

Anakenat Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce,  
Baramati.

[Autonomous]

**Course Structure For Bachelor Of Business Administration (B.B.A.)**

**Title of The Degree:**

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

**Objectives :**

- (i) To provide adequate basic understanding about Management Education among The students.
- (ii) To prepare students to exploit opportunities being newly created in the Management Sectors.
- (iii) To train the students in communication skills effectively.
- (iv) To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- (v) To inculcate Entrepreneurial skills.

**3. Duration :**

The Course shall be a full time course and the duration of the course shall be of three years.

**4. Eligibility :**

- (i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.
- (ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iii) Three Year Diploma Course (after H.S.C., i.e. 10<sup>th</sup> Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iv) MCVC

**5. Medium of Instruction:** Medium of instruction shall be in English only.

**SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)**  
**Academic Year 2020-2021**  
**[2019 pattern]**

**Syllabus Structure**

| <b>B.B.A.Second Year ( S.Y.)</b> |  |  |
|----------------------------------|--|--|
| 1                                | Personality Development (BBA2301)                            | Production & Operations Management(BBA2401)  |
| 2                                | Business Ethics (BBA2302)                                    | Industrial Relations & Labour laws(BBA2402)  |
| 3                                | Human Resource Management & Organisation Behaviors (BBA2303) | Business Taxation ( BBA2403)                 |
| 4                                | Management Accounting(BBA2304)                               | International Business( BBA2404)             |
| 5                                | Business Economic (Macro)( BBA2305)                          | Management Information System(BBA2405)       |
| 6                                | I.T.in Management (BBA2306)                                  | Service Sector Management ( BBA2406)         |
| 7                                | EVS  | Project <b>(Based on Industrial Visits.)</b> |
| 8                                | Certificate Course   | Certificate Course                           |

**Credit Structure :**

| Sr.No. | Class | Semester | Code    | Paper  | Paper Title        | Credit | Exam  | Marks   |
|--------|-------|----------|---------|--------|--------------------|--------|-------|---------|
| 15     | SYBBA | III      | BBA2301 | Theory |                    | 3      | I / E | 40 + 60 |
| 16     | SYBBA | III      | BBA2302 | Theory |                    | 3      | I / E | 40 + 60 |
| 17     | SYBBA | III      | BBA2303 | Theory |                    | 3      | I / E | 40 + 60 |
| 18     | SYBBA | III      | BBA2304 | Theory |                    | 3      | I / E | 40 + 60 |
| 19     | SYBBA | III      | BBA2305 | Theory |                    | 3      | I / E | 40 + 60 |
| 20     | SYBBA | III      | BBA2306 | Theory |                    | 3      | I / E | 40 + 60 |
| 21     |       |          |         |        | EVS                | 4      |       |         |
| 22     |       |          |         |        | Certificate Course | 2      |       |         |
| 23     | SYBBA | IV       | BBA2401 | Theory |                    | 3      | I / E | 40 + 60 |
| 24     | SYBBA | IV       | BBA2402 | Theory |                    | 3      | I / E | 40 + 60 |
| 25     | SYBBA | IV       | BBA2403 | Theory |                    | 3      | I / E | 40 + 60 |
| 26     | SYBBA | IV       | BBA2404 | Theory |                    | 3      | I / E | 40 + 60 |
| 27     | SYBBA | IV       | BBA2405 | Theory |                    | 3      | I / E | 40 + 60 |
| 28     | SYBBA | IV       | BBA2406 | Theory |                    | 3      | I / E | 40 + 60 |
| 29     |       |          |         |        | Project            | 4      |       |         |
| 30     |       |          |         |        | Certificate Course | 2      |       |         |

Class : S.Y.B.B.A.(Semester-III)

Paper Code : BBA2301

Paper : 1

Credit : 3

Title of Paper: Personality Development

No. of Lectures: 48

**A) Learning Objectives:**

1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business.
3. To make the students aware about the various dynamics of personality development.

**B) Learning Outcome:**

The outcome of this course is to aware students about the dimensions and importance of effective personality and also make them aware about the various dynamics of personality development.

**Unit No. 1: Introduction**

1.1 Meaning and Definition of Personality

1.2 Needs of Personality Development

1.3 Factors affecting Personality Development: Biological, Home environment and parents, School environment and Teachers, Peer Groups, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations

1.4 Case studies on Personality Development

**Total No. of Lectures- 10**

**Unit No. 2: Personality Traits**

2.1 Meaning and Definition: Personality Traits

2.2 Developing Positive personality traits: Attitude: Factors that determine attitude, Benefits of Positive Attitude and Consequences of Negative Attitude, Steps to build Positive Attitude

2.3 Personality Habits: Meaning and concept of Habits

2.4 Developing effective Habits: Behavior and Character

Habit 1: Being Proactive: Creative and Innovative

Habit 2: Beginning with the End in Mind

Habit 3: Putting First things First with Determination, Discipline, Clarity and Concentration

Habit 4: Thinking Big and Winning through: Action, Active, Facing Challenges, Striving for Success

Habit 5: Seek First to Understand, then to be Understood: Apologizing, Appreciating, Accepting Feedback

Habit 6: Synergy: Aiming High, Enthusiasm, Team Building, Setting Goals, Zeal and Passion Building

Habit 7: Sharpen the Saw: Living with Conscious, Overcoming worries, Prayer and Relaxation

**Total No. of Lectures- 10**

**Unit No. 3: Pillars of Personality Development**

3.1 Introspection: Meaning and Importance, Self Introspection Skills

3.2 Self Assessment : Meaning and Importance, Self Assessment for Students

3.3 Self Appraisal: Meaning, Importance, Tips for Self Appraisal

3.4 Self Development: Meaning, Process, Techniques, Use of Self Development, Individual Development Plan

3.5 Self Introduction: Meaning, Tips for Effective Self Introduction, Self Acceptance, Awareness, Self Knowledge, Belief, Confidence, Criticism and Self Examination

3.6 Defining Success: Real or Imaginative, Obstacles to Success, Factors and Qualities that make Person Successful

- 3.7 Concept of Failure: Reasons of Failure
- 3.8 Personal SWOT Analysis and STAR Analysis
- 3.9 Case studies on Self Development and Case studies on Self Appraisal

**Total No. of Lectures- 10**

**Unit No. 4: Self Esteem**

- 4.1 Self Concept- Meaning, Components of Self Concept
- 4.2 Self Esteem: Concept, Significance of Self esteem , Types, Steps for enhancing positive Self esteem
- 4.3 Sigmund Freud ID, EGO, SUPER EGO Concepts
- 4.4 Ego Management, Consequences of ego mismanagement
- 4.5 Managing Egoistic insults
- 4.6 Case studies on Self Esteem and Case studies on Ego state

**Total No. of Lectures- 08**

**Unit No. 5: Personality Formation Structure**

- 5.1 Mind Mapping
- 5.2 Competency Mapping
- 5.3 Developing Interpersonal and Group skills
- 5.4 Building Positive Relationships
- 5.5 Strategies of Gaining Power and Influence
- 5.6 Enhancing Personality through Effective communication and Intentional Listening
- 5.7 Effective speech: Writing and Delivering and Successful Negotiation
- 5.8 Manners and Etiquettes
- 5.9 Proper dressing for varied occasions
- 5.10 Case studies on Competency Mapping and Case studies on Communication

**Total No. of Lectures- 10**

**Reference Books:**

1. Barun K Mitra, Personality Development and Soft Skills, Oxford University Press
2. John Aurther, Personality Development, Lotus Press
3. Stephen Covey, Seven Habits of Highly Effective People, Pocket Books
4. Valerie Simanowitz, Personality Development, Open University Press
5. Jerry M Burger, Personality, Cengage Learning
6. Elizabeth B. Hurlock, Personality Development, Tata McGraw Hill
7. Murphy and Hildebrandt, Effective Business Communication, TMH
8. Friedman, Personality: Classic Theories and Modern Research, 3/E, Pearson

Class : S.Y.B.B.A.(Semester-III)  
Paper Code : BBA2302  
Paper : II  
Credit : 3

Title of Paper : Business Ethics  
No. of Lectures: 48

**A) Learning Objectives:**

1. To impart knowledge of Business ethics to the students.
2. To promote Ethical Practices in the business.
3. To develop Ethical and Value Based thought process among the future manager's entrepreneur.

**B) Learning Outcome:**

The outcome of this course is to give the knowledge of Ethics and Ethical practices in business to the students.

**Unit No. 1: Introduction to Ethics**

- Meaning and Nature of Ethics.
- Moral and Ethics.
- Importance of Ethics.
- Types of Ethics.
- Causes of unethical behavior.

**Total No. of Lectures- 08**

**Unit No. 2: Area of Business Ethics**

- Meaning, Nature and importance of Business Ethics.
- Types of Business Ethics.
- Factors influencing Business Ethics.
- Types of Ethics according to functions of Business, (Marketing, HRM, Purchase, Selling & Distribution)
- Corporate Ethics- ethical behavior and audit of ethical behavior
- Individual ethics, Professional ethics.
- Gandhian Philosophy of ethical behavior.
- Social Audit.

**Total No. of Lectures- 10**

**Unit No. 3: Business Ethics in Global Economy**

- Concept of Globalization.
- Global Business Network.
- Relationship among Business, Business Ethics and Business Development.
- Developing Business Ethics in Global Economy.
- Marketing ethics in foreign trade.
- Role of Business Ethics in a developing civilized society.

**Total No. of Lectures- 13**

**Unit No. 4: Moral issues in Business**

- Concept of Corporate Social Responsibility.
- Relationship between C.S.R. and Business Ethics.
- Justice and Economic system ethics relating to environment protection.
- Business Ethics and environment protection.
- Business Ethics and Consumer protection.
- Business Ethics and Social justice.
- Arguments for and against Corporate Social Responsibility.
- Ethical challenges for managers in the 21<sup>st</sup> Century.

**Total No. of Lectures- 10**

**Unit No. 5: Case Study**

- Case studies on Individual Ethics.
- Case studies on Professional Ethics.
- Case studies on Corporate Social Responsibility.

**Total No. of Lectures- 07****Reference Books:**

1. Manuel G Velasquez: Business Ethics- concepts and cases Pearson
2. A. C. Fernando: Business Ethics- Pearson Education
3. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
4. Bhanumurthy K V Ethics and Social Responsibility of Business, Pearson Education India.
5. Business Ethics, Joseph Weiss, Cengage learning
6. Business Ethics- GautamPherwani
7. Business Ethics- RituPamraj
8. Business Ethics- Prof. Agalgatti
9. Business Ethics- O. C. Ferrell, John Paul Fraedrich, Lindaferrell

Class : S.Y.B.B.A.(Semester-III)

Paper Code :BBA2303

Paper : 03  
and

Title of Paper : Human Resource Management

Organizational Behavior

Credit : 3

No. of Lectures: 48

**C) Learning Objectives:**

- a. Introducing the students with the concepts of Human Resource Management and its different functions in an organizations.
- b. Focusing on Humans as an important assets for development of organizations.
- c. Analyzing different methods of selection , recruitment , training and development of Human Resource.
- d. Concepts of organizational development.
- e. Concepts of organizational behavior.

**D) Learning Outcome:**

The outcome of this course is to introduce the students with all concepts and functions of Human Resource Management. The course will elaborate the functions of Human Resource Manager. The course will also focus on basic concepts of organizational behavior.

**Unit No 1. Introduction to Human Resource Management.**

**No of Lectures: 10**

- a) Definition and concept of human resource management and personnel management.
- b) Importance of human resource management.
- c) Functions of human resource management.
- d) Organization of HRM in
  - a. Line organization.
  - b. Line and staff organization.
  - c. Functional organization.
- e) Role of personnel manager
  - a. Administrative role.
  - b. Operational role.
  - c. Strategic role.
- f) Challenges before Human resource management.

**Unit No 2. Human Resource planning recruitment and selection process.**

**No of Lectures: 10**

- a) Definition and objectives of Human Resource planning.
- b) Human Resource planning process.
- c) Factors affecting estimation of Human resource.
- d) Concepts of Recruitment :
  - a. Recruitment policy.
  - b. Sources of Recruitment.
  - c. Traditional and modern methods of recruitment.
- e) Concepts of Selection :
  - a. Importance of selection.
  - b. Process of selection.
- f) Differentiate between Recruitment and Selection.
- g) Case study on HR Planning and selection.

**Unit No 3 : Training development.**

**No of Lectures: 8**

- a) Concepts of Training:
  - a. Need and objectives of training.
  - b. Importance of Training program.
  - c. Training methods.
  - d. Concept and methods of training program evaluation.

- b) Concept of Management Development.
  - a. Management development process and methods.
  - b. Evaluation of management development program.
- c) Case study of training and development

**Unit No 4 : Performance Appraisal and Wage and salary Administration      No of Lectures: 10**

- a) Performance Appraisal
  - a. Concept and objectives of performance appraisal.
  - b. Process of performance appraisal.
  - c. Different methods of performance appraisal.
  - d. Factors affecting sound performance appraisal policy.
  - e. Case study on performance appraisal.
- b) Wage and salary administration.
  - a. Introduction to salary and wage administration.
  - b. Methods of wage payments.
  - c. Employee remuneration factors and determination of remuneration levels.
  - d. Case study on wage and salary administration.

**Unit No 5.      A] Emerging trends in Human resource Management.      No of Lectures: 10**

- a. Digitized rewards and recognition.
- b. Online skill assessments.
- c. Enhanced employee engagement.
- d. Changing skill requirements.
- e. Corporate downsizing.
- f. Continuous improvement program.
- g. Employee involvement.
- h. Family work life balance.
- i. Health and technology.

**B] Introduction to Organizational Behavior.**

- a. Meaning, Definition and scope of organizational behavior.
- b. Models and approaches of Organizational behavior.
- c. Emerging aspects of organizational behavior.
- d. Organizational change management.

**Recommended Books :**

- 1) A. M. Sharma - Personnel and Human Resource Management.
- 2) S. K. Bhatia and Nirmal Sing - Personnel Management and Human Resource Management.
- 3) V. P. Michael - Human Resource Management & Human Relations
- 4) P. C. Pardeshi - Human Resource Management.
- 5) C. B. Mamoria - Personnel Management
- 6) S. R. Nair - Organisational Behaviour
- 7) K. Ashwathappa - Organisational Behaviour
- 8) Anjali Ghanekar - Organisational Behaviour



Class : S.Y. B. B. A. (Semester-III)

Paper Code: BBA2304

Paper : IV

Credit: 3

Title of Paper: Management Accounting

No. of lectures: 48

**A) Learning Objectives:**

1. To impart basic knowledge of Management Accounting.
2. To know the implications of various financial ratios in decision making.
3. To study the significance of working capital in business.
4. To understand the concept of budgetary control and its application in business.
5. To develop the calculating ability of various techniques of management accounting.

**B) Learning Outcome:**

The main outcome of this course is to elaborate students about implication of various financial ratios, working capital requirement and budgetary control and its application in business decision making.

**Unit 1: Introduction to Management Accounting**

- 1.1 Definition, Objectives, Scope, Functions, Advantages, Limitations, Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting
- 1.2 Strategic Management Accounting.
- 1.3 Role of management accounting in the global business environment.

**No. of Lectures 10**

**Unit 2: Analysis and Interpretation of Financial Statement**

- 2.1 Methods of Analysis- Comparative Statement, Common Size Statement, Trend Percentage or Trend Ratio.
- 2.2 Ratio Analysis- Meaning, Process, Advantages, Interpretation of Ratio Analysis.
- 2.3 Types of Ratio- Liquidity, Leverage, Activity, Profitability.  
[Problems on following ratios only- Gross Profit, Net Profit, Operating Expenses, Current Ratio, Quick Ratio, Stock Turnover Ratio, Debtors Turnover Ratio, Debt Equity Ratio, Return on Investment Ratio, Interest Coverage Ratio.]

**No. of Lectures 12**

**Unit 3: Fund Flow Statement and Cash Flow Statement**

- 3.1 Meaning, Proforma of Sources and Application of Funds, Proforma of Adjusted Profit and Loss Account, Proforma of Cash Flow Statement.

**No. of Lectures 08**

**Unit 4: Working Capital**

- 4.1 Meaning, Objective and Importance, Factors determining requirement of Working Capital, Sources of Working Capital, Problems on computation of Working Capital
- 4.2 Operating cycle, Types of working capital

**No. of Lectures 10**

**Unit 5: Budget and Budgetary Control**

- 5.1 Meaning, Definition, Nature of Budget and Budgetary Control, Advantages & Disadvantages of Budget.
- 5.2 Types of Budget, Objectives, Limitations, Steps in Budgetary Control.

**No. of Lectures 8**

**[Problem Area: Ratio Analysis, Working Capital and Cash Budget.]**

***Recommended Books:***

1. R. N. Anthony, G. A. Walsh: Management Accounting
2. M. Y. Khan, K. P. Jain: Management Accounting I. M. Pandey::Management Accounting (Vikas)
3. J. Betty: Management Accounting
4. Sr. K. Paul: Management Accounting
5. Dr. Jawaharlal:: Management Accounting
6. Man Mohan Goyal: Management Accounting
7. S. N. Maheshwari:: Principles of Management Accounting
8. R. K. Sharma and Shashi K. Gupta: Management Accounting
9. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control
10. Horngren: Introduction to Management Accounting (Pearson)

Class : S.Y. B. B. A. (Semester- III)

Paper Code: BBA2305

Paper : V

Title of Paper: Business Economics [Macro]

Credit: 3

No. of lectures: 48

**A) Learning Objectives:**

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial

macroeconomic variables.

3. To apply economic reasoning to problems of business and public policy.

**B) Learning Outcome:**

The outcome of this course is to make student capable to analyse macroeconomic variables in Business and Public Policy.

**Unit 1: Introduction**

1.1 Definition and Nature of Macroeconomics.

2.1 Scope, Importance and Limitations.

3.1 Indian Economy as a Developing Economy.

**No. of Lectures 06**

**Unit 2: National Income Accounting**

2.1 National Income Aggregates (GDP, GNP etc. at market price and factor cost).

2.2 Approaches to measuring national income, Circular Flow of Income.

2.3 Nominal and real measures of national income.

**No. of Lectures 08**

**Unit 3: Theory of Income and Employment**

3.1 Say's Law of Markets.

3.2 Consumption Function.

3.3 Saving Function.

3.4 Investment Function.

3.5 Aggregate Expenditure Function.

3.6 Keynes' Theory of Income and Employment.

3.7 Concept of underemployment equilibrium.

**No. of Lectures 12**

**Unit 4 : Business Cycle, Inflation and Deflation**

4.1 Nature and characteristics of Business Cycle.

4.2 Phases of Business Cycle.

4.3 Inflation – Meaning, Trends, Types, Causes and control.

4.4 Concept of Deflation.

**No. of Lectures 11**

**Unit 5 : Macro Economic Policies**

5.1 Creation of Credit

5.2 Monetary Policy, Fiscal Policy.

5.3 Introduction of WTO, GATT.

5.4 Understanding of Summarized budget for the current financial year is required (knowledge of detailed budget provisions not required).

**No. of Lectures 11**

**Recommended Books:**

- 1) Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
- 2) Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi. 2006
- 3) Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi. 2002
- 4) Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5 th Ed.
- 5) Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- 6) William Branson – Macro Economics: Theory and Policy. 1988 2nd Edn.
- 7) J. Harvey and H. Johnson – Introduction to Macro Economics
- 8) D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006

Class : S.Y.B.B.A.(Semester-III)

Paper Code :BBA2306

Paper : 6

Title of Paper : Information Technology in

Management.

Credit : 3

No. of Lectures: 48

**E) Learning Objectives:**

- a. To impart the knowledge of Information technology and its use in management.
- b. To introduce the concepts of digital firm.
- c. To explain basics related to information technology.
- d. Identifying business value of information.

**F) Learning Outcome:**

The outcome of this course is to give the knowledge of Information Technology and use of Information Technology in Business Management.

**Unit No 1: Information Technology Infrastructure**

**No of Lectures: 10**

- a) Computer System and types of computer system.
- b) Computer hardware and information technology infrastructure.
- c) Types of software.
- d) Managing hardware and software assets.

**Unit No 2 : Managing Data Recourses**

**No of Lectures: 10**

- a) Organizing Data in Traditional File Environment.
- b) Database Approach to data management.
- c) Creating database environment.
- d) Database Trends.

**Unit No 3 : Networking**

**No of Lectures: 12**

- a) Definition, basic concepts and elements of communication system.
- b) Data Transmission media. Topologies, LAN, MAN, WAN, Internet.
- c) Current trends in IT in Mangement.
  - a. Use of social network in Business.
  - b. Use of ICT Enabled application in business.
- d) Case study on understanding the requirement of IT in Business Management.

**Unit No 4 : Internet and new Information Technology Infrastructure.**

**No of Lectures: 10**

- a) The IT infrastructure for digital firm.
- b) Enterprise Management System.
  - a) ERP system.
  - b) Benefits of the ERP
- c) Management Information System.
  - a. Structure of MIS.
  - b. Role of MIS.
- d) Knowledge Management System
  - c. Knowledge Management Architecture
  - d. Tools of Knowledge Management system.
- e) Transaction Processing System
  - a. Structure of TPS.
  - b. Role and Functions of TPS.

**Unit No 5: Understanding the business values of System and managing Changes**

**No of Lectures: 8**

- a) Understating business value of information system.
- b) The Importance of Change Management in Information System success and Failure.
- c) Managing Impleentation.

**Recommended Books :**

Managing Information System – W.S. Jawadekar

Managing Information System – Kenneth C. Laudon & Jane P. Laudon

Information Technology – Williams / Tata McGraw Hills

Class : S.Y.B.B.A.(Semester-III)

Paper Code : BBA2401

Paper : 1 Title of Paper : Production and Operations Management.

Credit : 3 No. of Lectures: 48

**G) Learning Objectives:**

- a. To focus on basic terms related to production and operations management.
- b. Analysing product design concepts, Production layouts , Plant locations.
- c. To elaborate the concepts of production planning, productivity and ergonomics.
- d. To identify the concepts of quality management.

**H) Learning Outcome:**

The course will help the students to understand the all concepts related to production functions in industry. It will also focus on products, Production process, productivity and quality management concepts.

**Unit No 1: Introduction**

**No of Lectures: 10**

- a) Nature, Meaning, Scope of production management.
- b) Objectives and functions of production management.
- c) Qualities , responsibilities of production manager.
- d) Plant location : Importance and factors responsible for Plant location decision.
- e) Classification of production system..
- f) Plant Layout: Definition, Objectives and types, Factors affecting plant layout.
- g) Challenges before production management
  - a. Impact of globalization.
  - b. Workforce diversity.
  - c. Business process outsourcing.
  - d. **Global competition.**

**Unit No 2 : Product Design and product Development**

**No of Lectures: 8**

- a) Definition of product design, Factors affecting product design.
- b) Product development :
  - a. Meaning of product design.
  - b. Product development stages.
  - c. Techniques or tools of product development.
  - d. Factors responsible for product development.
  - e. Business process reengineering.
  - f. **Cycle time reduction.**
  - g. **Use of technology in product designing.**

**Unit No 3: Production planning and control:**

**No of Lectures: 10**

- a) Meaning ,Nature ,Objectives ,Functions Importance and problems of production planning and control.
- b) Production procedure, Factors determining production planning and control.
- c) Techniques and tools of production planning and control.
- d) New Concepts in production planning and control:
  - i. **Supply chain management.**
  - ii. **Workers involvement.**
  - iii. **Green manufacturing.**

**Unit No 4 : Productivity and Ergonomics**

**No of Lectures: 8**

- a) Productivity :
  - a. Concept and definition.
  - b. Importance of productivity.
  - c. Measurement of productivity.

- d. Techniques to improve productivity.
- e. Factors affecting productivity.
- b) Ergonomics :
  - a. Introduction and definition.
  - b. Objectives of ergonomics.
  - c. Components of ergonomics.

**Unit No 5 : Quality Management :**

**No of Lectures: 12**

- a) Six sigma : Introduction, steps in implementation of six sigma.
- b) Kaizen : Introduction, Principles, Procedure for implementation, Benefits.
- c) Just –In –Time : Introduction , objectives, benefits, methodology in implementation.
- d) Quality Circles: Introduction, organization of quality circle, Reasons of failure.
- e) Total Quality Management : Introduction, major ingredients in TQM, need and importance , TQM models, Key issues for achieving TQM objectives.
- f) ISO 9000: Introduction, ISO Standards for quality system, factors for selecting ISO model, Essentials steps in implementation of an ISO.

**Recommended Books :**

1. Plant Layout and Material Handling James Apple & John Wileysons
2. Work Study IZO Publication
3. Production & Operations Management R S Goel
4. A Key to Production Management Kalyani Publicaion, Ludhiyana
5. Production & Operation Management S N Chavy, TMH Delhi
6. Modern Production and Operation Management Elwood S Butta

Class : S.Y.B.B.A.(Semester-III)

Paper Code :BBA2402

Paper : 2

Credit : 3

Title of Paper : Industrial Relation and Labor Law.

No. of Lectures: 48

**A) Learning Objectives:**

1. To acquaint the student to develop an understanding of the legal framework of industrial & labour laws.
- 2.To impart the students with the knowledge of laws & how law affects the industry & labour.

**UNIT 1 : Industrial Relations**

**No of Lectures:14**

- Meaning ,Definition,Importance,Scope of Industrial Relations & Factors in Industrial Relations.
- Different approaches towards the study of Industrial Relations.(Psychological Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach, HR Approach.)
- Evolution of Industrial Relations.
- Trade Unions& its Concept, Functions and TU Movement in India.

**UNIT 2**

**Industrial Disputes,Collective Bargaining & Workers Participation in Management.**

**No of Lectures:12**

- Meaning, Definition & Causes of Industrial Dispute.
- Types of Conflict Resolution:Negotiation,Investigation,Mediation, Cociliation,Arbitration & Adjudication, Works Committee, Conciliation Officer, Board of Conciliation, Court of Enquiry, Labour Court, Industrial Tribunal & National Tribunal.
- Model Grievance Procedure.
- Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites & Types.
- Workers participation Management(WPM)-Meaning, Pre-requisites, Advantages & Disadvantages, Levels and Types of Labour Laws.
- Employee Engagement-Concept,Importance &Employee Engagement in India.

**UNIT 3 : The Industrial Disputes Act 1947**

**No of Lectures:12**

Definitions, Authorities under the Act, Power & Duties of Authorities, Strike, Lockout, Layoff, Retrenchment, Closure & Dismissal, Grievance Redressal Machinery, Penalties.

**The Factories Act 1948**

- Definitions,Authorities.
- Provisions regarding Safety
- Provisions regarding Health
- Provisions regarding Welfare
- Provisions regarding Leave with Wages
- Working hours of Adults.
- Penalties.

**UNIT 4 \_The Minimum Wages Act 1948**

**No of Lectures:12**

- Definitions, Provisions, Penalties.

**The Payment of Wages Act 1948**

- Definitions, Provisions, Penalties.

**UNIT 5 Trade Union Act 1926.**

- Definitions, Authorities & All Provisions.

**No of Lectures:06**

**Recommended Books :**

1. Industrial law - P.L.Malir
2. Industrial & labour laws -S.P.Jain
3. Taxmann's Labour Laws
4. Industrial Relations -Arun Monappa
5. Industrial Relations -Mamoria
6. Collective Bargaining -Kochan T.A. & Katz Henry 2<sup>nd</sup>
  - a. Ed.Homewood Illinois,
  - b. Richard D.Irish 1988.
7. Labour Unionism,Myth & reality-New, Oxford University press 1982.
8. Personnel Management & Industrial Relations-P.C.Shejwalkar,S.B.Malegaonkar.



Class : S.Y. B. B. A. (Semester- IV)

Paper Code: BBA2403

Paper : III

Credit: 3

Title of Paper: Business Taxation

No. of lectures: 48

**A) Learning Objectives:**

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
5. To prepare students Competent enough to take up to employment in Tax planner.
6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.

**B) Learning Outcome:**

The outcome of this course is to enable the students to acquire sound knowledge of calculation of Direct and Indirect Tax.

**Unit No 1:Income Tax Act -1961**

- 1.1 History of Income Tax in India,
- 1.2 Fundamental concepts and definitions under Income Tax Act 1961,
- 1.3 Canons of Taxation,
- 1.4 Taxation structure in India,
- 1.5 Concepts and definitions- Income Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee.

**No. of Lectures 10**

**Unit No2:Computation of Taxable Income under the different heads of Income**

- 2.1 Income From Salary: Definition and meaning of salary, Allowances- fully exempt, fully taxable, partially taxable, Perquisites - meaning, valuation and taxability, Concept and taxability of Gratuity, Provident Fund, Calculation of income from salary (Theory and Problems)
- 2.2 Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems).
- 2.3 Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed (Theory and Problems). Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Theory and problems).
- 2.4 Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction, Bond Washing Transactions and Dividend Stripping (Sec.94). (Theory only).

**No. of Lectures 14**

**Unit No3:Computation of Total Taxable Income of an Individual**

- 3.1 Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year, Income Tax Return Process.

**No. of Lectures 12**

**Unit No 4:Introduction of GST[Part-I]**

- 4.1 An Overview of Indirect Tax before GST
- 4.2 Concept of Goods and Service Tax
- 4.3 Applicability of GST
- 4.4 Registration of GST
- 4.5 Concepts of SGST, UTGST, CGST &IGST
- 4.6 Charging of GST
- 4.7 GST Rate Structure
- 4.8 Point of Taxation, Value of Supply
- 4.9 Input Credit Mechanism in GST

**No. of Lectures 10**

**Unit No 5:Introduction of GST[Part-II]**

- 5.1 Calculation ofSGST, UTGST, CGST &IGST.
- 5.2 Payment of Goods and Service Tax.
- 5.3 Refund Tax.

**No. of Lectures 06**

**Notes:**

1. Amendments made prior to commencement of Academic Year in the above act should be considered.
2. Theory questions will carry 50% marks.
3. Problems will carry 50 % marks.

***Recommended books:***

1. Indian Income Tax Act--.H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.GirishAhujaandDr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhota
4. Students guide to Income Tax.--Dr.VinodSinghnia./ Dr. Monica Singhnia.
5. Income Tax.--Dr.GirishAhuja and Dr.RaviGupta , -Bharat Prakashan.
6. Indian Income Tax Act.--Dr.VinodSinghnia.
7. Hand Book of Income Tax Law.-- T. N. Manoharam.

Class : S.Y.B.B.A.(Semester-IV)

Paper Code :BBA2404

Paper : IV

Title of Paper: International Business

Credit : 3No. of Lectures: 48

**I) Learning Objectives:**

4. To acquaint the students with emerging issues in international business.
5. To study the impact of international business environment on foreign market operations of a firm.
6. To understand the importance of foreign trade for Indian economy

**J) Learning Outcome:**

The outcome of this course is to make students understand the importance of foreign trade for Indian economy.

**Unit No. 1: Introduction**

1.1 Nature

1.2 Theories of International Trade

1.3 Ricardo's Theory

1.4 Heckser-Ohlin Theory

**Total No. of Lectures- 10**

**Unit No. 2: Multinational Enterprises**

2.1 Meaning of International Corporations

2.2 Features of Multinational Corporations (MNCs)

2.3 Role and Importance of Multi-national corporations in international business

2.4 Reasons for the Growth of MNCs

**Total No. of Lectures- 06**

**Unit No. 3: International Finance**

3.1 Meaning of Exchange Rate

3.2 Determination of Exchange Rate- Fixed, Flexible and Managed

3.3 Concept of Spot Rate, Forward Rate and Futures

3.4 Balance of Trade and Balance of Payments

3.5 International Monetary Fund (IMF)- Objectives and Functions

3.6 World Bank- Objectives and Functions

3.7 General Agreement on Tariffs and Trade(GATT)

3.8 Foreign Direct Investment

**Total No. of Lectures- 14**

**Unit No. 4: Regional Economic Grouping**

4.1 WTO- Structure and Functions

4.2 European Union (EU)

4.3 North American Free Trade Agreement (NAFTA)

4.4 Association of South East Asian Nations (ASEAN)

4.5 South Asian Association for Regional Cooperation (SAARC)

**Total No. of Lectures- 08**

**Unit No. 5: India's Foreign Trade**

5.1 Composition and Direction of India's Foreign Trade since 2000

5.2 Case studies in International Business with Reference to Indian Economy on-

- a. International Marketing
- b. International Finance
- c. International Human Resource Management

**Total No. of Lectures- 10**

**Reference Books:**

1. International Business- P. Subbarao, Himalayaa Publishing
2. International Business- VyuptakeshSharan, Pearson
3. International Business- Francis, PHI Publication
4. International Business- Daniels, Radebaugh, Pearson Education
5. Charles Hill and Arun Jain, International Business
6. International Business- Roger Bennett, Pearson Education

Class : S.Y.B.B.A.(Semester-IV)

Paper Code :BBA2405

Paper : V

Title of Paper: Management Information System

Credit : 3

No. of Lectures: 48

**K) Learning Objectives:**

1. To understand the concepts of information system.
2. To study the concepts of system analysis and design.
3. To understand the issues in MIS.

**L) Learning Outcome:**

The outcome of this course is to create an awareness of the role of information systems in business and also give the knowledge of concepts of Information system, System analysis and Design to the students.

**Unit No. 1: Management Information System**

- 1.1 Need and Objectives of MIS
- 1.2 Contemporary approaches to Management Information System (MIS)
- 1.3 Use of information for competitive advantage
- 1.4 Challenges in the development of MIS
- 1.5 Management information systems as an instrument for the organizational change

**Total No. of Lectures- 10**

**Unit No. 2: Information, Management and Decision making**

- 2.1 Models of Decision making- Classical, Administrative and Herbert Simon's Models
- 2.2 Attributes of information and its relevance to decision making
- 2.3 Types of Information.

**Total No. of Lectures- 09**

**Unit No. 3: Systems Analysis and Design**

- 3.1 System- Meaning, Types of System
- 3.2 Systems Development Life Cycle
- 3.3 Alternative System building approaches- Prototyping model, Spiral Model, Rapid Development Tools, CASE Tools
- 3.4 Case studies on Alternative approaches to build Systems

**Total No. of Lectures- 10**

**Unit No. 4: Decision Support Systems**

- 4.1 Group Decision Support Systems
- 4.2 Executive Information Systems
- 4.3 Expert systems and Knowledge Based Expert Systems
- 4.4 Artificial Intelligence
- 4.5 Case studies on Information systems
- 4.6 Case studies on Decision Support System

**Total No. of Lectures- 10**

**Unit No. 5: Management issues in MIS**

- 5.1 Information Security and Control
- 5.2 Quality Assurance
- 5.3 Intellectual Property Rights as related to IT Services/ Product
- 5.4 Managing Global Information Systems.

**Total No. of Lectures- 09**

**Reference Books:**

1. Management Information System: Jawadekar W.S, Tata McGraw Hill
2. Management Information System: James A O'Brien, Tata McGraw Hill
3. Management Information System: Davis Olson, Mac Graw Hill
4. Management Information System: GordonDevis, Margareth H. Oison
5. Decision Support and Expert Systems- Efraim Turban
6. Information Systems for Modern Management- Robert Murdick, Joel E. Ross

Class : S.Y. B. B. A. (Semester- IV)

Paper Code: BBA2406

Paper : VI

Title of Paper: Service Sector Management

Credit : 3

No. of lectures: 48

**Unit No. 1 Introduction**

- 1.1 Meaning and Definition.
- 1.2 Characteristics of Services.
- 1.3 Difference between Goods and services.
- 1.4 Dependency of Manufacturing on services.
- 1.5 Role of Services in Economy.
- 1.6 Management challenges in the Service Sector.

**No. of Lectures 8**

**Unit No. 2 Introduction to Insurance Service**

- 2.1 Meaning and Definition
- 2.2 Concepts and objectives.
- 2.3 Principles of Insurance.
- 2.4 Kinds of Insurance, Costs and Benefits of Insurance
- 2.5 Factors that limit the insurability of Risk.
- 2.6 Framework of Insurance Business.
- 2.7 IRDA policies.

**No of Lectures 10**

**Unit No. 3 Introduction to Tourism Service**

- 3.1 Meaning, Definitions and Concepts, tourist destination, Future of Tourism. General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.
- 3.2 Introduction to Tourism Industry: Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism product. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

**No of Lectures 10**

**Unit No. 4- Banking Services**

- 4.1 Banking- Bank- Meaning and Definition, Types of Banks, Banking structure in India
- 4.2 Products and services offered by Bank- Retail banking, Trade Finance, Treasury Operation
- 4.3 Banking Service- Importance, Types of Banking Services
- 4.4 International Banking- Functions of International banking
- 4.5 E- Banking

**No. of Lectures- 10**

**Unit 5 : Health Care Services**

- 5.1 *Introduction*
- 5.2 major initiatives taken by the Government of India to promote Indian healthcare industry are as follows.
- 5.3 Public healthcare
- 5.4 Private healthcare.
- 5.5 Medication
- 5.6 Electronic health records.
- 5.7 National Rural Health Mission[
- 5.8 Pradhan Mantri Jan Arogya Yojana(PM-JAY)

**References:**

1. Text Books : Successful Tourism Management by Seth, P. N., Sterling Publishers Pvt. Ltd. 2006 Tourism Marketing, by Sinha P.C., Anand Publication, 1998
2. Reference Books : Marketing Management & Hospitality and Tourism Marketing by Kotler, Philip, Pearson Education. Hospitality Marketing by Vearne, Morrisson Alison
3. Supplementary Reading Material : Tourism Policies of Central Government & Different State Government Promotional Policies of Airlines, Hospitality Industries.
4. Websites <http://tourism.gov.in> [www.incredibleindia.org](http://www.incredibleindia.org)
5. Service Management- James A. Fitzsimmons, Mona J. Fitzsimmons, TATA McGraw Hill.

**Subject: Project [Based on Industrial Visits.]**

**Objectives:**

- 1) To introduce to the students to the general nature and structure of source selected industries and business organization.
- 2) To enhance the awareness of the students towards the functioning of business organizations.
- 3) To introduce the students with organizational structure, Plant layout, Facility location concepts and type of production process.
- 4) The Teachers through class interaction to brief the students about planning for Industrial visits.
- 5) The students to organize individual/group visits (minimum 4) to the business units.
- 6) The students to maintain diary of visits and to write the reports for favor of submission to the Teacher.
- 6) The visits be organized strictly as per prior planning and permission of college authority.

**Assessment:**

The division of marks will be as under:

- |  |          |
|--|----------|
| a) Scrutiny of reports by the teacher: | 50 Marks |
| b) Viva based on field visits:         | 50 Marks |

## **Environmental Awareness Program[ EVS]**

Second Year BBA [Semester 3]

### **Syllabus Structure :**

Unit 1 : Ecology & Ecosystem.

Unit II Biological Diversity & its Conservation.

Unit 3 : Natural Resources, Energy & their Management.

Unit 4 : Pollution Control & Environmental Technology.

Unit 5 : Project work.[ Field Study]

Examination Pattern : Total 100 Marks [ 75 Marks Theory and 25 Marks Project ]