service Marketing – Service Product – Pricing the Service - Service Location and Channels of Services - Promotion and Communication of Services - People in Services – Process in Services – Physical Evidence in Services – Nature and Problems in Service Marketing	14
Unit III : Management of Banking Services: - Concept – Scope and Importance, Physical Infrastructure – Product and Pricing Policies – Human Resource Management in banking services – Computerization, Recent Trends in Banking.	10
Unit IV : Management of Hotel Services: - Concept, Scope and Importance - Profile of Services, Locational Decisions – Pricing Policies – H. R.M and Customer Care – Promotion Polices – Management of Hotel Services in India.	10

REFERENCE BOOKS :

1. Jha S. M. 'Service Marketing', Himalaya Publishing House, Mumbai.
2. Valarie A. Zeithmal and Mary Jo. Bitner, 'Services Marketing', Tata Mcgraw Hill.
3. Rao A. V. S. 'Service Sector Management in India', Allied Publishers, Hyderabad 1986.
4. Shiv Shankar 'Service Marketing'.
5. Vasanti Venugopal, Raghu V. N. - 'Service Marketing'.
6. Reidenback E. R. and Pits R. E., 'Bank Marketing'.
7. Seth Prem Nath 'Successful Tourism Management'.
8. Colin J. Coulson, Thomas Collier – 'Service Management : Operating Decisions.
9. Kotler Philip, 'Marketing Management Analysis, Planning, Implementation and Control',
Prentice Hall of India Pvt. Ltd., New Delhi – 110001.

Semester No-III

16: Management Accounting- Paper-I

Marks 50

	Periods
Unit I : Management Accounting:- Meaning and Definitions Functions of Management Accounting, Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.	15
Unit II : Budgets and Budgetary Control:- Concept of Budgets and Budgetary control, Objectives and Advantages, Steps in budget Preparation, of Cash Budget, Capital Budget, Functional Budgets and Master Budget.	20
Unit III : Marginal Costing and Break- Even Analysis: Concept of marginal cost, concept of marginal costing Break-Even Analysis. Practical Problems of Break-even analysis, Derision making under Break- Even Analysis.	20
Unit IV : Standard Costing: Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing.	10

Reference Book:-

- 1-Principles of Management Accounting- man Mohan, Goyal S.N.
- 2-Management Accounting ---- I.M.Pandey
- 3-Management Accounting -----Shashi Gupta & R.K.Sharma
- 4-Cost Accounting -----M.N.Arora

B. B. A. II (Sem.III)
17: Production Management

Marks: 50

	Periods
Unit I : Production Management: - concept, scope, functions and importance, types of production systems, recent trends in production management.	10
Unit II : Factory Planning: - concept and importance, factors influencing in location of factory - factory building, recent trends in factory building design. <u>Plant Layout:</u> - objectives, types, factors affecting plant layout.	14
Unit III : Production Planning & Control: - Meaning, scope, objectives and functions, Techniques – routing, scheduling, dispatching, follow-up, Product assurance – total quality management, ISO 9000, six sigma, benchmarking.	14
Unit IV : Plant Maintenance :- Meaning & importance, classification of maintenance activities, organization for plant maintenance Department.	10

REFERENCE BOOKS :

- 1) S. A. Chunawalla & D. R. Patel - Production and operations management, Himalaya Publishing House.
- 2) K. A Swathappa & K. Shridhara Bhat – Production & Operations Management, Himalaya Publishing House
- 3) K. K. Ahuja : Production Management , C. B. S. Publishers & Distributors, Sahadara, Delhi.
- 4) S. K. Singh : ISO 9000 & Total Quality Management, Commonwealth Publishers, Ansari Road, New Delhi.
- 5) Girdhar J. Gyani :- Training Manual on ISO 9000 & TQM, Raj Publishing House, Jaipur.
- 6) Alan Mulemann, John Oakland, Keith Locker – Production & Operations Management – Macmillan India Ltd.

B. B. A. II (Sem.III)
18: Business Economics (Macro) (Paper I)

Marks 50

Periods

Unit I	Introduction :	
	1.1: Meaning, Nature and Scope of Macro Economics	
	1.2: Meaning and different concepts of National Income.	
	1.3: Significance of National Income data.	12
	1.4: Methods of measurement of National Income (Product, Expenditure & Social Accounting)	
Unit II	Money :	
	2.1: Definition and Functions of Money.	
	2.2 : Demand for money – Classical, Keynesian and Milton Friedman’s Approach.	12
	2.3: Value of Money – Transaction Approach.	
	2.4: Cash Balance Approach.	
Unit III	Output and Employment :	
	3.1 : Say’s Law of Market	
	3.2 : Keynesian Theory of Employment	12
	3.3 : Consumption Function	
	3.4: Investment Function.	
Unit IV	Inflation and Deflation :-	
	4.1 : Inflation – meaning and causes	
	4.2: Types – Demand Pull and Cost Push inflation.	12
	4.3 : Deflation – Meaning and Causes	
	4.4: Monetary and Fiscal measures.	

REFERENCE BOOKS :

- 1) Keynes J. M. : The General Theory.
- 2) Gardener Ackley : Macro Economics : Theory and Policy.
- 3) Shapiro Edward : Macro Economic Analysis.
- 4) Allen R. G. D. : Macro – Economic Theory.
- 5) Das Gupta A. . : Keynestan Economics and Under developed countries.
- 6) Fisher Irving : The Purchasing Power of Money.
- 7) Ghose Alak : Financial Intermediaries and Monetary Policy in a Developing Economy.

- 8) Gupta K. R. : Macro Economics.
- 9) Hicks J. R. : Trade Cycles.
- 10) Shukla D. K. : Monetary Economics.
- 11) Samuelson P. A. : Interactions Between the Multiplier Analysis and the principle of Acceleration.
- 12) Musgrave R. A. : The Theory of Public Finance.
- 13) Pigou A. C. : A Study in Public Finance.
- 14) Seligman E. R. A. : Essay in Taxation.
- 15) Taylor P. F. : The Economics of Public Finance.
- 16) Sundram K. P. M. : Indian Public Finance and Financial Administration.
- 17) Hicks, Ursula : Public Finance.
- 18) Stonier and Hague : A text book of Economic Theory.
- 19) Kurihara K. K. : Monetary Theory and Public Policy.
- 20) Vaish M. C. : Monetary Theory.
- 21) Mithani D. M. : Monetary Theory.
- 22) Gupta G. S. : Managerial Economics.

B. B. A. II (Sem.III)
19: Entrepreneurship Development (Paper – I)

Marks 50

	Periods
Unit I Entrepreneur :- Meaning, Evolution of the concept, Characteristics, Types – Functions and Role of entrepreneurs, Entrepreneur v/s intrapreneur, Entrepreneur v/s Manager, factors affecting entrepreneurial growth.	12
Unit II Entrepreneurship :- Concept - Role of entrepreneurship in Economic Development – Theories of Entrepreneurship – Schumpeter-Max Weber. Thomas Cochranz – Peter Drucker. Obstacles in entrepreneurial growth.	12
Unit III Women Entrepreneurship :- Concept-functions-growth-problems-remedial Measures- Recent Trends in woman entrepreneurship-Self Help Groups.	12
Unit IV Small and Medium Enterprises: – Definition, role and problems of Small & Medium enterprises-Role of SIDCO, SIDBI & DIC.	12

REFERENCE BOOKS :

- 1) Vasant Desai - “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010.
- 2) Khanka S. S. “Entrepreneurial Development”, Chand and Company Ltd, New Delhi, Third Revised Edition, 2001.
- 3) Prof. E. Gordon & K. Natarajan, “Entrepreneurship Development”
- 4) N.P. Singh, “Entrepreneurship Development”, - Theories & Practices.
- 5) M. Gangadhar Rao, “Entrepreneurship & Entertainment Development”.

B. B. A. II (Sem.III)
20: STATISTICAL TECHNIQUES FOR BUSINESS (PAPER-I)

Marks: 50

Periods

Unit I :	(A) Introduction to Statistics: 12 1.1) Meaning of Statistics 1.2) Scope of Statistics: In Industry, Economics, and Management Sciences. 1.3) Meaning of primary and secondary data. 1.4) Frequency and Frequency Distribution. 1.5) Construction of Histogram and Ogive Curve.	12
	B) Sampling Techniques: 1.6) Sample, Population, Sampling. 1.7) Census Method and Sampling Method. Advantages of Sampling over Census Method. 1.8) Simple Random Sampling with and without Replacement Method. Stratified Sampling Method.	
Unit II :	Measures of Central Tendency (MCT) (Location): 2.1) Meaning of MCT. 2.2) Requirements of good MCT. 2.3) Definition: Arithmetic Mean, Combined A.M., Median, Mode. 2.4) Merits and demerits of Mean, Median, Mode. 2.5) Numerical Examples.	12
Unit III :	Measures of Dispersion (variability): 3.1) Meaning of Dispersion. 3.2) Requirements of good Measure of Dispersion. 3.3) Absolute and Relative Measure of Dispersion. 3.4) Definition M.D., S.D. and their relative Measures. Variance, Combined Variance, C.V. 3.5) Numerical Examples.	12
Unit IV :	Correlation and Regression: 12 A : Correlation : 4.1) Concept of correlation. 4.2) Types of Correlation. 4.3) Methods of Studying Correlation: i) Karl Pearson's Correlation Coefficient. ii) Spearman's Rank Correlation Coefficient. iii) Scatter Diagram. 4.4) Interpretation of $r = -1, 0, 1$. B : Regression : 4.5) Concept of Regression 4.6) Regression Coefficients and Equations of Line of Regression. 4.7) Relation between Correlation Coefficient and Regression Coefficients. 4.8) Numerical Examples.	12

Note: Use of non programmable calculator is allowed.

REFERENCE BOOKS :

- 1) Statistical methods by Dr.S.P.Gupta, Sultan Chand and Sons Publishers.
- 2) Business Statistics by S.S. Desai.
- 3) Introduction to statistics methods by C.B.Gupta.
- 4) Business Statistics by G.V. Kumbhojkar
- 5) Statistic, Theory and practices by Ghosh Choudhari.

B. B. A. II (Sem.III)
21: E-commerce (Paper I)

Total Marks 50
Periods

Unit I :	Introduction to E-Commerce – concept, features and functions of e-commerce, Scope and basic models of E – Commerce, Benefits of E – commerce.	09
Unit II :	Electronic data interchange – Concept of EDI, Differences in Paper-based Business and EDI based Business, Advantages of EDI, Application Areas for EDI, Action plan for implementing EDI, Factors influencing the choice of EDI software.	09
Unit III :	Internet: - Concept of internet, Use of internet, requirement for internet Domains, Internet services, Establishing connectivity on the internet, Types of internet providers, constituents of internet, protocol: TCP, IP, FTP, WALS,GOFFER, SNNP, SMTP, POP3, TELNET, Browsing the internet, Email.	14
Unit IV :	Applications of E-Commerce:- E- Marketing – Traditional Marketing V/s E-Marketing, Impact of E-commerce on markets, Marketing issues in E-Marketing, Promoting your E-Business, Direct Marketing – One to One Marketing. E-Finance: - Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking, E-Trading – Stock market trading. Importance and advantages of E-Trading.	16

REFERENCE BOOKS :

1. Computer Today – S. Bansundara.
2. E – Commerce – Kamblesh Bajaj and Debjani Nag (TATA Mc)
3. E – Commerce – S Jaiswal
4. E – Business – Kittel Amer

B. B. A. II (Sem.IV)
22: MANAGEMENT OF BUSINESS SERVICES (Paper II)

Total Marks 50
Periods

Unit I :	Management of Insurance Services : Concept, Scope and Importance-Types of Insurance Services – Product and Pricing – Customers Services and Promotional Strategies – Privatization of Insurance Services – Government Control and Protection of Customers Interest.	10
Unit II :	Management of Transport Services : Concept, Scope and Importance – Passenger transport and Goods transport – Road, Rail and Water Transport – Organization and Control of Transport Services – Problem of Coordination – Pricing and facilities –Management of Transport Services in India.	10
Unit III :	Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial – Pricing Strategies and People mix.	14
Unit IV :	Management of other Services : Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.	14

REFERENCE BOOKS

- 1) Jha S. M. ‘Service Marketing’, Himalaya Publishing House, Mumbai.
- 2) Valarie A. Zeithmal and Mary Jo. Bitner, ‘Services Marketing’, Tata Mcgraw Hill.
- 3) Rao A. V. S. ‘Service Sector Management in India’, Allied Publishers, Hyderabad 1986.
- 4) Shiv Shankar ‘Service Marketing’.
- 5) Vasanti Venugopal, Raghu V. N. - ‘Service Marketing’.
- 6) Reidenback E. R. and Pits R. E., ‘Bank Marketing’.
- 7) Seth Prem Nath ‘Successful Tourism Management’.
- 8) Colin J. Coulson, Thomas Collier – ‘Service Management : Operating Decisions.
- 9) Kotler Philip, ‘Marketing Management Analysis, Planning, Implementation and Control’, Prentice Hall of India Pvt. Ltd., New Delhi – 110001.

B. B. A. II (Sem.IV)
23: Management Accounting- Paper-II

Total Marks 50
Periods

Unit I :	Analysis and Interpretation of Financial statements Ratio analysis nature of Ratio Analysis classification of Rations, significance of Ratio analysis, Practical problems- Basic level.	20
Unit II :	Funds fund and cash flow Analysis: Concept of Funds, Concept of Flow of Funds Funds Flow and cash Haw statement- Practical Problems, Importance of funds flow statement.	20
Unit III :	Reporting to Management: Objects, Types of Reports, Use of Reports by Management	10
Unit IV :	Human Resource Accounting: Meaning, Basic concept, significance of Human Resource Accounting, Advantages of HRA, Procedure of Human Resource Accounting, (Only theoretical understanding should be given)	10

Reference Book:-

1-Principles of Management Accounting- man Mohan, Goyal S.N.

2-Management Accounting ---- I.M.Pandey

3-Management Accounting -----Shashi Gupta & R.K.Sharma

4-Cost Accounting -----M.N.Arora

B. B. A. II (Sem.IV)
24: Materials Management (Paper II)

Total Marks 50
Periods

Unit I :	Materials Management :- Concept, objectives, importance, scope & functions of materials management. Materials planning & Control:- concept, significance, material requirement planning (MRP), Material control cycle.	12
Unit II :	Purchase Management :- concept, objectives of purchasing, functions of purchase department, Purchasing cycle, purchase organization, methods of purchasing.	12
Unit III :	Stores Management & Materials handling:- <i>Stores Management</i> : Meaning, stores function, stores organization, Classification & codification – meaning, need & methods. <i>Materials handling</i> : Nature, objectives, importance and scope of materials handling, material handling equipments.	12
Unit IV :	Inventory Management & Control :- Inventory – Meaning, types of inventory, inventory costs. Inventory Management :- Meaning, objectives, Techniques of inventory control :- Stock levels, ABC (Always Better Control) Analysis, VED (Vital, Essential & Desirable) Analysis, EOQ (Economic order quantity) Analysis.	12

References :-

- 1) K. Aswathappa & K. Shridhara Bhat - Production & Operations Management
Himalaya Publishing House.
- 2) S. A Chunawalla & D R. Patel – Production & Operations Management –
Himalaya Publishing House.
- 3) Datta A. K., Materials Management :- Procedures, Text & Cases,
Prentice Hall of India.
- 4) Donald W. Dobler & David M. Burt- Purchasing & Supply Management – Text & Cases.

B. B. A. II (Sem.IV)
25: Business Economics (Macro) (Paper II)

Total Marks 50
Periods

Unit I :	Unit I :- Business Cycles : 1.1 : Business Cycle – Meaning, Nature & Characteristics 1.2 : Phases of Business Cycle. 1.3 : Hawtrey’s Theory of Business Cycle. 1.4 : Schumpeter’s Theory of Business Cycle.	12
Unit II :	Unit II :- Public Finance : 2.1 : Nature and Scope of Public Finance 2.2 : Direct and Indirect Taxes. 2.3 : Causes and effects of Public expenditure 2.4 : Objectives and effects of Deficit Finance.	12
Unit III :	Unit III :- Monetary and Fiscal Policy 3.1 : Monetary Policy – Meaning & objectives. 3.2 : Fiscal Policy – Meaning & Objectives. 3.3 : Budgetary Policy – Meaning & Objectives	12
Unit IV :	Unit IV :- Economic Growth 4.1 : Meaning and Importance of Economic Growth 4.2 : Sources of Growth 4.3 : Economic Growth and Technological Progress 4.4 : Constraints upon Growth.	12

References :-

- 1) Keynes J. M. : The General Theory.
- 2) Gardener Ackley : Macro Economics : Theory and Policy.
- 3) Shapiro Edward : Macro Economic Analysis.
- 4) Allen R. G. D. : Macro – Economic Theory.
- 5) Das Gupta A. . : Keynestan Economics and Under developed countries.
- 6) Fisher Irving : The Purchasing Power of Money.
- 7) Ghose Alak : Financial Intermediaries and Monetary Policy in a Developing Economy.
- 8) Gupta K. R. : Macro Economics.
- 9) Hicks J. R. : Trade Cycles.
- 10) Shukla D. K. : Monetary Economics.
- 11) Samuelson P. A. : Interactions Between the Multiplier Analysis and the prin. of acceleration.
- 12) Musgrave R. A. : The Theory of Public Finance.
- 13) Pigou A. C. : A Study in Public Finance.
- 14) Seligman E. R. A. : Essay in Taxation.
- 15) Taylor P. F. : The Economics of Public Finance.
- 16) Sundram K. P. M. : Indian Public Finance and Financial Administration.
- 17) Hicks, Ursula : Public Finance.
- 18) Stonier and Hague : A text book of Economic Theory.
- 19) Kurihara K. K. : Monetary Theory and Public Policy.

- 20) Vaish M. C. : Monetary Theory.
 21) Mithani D. M. : Monetary Theory.
 22) Gupta G. S. : Managerial Economics.

B. B. A. II (Sem.IV)
26: Entrepreneurship Development (Paper II)

Total Marks 50
Periods

Unit I :	Business organizations :- Meaning, types of business organization – Sole proprietorship, Partnership, Co-operative Society, Joint-Stock Company, Selection of an appropriate form of business organization.	12
Unit II :	Entrepreneurship development: - concept, objectives and phases of EDP. Institutions for entrepreneurship Development - EDII Ahamedabad- NIESBUD New Delhi – MCED-Aurangabad.	12
Unit III :	Project Identification & Report :- Meaning and concept - Sources of Business idea- identifying Business opportunity – concept of project - project identification – formulation –appraisal-selection- implementation and management–preparation of project report for dairy and retail stores.	12
Unit IV :	Stories of successful Entrepreneurs: - Narayan Murthy (Infosys) – Vitthal Kamath (Chain of Restaurants) - Laxmi Narayan Mittal(Iron and Steel) - Anand Mahindra(Mahindra and Mahindra).	12

REFERENCE BOOKS

- 1) Vasant Desai : “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010.
- 2) Khanka S. S., “Entrepreneurial Development”, Chand and Company Ltd, New Delhi, Third Revised Edition, 2001.
- 3) Prof. E. Gordon & K. Natarajan, “Entrepreneurship Development”
- 4) N.P. Singh, “Entrepreneurship Development”, - Theories & Practices.
- 5) M. Gangadhar Rao, “Entrepreneurship & Entertainment Development

B. B. A. II (Sem.IV)
27: STATISTICAL TECHNIQUES FOR BUSINESS (Paper II)

Total Marks 50
Periods

Unit I :	Time series Analysis : 1.1) Meaning and Need of Time Series. Use of Analysis of Time Series. 1.2) Components of Time Series. 1.3) Determination of Trend by the Method of Moving and Progressive Averages. 1.4) Simple Examples.	12
Unit II :	Index Number: 2.1) Meaning and Need of Index Numbers. Use of Index Numbers. 2.2) Problems in Construction of Index Numbers. 2.3) Types of Index Numbers: Price, Quantity and Value Index Numbers. 2.4) Methods of Constructing Index Numbers. i) Unweighted Index Numbers: By Simple Aggregate Method and Simple Average of Relative Method. ii) Weighted Index Numbers: By Laspeyre's, Paasche's and Fisher's Price and Quantity Index Numbers. 2.5) Value Index Numbers. 2.6) Simple Examples.	12
Unit III :	Statistical Quality Control (S.Q.C.): 3.1) Concept and Advantages of S.Q.C. 3.2) Causes of Variation. Types of Control (Process Control and Product Control) 3.3) Construction of Control Chart. 3.4) Control Charts for Variables. Control Charts for Mean (X) and Range (R). 3.5) Control Charts for Attributes: Control Chart for Number of Defectives(np) Chart, Control Chart for Number of Defects (C) Chart. 3.6) Simple Examples.	12
Unit IV :	Probability 4.1) Definition: Random Experiment, Sample Space, Event and Types of Events. Classical Definition of Probability of an Event. Conditional Probability. 4.2) Addition and Multiplication laws of Probability for two events (without proof). 4.3) Examples without use of permutation and combination	12

Note: Use of non Programmable Calculator is allowed.

Recommended Books:-

- 1) Statistical methods by Dr.S.P.Gupta, Sultan Chand and Sons Publishers.
- 2) Business Statistics by S.S. Desai.
- 3) Introduction to statistics methods by C.B.Gupta.
- 4) Business Statistics by G.V. Kumbhojkar
- 5) Statistic, Theory and practices by Ghosh Choudhari.

B. B. A. II (Sem.IV)
28: E-commerce (Paper II)

Total Marks 50
Periods

Unit I :	E- Payments:- Transactions through Internet, Requirements of payment Systems, <i>Post-Paid payment system:</i> credit card, Cyber cash, Internet cheques. <i>Instant paid payment system:</i> Debit cards, Direct Debit. <i>Prepaid payment system</i> - Electronic cash, Digi cash, net cash, Cyber cash, Smart cards.	12
Unit II :	E-Security :- Areas of Internet Security, Security Threats, Security Breach, Breach avoidance, Detection and Recovery, Confidentiality and Integrity, Electronic signature, access control, Authentication, firewalls and proxy Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS. <u>Website</u> – Meaning of Website and Webpage, static, dynamic web site, importance of website and home page and its features, guidelines for constructing the web page.	16
Unit III :	Introduction to HTML:- Web page text formatting and alignment, font control and special characters, colors and design, Title , Paragraphs, indents , fonts , page breaks, graphics , putting images on the Web, creating Web page, image, hyperlinks, working with themes, frames and table model, Interactive Web pages, Interactive layout with frames.	16
Unit IV :	E – commerce in India – state of E – Commerce in India,, Problems and Opportunities in E – commerce in India, future of E – Commerce, Legal Issues Involved in E – commerce in India.	4

REFERENCE BOOKS :

1. E - Commence C.S.V. Murthy.
2. E - Commerce – Kamblesh Bajaj and Debjani Nag (TATA Mc)
3. E - Commerce – S. Jaiswal
4. E - Business – Kittel Amer
5. HTML4 Unleashed – Rick Dranell
6. Dynamic Web Publishing Unleashed – Shelly Power.

Equivalence for Pre-revised subject:**SECOND YEAR B.B.A.(SEVEN PAPERS)**

Sr. No.	Revised Title of the Subject	Conversion in to semester	
1.	Management of Business Services	Semi-I	Management of Business Services –Paper-I
		Semi-II	Management of Business Services –Paper-II
2.	Cost and Management Accounting	Semi-I	Cost and Management Accounting –Paper-I
		Semi-II	Cost and Management Accounting –Paper-II
3.	Production and Material Management	Semi-I	Production Management
		Semi-II	Material Management
4	Business Economics (Macro-II)	Semi-I	Business Economics (Macro-II) –Paper-I
		Semi-II	Business Economics (Macro-II) –Paper-II
5.	Entrepreneurship Development	Semi-I	Entrepreneurship Development –Paper-I
		Semi-II	Entrepreneurship Development –Paper-II
6.	Statistical Techniques for Business	Semi-I	Statistical Techniques for Business –Paper-I
		Semi-II	Statistical Techniques for Business –Paper-II
7.	E-Commerce	Semi-I	E-Commerce –Paper-I
		Semi-II	E-Commerce –Paper-II

B.B.A. Semester System

Nature of Question Paper- For all semesters

Duration : 2 Hours -Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers (Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes (Any Two)	10
	a)	
	b)	
	c)	
	d)	

Note :- The above nature of question paper is applicable for all the subjects of B.B.A. Course for all six semesters.

SHIVAJI UNIVERSITY, KOLHAPUR.



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Revised Syllabus For
Bachelor of Business Administration Part-III
(B.B. A. Part -III)

Sem-V & Sem-VI

Introduced from June 2012 and Onwards

(Subject to the modifications will be made from time to time)

SHIVAJI UNIVERSITY, KOLHAPUR**B. B.A. Part – III****Sem-V & Sem-VI**

Sr. No.	Semester -V	Sr. No.	Semester -VI
1	Fundamentals of Business Laws and Tax Laws Paper-I	8	Fundamentals of Business Laws and Tax Laws Paper-II
2	Practices in Modern Management Paper-I	9	Practices in Modern Management Paper-II
3	Recent Trends in Marketing Paper-I	10	Recent Trends in Marketing Paper-II
4	International Business Paper-I	11	International Business Paper-II
5	Financial Management Paper I	12	Financial Management Paper III
6	Foundation of Human Skill -Paper- I	13	Foundation of Human Skill Paper –II
7	Research Methodology Paper-I	14	Project Work Paper-II

**B.B.A. Third Year
(Semester V & VI)**

Sr. No.	Subject/Paper	Teaching Scheme Hrs/Week				Examination Scheme Marks		
		L	T	P	Total	Theory	Term Work	Total
1	Fundamentals of Business Laws and Tax Laws Paper-I	4	-	-	4	40	10	50
2	Fundamentals of Business Laws and Tax Laws Paper-II	4	-	-	4	40	10	50
3	Recent Trends in Marketing Paper-I	4	-	-	4	40	10	50
4	Recent Trends in Marketing Paper-II	4	-	-	4	40	10	50
5	Practices in Modern Management Paper-I	4	-	-	4	40	10	50
6	Practices in Modern Management Paper-II	4	-	-	4	40	10	50
7	International Business Paper-I	4	-	-	4	40	10	50
8	International Business Paper-II	4	-	-	4	40	10	50
9	Financial Management Paper-I	4	-	-	4	40	10	50
10	Financial Management Paper-II	4	-	-	4	40	10	50
11	Foundation of Human Skill Paper-I	4	-	-	4	40	10	50
12	Foundation of Human Skill Paper-II	4	-	-	4	40	10	50
13	Research Methodology Paper-I	4	----	----	4	40	10	50
14	Project Work Paper-II	4	----	----	4	40	10	50

B.B.A. Part - III

Fundamentals of Business Laws and Tax Laws

Semester - V (Paper - I)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To bring awareness about business Laws and tax laws among the students.
 2. To give exposure to various laws and acts which have impact on business and industry.

Unit I :- Introduction to Business Law - Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law. (08 Periods)

Unit II :- The Indian Contract Act 1872 - Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract – Breach of contract and remedies for breach of contract (20 Periods)

Unit III :- Sale of Goods Act 1930 - Definition of Contract of Sale of goods - Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance of Contract of Sale - Unpaid Seller and his rights. (10 Periods)

Unit IV :- Tax Laws - Sources of Government revenue - Meaning of Tax - Objectives of Taxes - Classification of Taxes - Tax Laws applicable to Business. (10 Periods)

• Reference Books -

1. Elements of Mercantile Law - By N. D. Kapoor - Sultan Chand & Sons
2. Indian Contract Act - By Avtar Singh - Eastern Book Company
3. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra
4. Business Law - By M. C. Kuchal Vikas Publication
5. Business Law including Company Law - S. S. Gulshan, G. K. Kapoor, New Age International Publishers, New Delhi.
6. Modern Business Law - S. K. Aggarwal, Galgotia Publishing Company
7. Income Tax - Dinkar Pagare
8. Direct and Indirect Taxes - Dr. H.C. Mehrotra, Prof. Agarwal

Sahitya Bhava Publishers, Agra

B.B.A. Part - III

Fundamentals of Business Laws and Tax Laws

Semester - VI (Paper - II)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To bring awareness about business Laws and tax laws among the students.
 2. To give exposure to various laws and acts which have impact on business and industry.

Unit I :- Indian Companies Act 1956 - Definition and Characteristics of Company - Classification of Company - Procedure of Incorporation - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Management of Companies - Qualifications - Appointments - Removal of directors - Company Meetings - Winding up of a Company. (20 Periods)

Unit II :- Negotiable Instrument Act 1881 - Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course - Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonour and Discharge of Negotiable Instruments. (10 Periods)

Unit III :- The Consumer Protection Act 1986 - Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Practices - Consumer dispute - Consumers dispute redressal agencies. (10 Periods)

Unit IV :- Intellectual Property Rights and Right to Information Act - Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts)
Right to Information Act - Nature and Scope - Right to Information Act (08 Periods)

B.B.A. Part - III

Recent Trends In Marketing

Semester - V (Paper - I)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To help the students in understanding the recent trends in marketing.
 2. To provide an understanding of the application of marketing management for decision on marketing.

Unit I :- Marketing Information System - Meaning and Characteristics, Elements or Components of MIS, Need for MIS, Benefits of MIS. (12 Periods)

Unit II :- Marketing Communication and Direct Marketing - Meaning and Concept of Marketing Communication, Process of Integrated Marketing Communication, Factors determining - Marketing Communication Mix, Future Medium of Communication - WEBS & INTERNET.
Direct Marketing - Meaning, Forms of Direct Marketing (12 Periods)

Unit III :- Customer Relationship Management (CRM) - Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for building customer relationship. (12 Periods)

Unit IV :- Rural Marketing - Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems in Rural Marketing. (12 Periods)

• Reference Books -

1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., Delhi.
2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai
3. Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi.
4. Rural Marketing - CSG Krishna - Marharyulud, Lalita Rama - Krishanan - Pearson- Prentice Hall Ltd., Delhi.

B.B.A. Part - III

Recent Trends In Marketing

Semester - VI (Paper - II)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To help the students in understanding the recent trends in marketing.
 2. To provide an understanding of the application of marketing management for decision on marketing.

Unit I :- Online Marketing - Meaning and Concepts, Merits of online marketing, Demerits of online marketing, Online Marketing Domains, Setting up an online marketing Presence. (12 Periods)

Unit II :- Retail Marketing - Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organisation Structure, Retailing Scene in India. (12 Periods)

Unit III :- Global Marketing / International Marketing - Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.) (12 Periods)

Unit IV :- News In Marketing - Holistic Marketing, Emotional Marketing experiential marketing, Event Marketing, Consumerism, Marketing Ethics. (12 Periods)

• Reference Books -

1. Principles of Marketing - Philip Kotler and Others - Pearson-Prentice Hall Ltd.,
New, Delhi, Edⁿ 2011
2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai , Edⁿ 2008
3. Marketing Management - S. A. Chunnawalla - Himalaya Publishing House, Mumbai ,
Edⁿ 2006
4. Marketing Management - Rajan Saxena
5. Marketing Management - V. S. Ramaswamy and S. Namakumari.
6. Marketing Management - Sherlekar, H. P. House
7. Marketing Management - Dr. K. N. Sontakki

Practices in Modern Management

SEMESTER V

Paper-I

New syllabus will be implemented from June 2012 onwards

- Objectives:**
1. To impart knowledge about various modern management thoughts.
 2. To understand the application of management techniques to solve various Management problems.

Unit No.	Title of the Topic	No. of Lectures
I	Development of Management Thought: Different Approaches to Management- Classical, Functional, Behavioral, Human relation, Contingency and System Approach. Management by Objectives	14
II	Contribution of Michel Porter: Competitive Advantage- Cost leadership, differentiation – and Focus.	10
III	.Organizational Environment: Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization	12
IV	Management in future: management: Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems.	12

1. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
2. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition
3. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
4. Principles and Practices of management by shejwalkar
5. Essential of management by Koontz H and Weitrich
6. Principles and practices of Management by T. N. Chabra
7. Management theory and practice, Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi
8. Competitive Advantage –Porter M.E.
9. Management Today- Gone Bulton and Manaf Thakur

B.B.A.III
Practices in Modern Management
SEMESTER VI
Paper-II

Unit No.	Title of the Topic	No. of Lectures
I	Social Responsibilities and Business Ethics: Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business.	12
II	Time and Event Management: Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study)	12
III	Stress and Disaster Management: Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study)	14
IV	Strategic Management: Introduction, Definition, Meaning Nature, Scope and Importance of Strategic Management.	10

Books Recommended:

1. Principles and Practices of management by shejwalkar
2. Essential of management by Koontz H and Weitrich
3. Principles and practices of Management by T. N. Chabra
4. Management theory and practice Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi
5. Management James A.F.Stoner, R.Edward Freeman, Daniel R.Gilbert (Jr) prentice - Hall of India Pvt.Ltd New Delhi
6. Practice of Management – Peter Drucker
7. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition
1. Cases in Personnel Management – Shymkant Gokhale – Everest Publication
2. Case Studies in Indian Management – Dr. M. A. Kohok – Everest Publication
3. Business Policy and Strategic Management – Azar Kazmi
4. Management Policy and Strategic Management Concepts Skills and Practices – R.M. Srivastava.
5. Managing Corporate Ethics- Agnilar F.

B.B.A. Part III
Semester V and VI

Nature of Question Paper

Duration: 2 Hours -

Total Marks – 40

]

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

Sr.No.	Title of old paper	Title of new paper
1.	-----	Practices in Modern Management Paper-I Practices in Modern Management Paper-II

INTERNATIONAL BUSINESS

SEMESTER V

Paper - I

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. To impart knowledge and skill of analysis of operational processes of business between two or more nations.
2. To understand the application of knowledge for decision making in international business.

Unit No.	Title of the Topic	Periods
I	International Business : Meaning, Nature and Importance. Types of International Business, International Business Approaches : Neo-Classical Approach, Modern Approach.	10
II	International Business Environment : Globalization - Forces, Meaning, Dimensions and Stages in Globalization - Introduction to theory of Absolute Differences in Costs by Adam Smith, Ricardian Theory of Comparative Costs. Role of International Business in Economic Development.	12
III	International Business - Decision : Modes of Entry, Marketing Mix, Factors Affecting Decision For International Business, Tariff and Non-tariff barriers - Trade Blocks. Role of International Institutions (WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD) in International Business.	14
IV	Trends in International Trade and Documentation: Multi - national Corporations - Types, Merits and Demerits. Import - Export procedure. EXIM Documents. India's Export and Import Policy, Balance of Payment, Custom and Tariff Rationalization.	12

Reference Books	
1.	International Business - Governance Structure : Ramu S Shiva
2.	International Finance : P. G. Apte
3.	International Marketing Management : Varshney and Bhattacharya
4.	International Business : Francis Cherulinam Himalaya Publishing House, Mumbai
5.	International Business : Rao and Rangachari
6.	Economic Environment of Business : Mishra, Puri. Himalaya Publishing House, Mumbai
7.	International Business : P. Subba Rao, Himalaya Publishing House, Mumbai
8.	International Economics : M. L. Jhingan, Vrinda Publications, Delhi

B.B.A.III
INTERNATIONAL BUSINESS
SEMESTER VI
Paper - II

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. To impart knowledge and skill of analysis of operational processes of business between two or more nations.
2. To understand the application of knowledge for decision making in international business.

Unit No.	Title of the Topic	Periods
I	Finance Aspects of International Business : International Capital Movement, Risk in International Operations, International Investment, Financing For Foreign trade, Introduction to FEMA, Role of ECGC. Objectives of Export Promotion Council.	14
II	Trade Blocks and Business Centers : Regional Economic Groupings, Major Trade Blocks - EEC, NAFTA, ASEAN, SAARC and BRICS	10
III	International Business in Indian Perspective : Volume, Direction and Composition. Global sourcing and its impact on Indian Industry, India's competitive advantage in industries like IT, Textiles, Gem & Jewellery. Potentials and threats.	12
IV	Country Risk Analysis : Country Risk Analysis of India, Japan, South East Asia and China with respect to Political, Social, Economic, Cultural and Ethical perspective	12

Reference Books	
1.	International Business - Governance Structure : Ramu S Shiva
2.	International Finance : P. G. Apte
3.	International Marketing Management : Varshney and Bhattacharya
4.	International Business : Francis Cherulinam Himalaya Publishing House, Mumbai
5.	International Business : Rao and Rangachari
6.	Economic Environment of Business : Mishra, Puri. Himalaya Publishing House, Mumbai
7.	International Business : P. Subba Rao, Himalaya Publishing House, Mumbai
8.	International Economics : M. L. Jhingan, Vrinda Publications, Delhi

Nature of Question Paper

Duration: 2 Hours -

Total Marks – 40

1

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

Sr.No.	Title of old paper	Title of new paper
1.	-----	INTERNATIONAL BUSINESS Paper-I INTERNATIONAL BUSINESS Paper-II

B.B.A.III
FINANCIAL MANAGEMENT
SEMESTER V
Paper - I

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. The objective of this subject is to help the students in understanding the conceptual frame work of financial management..
2. This subject provides the students an understanding of the application of financial management for decision making.

Unit No.	Title of the Topic	Periods
I	Nature of Financial Management : Meaning and Significance, Nature : Finance and related disciplines, Scope : Traditional and Modern approaches, Objectives : Profit maximization versus wealth maximization, Functions of Financial Management : Recurring and non - recurring.	12
II	Financial Planning : Meaning, Objectives, Characteristics, Steps, Types of financial plans, Capitalization : Concept, Theories of capitalization, Over - capitalization and under - capitalization.	12
III	Management of Working Capital : Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems)	12
IV	Operating and Financial Leverage : Meaning, Concept, Measurement of leverages, Effect of Operating and Financial Leverage of profit, analyzing alternative financial plans, Combined Operating and Financial Leverage.	12

Reference Books	
1.	Financial Management : Prasanna Chandra
2.	Financial Management : Text and Problems : M. Y. Khan and P. K. Jain
3.	Financial Management : An Analytical and Conceptual Approach, S. C. Kuchal
4.	Financial Management : I. M. Pandey
5.	Taxman's Financial Management : Ravi M. Kishore
6.	Financial Management : Principles and Practice : S. N. Maheshwari

B.B.A.III
FINANCIAL MANAGEMENT
SEMESTER VI
Paper - II

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. The objective of this subject is to help the students in understanding the conceptual frame work of financial management..
2. This subject provides the students an understanding of the application of financial management for decision making.

Unit No.	Title of the Topic	Periods
I	Financial Statement Analysis : Meaning, Tools of Financial Statement. * Ratio analysis - Meaning, Steps in ratio analysis, Types of ratio (Advanced practical problem) * Common Size Statement - Meaning and Importance. * Trend analysis - Meaning, Importance.	14
II	Capital Structure : Meaning, Factors to be considered while framing capital structure, capital structure theories : Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.	10
III	Cost Of Capital : Meaning, Importance, Measurement of cost of capital (i) specific cost : Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost : Weighted averages, cost of capital. (Practical Problems)	10
IV	Capital Budgeting Decision : Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Pay back period, Accounting rate of return, Net present value, Internal rate of return, Profitability index (practical problems)	14

Reference Books	
1.	Financial Management : Prasanna Chandra
2.	Financial Management : Text and Problems : M. Y. Khan and P. K. Jain
3.	Financial Management : An Analytical and Conceptual Approach, S. C. Kuchal
4.	Financial Management : I. M. Pandey
5.	Taxman's Financial Management : Ravi M. Kishore
6.	Financial Management : Principles and Practice : S. N. Maheshwari

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2 Hours -

Total Marks – 40

]

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

Sr.No.	Title of old paper	Title of new paper
1.	Financial Management	Financial Management - I Financial Management - II

FOUNDATION OF HUMAN SKILLS

SEMISTER V

PAPER I : (New syllabus will be implemented from June 2012 onwards)

OBJECTIVES: 1.To develop different human skills among students.

2.To enhance quality behavior.

3.To increase Emotional Quotient by learning values.

UNIT I	Basics Of Human Skills Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life .	12 Lectures
UNIT II	Understanding Self And Others Understanding self and others through Johari Window. Journey of self discovery. Analysis of strength and weakness. Goal settings to overcome weakness. Learning - Concepts, Principles of learning, learning through reinforcement, learning through feedbacks, learning by observations, learning through experience.	14 Lectures
UNIT III	Human Attitudes And Values Attitudes - concept, components of attitudes. The attitude formation process . Values- Importance of values, sources of values, five universal values (Truth, Righteous conducts, Peace, Love, Non-violence) & sub values.	12 Lectures
UNIT IV	Communication Meaning- Four functions of communication - control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication- Facing an Interview.	10 Lectures

Note: Practical sessions may be conducted to improve the skills of students.

FOUNDATION OF HUMAN SKILLS

SEMISTER VI

PAPER II: (New syllabus will be implemented from June 2012 onwards)

UNIT V	New Skills In Management Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style- sales competencies, sports mental skills, conflict management, stress management, Team role skills critical thinking skills, computing skills.	12 Lectures
UNIT VI	Personality Meaning- Aspects of personality, Development of personality: Erikson's eight life stages, Jung's Personality Theory, Traits influencing organizational behavior. Locus of control. Problem solving styles.	12 Lectures
UNIT VII	Skills Development Decision making skills, Methods used to develop decision making skills- In the basket, Business games, case studies. Interpersonal skills - Meaning, Methods Used to develop interpersonal skills - role playing, Behavior modeling, sensitivity Training, Transactions Analysis – structural Insight.	12 Lectures
UNIT VIII	Utilizations of skills Career Management – Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factors affecting career choices, career opportunities in management.	12 Lectures

Note: Practical sessions may be conducted to improve the skills of students.

Reference Books

Basic Managerial Skills For All	E.H. McGrath (Prentice Hall of India Ltd.)
Human Values For Managers	Chakraborty
Organizational Behavior Through Indian Philosophy	M.N. Mishra (Himalaya Publishing House)
Total Quality Management	S.D. Bagade (Himalaya Publishing House)
Organizational Behavior	Luthans Fred
Education to Human Values	Tilak Raj Bhardwaj (A Mittal Publication)
Personnel Management	Edwin Flippo

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2 Hours -

Total Marks – 40

]

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

SHIVAJI UNIVERSITY, KOLHAPUR

New syllabus for

BACHLER OF BUSINESS ADMINISTRATION (B.B.A.III)

SEMESTER V

Research Methodology

Will be implemented from June 2012

1-Title: Research Methodology.

2-Year of Implementation: New syllabus will be implemented from June 2012 onwards

3-Pattern: Pattern of examination will be semester.

4-Medium of instruction: English.

5-Scheme of teaching and examination:

6-Scheme of Examination: The examination shall be conducted at the end of each semester.

The theory paper shall carry 40 marks.

Mark-40

Objectives- To Provide basic knowledge of research objectives , research problem formulation, research design, samplings, data collection, analysis of data and report writing .

Periods

Unit –I – Introduction to research methodology - 12

Meaning, definition, objective and types of research, significance of research, selection of research problem.

Research Design: Meaning, steps in research design, characteristics of research design.

Unit –II– Sampling Design and Data Collection - 12

Meaning of sampling, characteristics of good sample design, Types of sample design.

Data collection-Meaning, types, of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data.

Unit –III– Processing and Analysis of data - 12

Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves.

Analysis and Interpretation of data-meaning, methods of data analysis, techniques of interpretation.

Unit –IV– Report Writing 12

Meaning, significsteps in writing report, logout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Uses of computer in research.

REFERENCE BOOKS

- a. C.R. Kothari- Research Methodology, New age, international (I) Ltd. New Delhi Reprint-2010
- b. Dr.V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Mumbai, Ed, 2010
- c. Saranwalla- Research Methodology
- d. Bajpai-Methods of social survey research
- e. S.P.Gupta-Statistical Mehods.

PAPER -VII : B.B.A. Part-III PROJECT WORK

Objective : To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

- (a) Field Work,
- (b) Library Work,
- (c) Placement with an Organization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the month of January.

The guidelines for the project report are as follows”

- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide : The guide should certify that the research work is original and completed satisfactorily under his guidance.
- The Chapter Scheme for the Project Report will be as follows:

Chapter-1 : Introduction to the Study

- 1.1 Introduction
- 1.2 Purpose of the study
- 1.3 Objectives of the study
- 1.4 Hypothesis of the study
- 1.5 Research Methodology
- 1.6 Scopes of the study
- 1.7 Significance of the study
- 1.8 Limitations
- 1.9 Chapter scheme.

Chapter-2 : Introduction to the Organization

- 2.1 Introduction to the Industry
- 2.2 Brief History of the Organization
- 2.3 Subsidiaries, Associates of the Company
- 2.4 Organization Structure
- 2.5 Departments/Manufacturing Process
- 2.6 Important Statistical Information
- 2.7 Future Prospects

If the student is completing a project in an organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this Chapter. **This Chapter should not be more than 5 pages.**

Chapter-3 : Theoretical Background

Basic Concepts

Necessary theoretical inputs may be added to support the research work.

Chapter-4 : Data Analysis and Interpretation

Chapter-5 : Findings and Observations

Chapter-6 : Conclusions and Suggestions

Bibliography

Appendix

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report. The guide has every discretion to change the Chapter as per requirements.

Notes:

- (1) There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- (2) Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- (3) Colour ink should not be used for text.
- (4) Page numbers are compulsory.

Project Report will be assessed by the internal teacher out of 25 marks and there will be a viva-voce examination carrying 25 marks. University will appoint a viva-voce committee, consisting of 3 members, 2 members being external and 1 member being internal. External members will be from out of the district of the College, one external member will be the chairman of the committee. The viva-voce will be conducted before the annual examination. The Chairman has to submit viva-voce marks to the University immediately after the viva-voce.

7-Equivalence in accordance with titles and contents of paper (for semester pattern)

Sr.No.	Title of old paper	Title of new paper
1.	Project Work	Research Methodology Paper-I