

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati.
[Autonomous]
BBA DEPARTMENT
SYLLABUS FOR S.Y.B.B.A.
 Academic Year 2023-2024

B.B.A. SECOND YEAR (S.Y)				
Semester3			Semester4	
SR. No	Course Code	Paper	Course Code	Paper
1	UBBA231	Global Competencies & Personality Development	UBBA241	Production & operations
2	UBBA232	Business Ethics	UBBA242	Decision Making & Risk management
3	UBBA233	Principles of Human Resource Management	UBBA243	International Business
4	UBBA234	Macro Economics & Fundamentals of Rural Development	UBBA244	Management Information System
5	UBBA235 – A	1.Legal Aspect in HRM	UBBA245 – A	1. HRM Functions & Practices
	UBBA236 – A	2.Organisational Behaviour + Dissertation	UBBA246 – A	2. Employee Recruitment &HR record management System + Dissertation
6	UBBA235– B		UBBA235– B	Business Taxation
		1.Management Accounting	UBBA236- B	Financial Services + Dissertation
	UBBA236- B	2.Banking & Finance + Dissertation	UBBA235– C	Advertising & Sales Promotion
7	UBBA235– C	1. Retail Management	UBBA236- C	Digital Marketing + Dissertation
	UBBA236– C	2. Sales and distribution mgmt. Management+ Dissertation		
8.	UBBA235 - D	1.Fundamentals of Service Management	UBBA235– D	Banking & Insurance Service Management
	UBBA236– D	2.Principles & Functions of Service management + Dissertation	UBBA236- D	Social Service & NGO Management + Dissertation

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

Paper Code : UBBA231

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 to personality & its development

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

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

2.5 Habit of highly effective people

Total No. of Lectures- 12

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 Self-Concept- Meaning, Components of Self Concept

3.7 Self Esteem: Concept, Significance of Self-esteem, Types, Steps for enhancing positive Self-esteem, Ego Management

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

3.9 Concept of Failure: Reasons of Failure

3.10 Personal SWOT Analysis and STAR Analysis

Total No. of Lectures- 14

Unit No. 4: Personality Formation Structure

- 4.1 Mind Mapping
- 4.2 Competency Mapping
- 4.3 Developing Interpersonal and Group skills
- 4.4 Building Positive Relationships
- 4.5 Strategies of Gaining Power and Influence
- 4.6 Enhancing Personality through Effective communication and Intentional Listening
- 4.7 Effective speech: Writing and Delivering and Successful Negotiation
- 4.8 Manners and Etiquettes
- 4.9 Proper dressing for varied occasions

Total No. of Lectures- 12

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

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, True and False (12) short notes (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
40	60

SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)
Academic Year 2023-2024

Class : S.Y.B.B.A.(Semester-III)
Paper Code : UBBA232
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- 12

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- 15

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 21st Century.

Total No. of Lectures- 13

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

Evaluation

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12) Short Notes (12) Short Answer Que (24) Long Answer Que (12)
Mini Project / Assignment / Presentation (20)	
40	60

Class : S.Y. B. B. A. (Semester- III)
Paper Code: UBBA233
Paper : Title of Paper: Principles of Human Resource Management
Credit: 3 No. of lectures: 48

A) Learning Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

B) Learning Outcome:

1. Background Knowledge of Role and Responsibilities of HR Manager.
2. Information about activities in Hr Department.
3. Studying changing scenario of HR roles and responsibilities.

Unit No 1: Introduction to HRM

- 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives.
- 1.2 Importance, Principles of HRM, Evolution of HRM.
- 1.3 Functions of HRM.
- 1.4 Challenges of HRM, Role of HR Manager,
- 1.5 Difference between HRM & Personnel Management. [12 Hrs.]

Unit No 2 : Job Analysis & Human Resources Planning

- 2.1 Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation
- 2.2 Human Resource Planning (HRP)- Meaning, Definition, Objectives
- 2.3 Process, Factors Influencing the Estimation of Human Resource in organisation.
- 2.4 Advantages & Limitations/Barriers of HRP.
- 2.5 Caselets on Job Analysis & Human Resource Planning [14 Hrs]

Unit No 3 : Career Planning and Employee job Satisfaction

- 3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages of career planning.
- 3.2 Employee Morale Introduction and causes of low Morale.
- 3.3 Job Satisfaction- Meaning, Definition.
- 3.4 Factors contributing to Job Satisfaction,
- 3.5 Measures to increase Job Satisfaction.
- 3.6 Advantages of Job Satisfaction and disadvantages of job satisfaction. [12 Hrs]

Unit No 4 : Changing Environment & Trends in HRM

- 4.1 Concept of E- Human Resource Management.
- 4.2 Human Resource Information System (HRIS).
- 4.3 HRM in Virtual Organisations.
- 4.4 concepts of Work from Home and Out-Sourcing
- 4.5 Changing Role of HRM [10 Hrs]

Suggested References:

1. Human Resource Management L. M. Prasad Sultan Chand & Company Ltd. New Delhi
2. Human Resource Management K. Ashwathappa Tata McGraw Hill New Delhi
3. Personnel Management C. B. Matoria Himalaya Publishing House Mumbai
4. Personnel & Human Resource Management A. M. Sharma Himalaya Publishing House Mumbai
- 5 Human Resource Management S. S. Khanka Sultan Chand & Company Ltd. New Delhi

Evaluation Pattern:

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

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

Paper Code: UBBA234

Paper :IV

Title of Paper: Macro Economics & Rural Development

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.
4. To understand the development issues related to rural society.
5. To find the employment opportunities for rural youth.

B) Learning Outcome:

- The outcome of this course is to make student capable to analyse macroeconomic variables in Business and Public Policy. To develop IT Skills.
- To develop awareness regarding the challenges of Rural Development.

Unit 1: Introduction-Macro Economics

- 1.1 Definition and Nature of Macroeconomics.
- 1.2 Scope, Importance and Limitations.
- 1.3 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.
- 4.5 Monetary Policy, Fiscal Policy.
- 4.6 Introduction of WTO, GATT.

No. of Lectures 10

Unit 5 :Rural Development planning & Information Technology

- 5.1 Concept of Rural Development- Meaning ,ScopeandImportanceof Rural Development ,ApproachesofRuralDevelopment, Needs of Rural Development,
- 5.2 Rural Development Planning –District RuralDevelopment Agency(DRDA)-Organization Structure , Functions ofDRDA
- 5.3 Rural DevelopmentandInternet , Information & Communication Technology (ICT) for RuralDevelopment
- 5.4 IT–EnableServicesforanE-village
- 5.5 ChallengesofRuralDevelopment

No. of Lectures 12

Internal Evaluation	External Evaluation
Unit Test – 20 Marks	Fill in the blanks- 12 Marks
	Short Notes 12 Marks
	Short Question Answer 24 Marks
	Long Question Answer 12 Marks
Power Point Presentation / Assignment / Mini Project/ 20 Marks	
Total – 40 Marks	Total-60 Marks

Evaluation -

Recommended Books:

- 1) Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, NewYork. 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
- 9) Fundamentals of Rural Development -Mary Tahir & Tahir Hussain- I.K International Publishing House

Human Resource Management Specialization Paper 1

Class: SYBBA (Semester III)

Paper Code: UBBA235A

Paper: 5

Title of Paper: Legal Aspect in Human Resources

Credit: 3 No. of Lectures: 48

Learning Objectives:

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.
3. *Provide an understanding of the laws and regulations that govern the field of HR*
4. *To Promote a deeper understanding.*

Learning Outcome:

1. Outcome of this course is that student should be able to remember the key concept in legal aspect in HR.
2. Student Should be able to understand the key aspect of *the laws and regulations that govern the field of HR.*
3. At the end of course as a HR Professional students should able to examine that many countries worldwide have strict laws against firing and downsizing of employees wherein, they specify that HR managers have to show strong reasons for why they are firing and downsizing workers.

Unit No.1. Introduction

1. Employer, employee, Rights of an employee at work place.
2. **HR Policy**- Meaning and its importance.
3. **Legal issues related to HR in the Organisation**

No.of.

Lectures 08

Unit No.2. Wage & Salary Administration and The Workmen's Compensation Act, 1923

1. **Wage & Salary Administration**- Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels.
2. **The Workmen's Compensation Act,1923**- Introduction, Main Features of the Act, Definitions, Provisions under the Act.

No.of. Lectures14

Unit No.3 The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013

1. **The Payment of Gratuity Act,1972-** Introduction, Scope and Application, Definitions and Provisions under this Act.
 2. **Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013** Introduction, Main Features of the Act, Provisions, Vishaka Guidelines.
- No.of. Lectures 14**

Unit No.4. Trade Unit Act 1926 & Business Exposure in HR

1. **Trade Unit Act 1926-** Definition Authorities & All Provision
2. **Business Exposure in HR-** Industrial Visit Report on Current HR Practices

No.of. Lecture 12

Suggested Text Books;

1. Labour & Industrial Laws S.N. Mishra Central law publication Allahabad
2. Industrial and Labour Laws S. P. Jain, Simmi Agarwal Dhanpat Rai & Co. (P) LTD. New Delhi
3. Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013 - Professional book publishers Delhi
4. Labour and Industrial laws H L Kumar Universal Publication Delhi
5. Labour and Industrial laws P.K. Padhi PHI learning Private Ltd Delhi

Evaluation

Internal Evaluation	External Evaluation
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12) Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Mini Project, Assignment, Presentation -20 Marks	
Total -40 Marks	
	60 Marks

Human Resource Management Specialization Paper 2

Class: SYBBA (Semester III)

Paper Code: UBBA236A

Paper: 6

Title of Paper: Organisational Behaviour (OB)+Dissertation

Credit: 3

No. of Lectures: 48

Learning Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.
4. To understand, explain, predict, and influence behaviour to improve performance.
5. To analyse and compare different models used to explain individual behaviour related to motivation and rewards.

Learning Outcome:

1. Outcome of this course is that students should be able to remember the key concepts in Organisational Behaviour.
2. Student should be able to understand Individual and Cultural Differences and Diversity in an Organizations. At the end of Course student should able to examine

Unit No.1. Introduction to Organisational Behaviour (OB)

1. Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that contribute to the OB field,
2. Models of OB, Challenges for OB

No. of Lectures 10

Unit No.2. Individual Determinants of Organisational Behaviour

1. Individual Behavior- Influencing factors- Personal, Psychological, Organizational System & Resources & Environmental Factors.
2. Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality Value & Attitude- Meaning, Definition and Types.
3. Motivation- Meaning, Definition, Importance, Types, Theories Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory
4. Caselets on Personality, Motivation, Value & Attitude
No.of. Lectures 14

Unit No.3. Group Interaction & Organisational Behaviour

1. **Group Dynamics**- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
2. **Conflict** - Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Frustration Model,
3. **Conflict Management**- Competing, Collaborating, Compromising, Avoiding, Accommodating.
4. **Leadership**- Meaning, Definition, Leader V/S Manager, Styles of Leadership
5. **Caselets on Group Dynamics, Conflict Management & Leadership**

No.of. Lectures 14

Unit No.4. Dynamics of Organisation

1. **Organisational Culture-** Meaning, Definition, Levels, Formation & Sustaining Organisational Culture
2. **Organisational Change-** Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change
3. **Case lets on Organisational Culture & Change Management**

No.of. Lectures 10

Unit No.5. Project/ Tutorial

Students can prepare project on any topic which they have learnt under this subject.

Suggested Text Books

1. organizationalBehavior: Text, Cases, Games K. Aswath Appa Himalaya Publishing House Mumbai
2. organizationalBehavior Stephen P. Robbins Timothy A. Judge Neharika Vohra Pearson Education, Inc New Delhi
3. organizationalBehavior S. S. Khanna S. Chand & Company Ltd. New Delhi
4. Organisational Behavior: Text & Cases Suja R, Nair Himalaya Publishing House Mumbai
5. Organisational Behavior Jit S. Chandan Vikas Publishing House Pvt. Ltd. New Delhi

Evaluation

Internal Evaluation	External Evaluation
Dissertation -	Fill in Blanks, One Sentence Questions (12)
Project- 20 Marks	Short Notes (12)
Viva-20 Marks	Short Answer Question (24)
	Long Answer Question (12)
Total -40 Marks	60 Marks

Dissertation Guide Lines-

1. Student Should Collect the Primary Data for Dissertation relevant to their topic.
2. Minimum 30 Sample size is Required
3. Minimum 10 Questions Questionnaire is Required
4. Student Should Prepared Spiral Binding Project Report

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

Paper Code: UBBA235[B]

Paper :

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 understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.
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 08

Unit 2: Analysis and Interpretation of Financial Statement

- 2.1 Methods of Analysis- Comparative Statement, Common Size Statement, Trend Percentage or Trend Ratio. [Practical Problems]
- 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: Marginal Costing

- 3.1 Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing,
- 3.2 Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP), Margin of Safety problems on contribution, P/Ratio, BEP and MOS
- 3.3 Practical Problems

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 Budget and budgetary Control- Meaning, Definition, Nature of budget and budgetary control,
- 5.2 Types of budget- as per time, functions and variability, Objectives of budget and budgetary control,
- 5.3 Steps in budgetary control, advantages and disadvantages of budgetary control,
- 5.4 Problems on Cash Budget.

No. of Lectures 10

[Problem Area: Methods of analysis Ratio Analysis, Marginal costing ,Working Capital and Cash Budget.]

Evaluation -

Internal Evaluation	External Evaluation
Unit Test – 20 Marks	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12 Marks
Power point presentation / Mini Project/ Assignment 20 Marks	
Total – 40 Marks	Total-60 Marks

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: UBBA236 [B]

Paper :

Credit: 3

Title of Paper: Banking & Finance

No. of lectures: 48

A) Learning Objectives:

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

B) Learning Outcome:

Functional knowledge of banking Operations and various Regulatory Authorities in India.

Unit 1: Indian Banking System

1.1 Structure of Indian banking system in India

[Central bank- Commercial banks-cooperative banks-development banks-Regional Rural banks-Local Area banks]

1.2 Private Sector Banks- Their progress and performance after banking sector reforms

1.3 Foreign Bank in India- Their problems and prospects of foreign banks, Regulation of foreign banks in India

1.3 Difference between scheduled and non-scheduled banks, Role of banking system in the economic growth and development

No. of Lectures 12

Unit 2: Nationalized Banks.

2.1 Nationalization of bank-Objective of Nationalization, Arguments for and against nationalization, Impact of Nationalization-Positive & Negative

2.2 Progress of nationalization banks pertaining to branch expansion, Deposit mobilization, credit development and priority sector lending-Lead bank scheme.

2.3 State Bank of India-evolution of SBI, Organization and management of SBI, Subsidiary bank to SBI, Role of state bank of India : as and agent of RBI, as a commercial bank, its role in industrial finance in foreign exchange business, agricultural finance and rural development and society.**No. of Lectures 12**

Unit 3: Reserve Bank of India [RBI]

3.1 Evolution of the Reserve Bank of India

3.2 Organization and Management of the RBI

3.3 Function of RBI

3.4 Changing Role of RBI – Promotional role, development role, & super regulation work.

No. of Lectures 12

Unit 4 : Technology of Banking

4.1 Need and Importance of Technology in Banking.

4.2 ATM,

4.3 Debit card,

4.4 Credit card,

4.5 Tele banking,

4.6 Net banking,

4.7 Mobile banking,

4.8 RTGS, NEFT,

No. of Lectures 12

Evaluation -

Internal Evaluation	External Evaluation
<p>Guidelines regarding Exposure project Students need to prepare Exposure project on the following topics- (20 Marks)</p> <p>1. Visit to any bank and observe banking functions and operations. (Individual project)</p> <p>Conducting survey/project based on the following themes-</p> <ul style="list-style-type: none">▪ Study of different types of banks & their performance▪ Comparative study of performance of nationalized banks, co-operative banks & foreign banks.▪ Conducting customer survey of bank customers of any specific bank.▪ Awareness & conducting financial literacy among different stakeholders of the society (e.g. students, housewives, rural area etc.) - Student can conduct a survey by framing a small questionnaire▪ Project Viva (20 Marks)	<p>Fill in the blanks- 12 Marks</p> <p>Short Notes 12 Marks</p> <p>Short Question Answer 24 Marks</p> <p>Long Question Answer 12 Marks</p>
Total – 40 Marks	Total-60 Marks

Recommended Books:

1. Principles and Practices of Banking -Srinivasan Macmillan India Pvt Ltd
2. Banking and Insurance -O.P. Agarwal- Himalaya
3. The Indian Financial System-Vasant Desai- Himalaya Publication
4. Financial services and Markets--Dr. Guruswamy Thomas
5. Banking Law and Practice in India- Maheshwari Kalyani publisher

Marketing Specialization paper 1

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

Paper Code : BBA235C

Paper :5 C

Title of Paper :Retail Management

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

A) Learning Outcome:

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

Unit 1.Introduction to Retailing

- 1.1 Structure of retail industry,
- 1.2 Types of retailers,
- 1.3 Market segments and channels,
- 1.4 Market trends,
- 1.5 Retail life cycle.

No. of Lectures- 10

Unit 2.Retailing Strategy

- 2.1 Identifying and Understanding Customers,
- 2.2 Customer segmentation,
- 2.3 Selecting Target Market,
- 2.4 Identifying Market Segments,
- 2.5 Selecting site locations,
- 2.6 Strategic positioning and execution.
- 2.7 Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)

No. of Lectures- 15

Unit 3. Managing the Retail Business

- 3.1 Implementing Retail Marketing Plan
 - 3.2 Brief Human Resource Requirements
 - 3.3 Developing Product and Branding Strategies
 - 3.4 Developing Merchandise Plans
- 3.5 Merchandising Strategy

No. of Lectures- 10

Unit 4.Future of Retailing

- 4.1 Introduction to recent trends and Technological Advancements in retailing.
- 4.2 Omni Channel Retailing,
- 4.3 Shopping with AR (Augmented reality),
 - 4.4 Pop up shops, social shopping, private label brands.

No. of Lectures- 13

Reference Books:

1. Retailing Management: Michael Levy and Barton Weitz, TMGH, 5th Edition
2. Retail Management: Swapna Pradhan, TTMGH
3. Retail Management: Gibson Vedamani, Jaico Books
4. Fundamentals of Retailing: K V S Madaan, McGraw Hill
5. Retail Marketing Management: David Gilbert, Pearson Publication
6. Retail Management: Arif Sheikh, Himalaya Publishing

Supplementary Reading Material

1. It happened in India by Kishor Biyani, Rupa and Company
2. Business Today , November 1999, Mall Management ,

Websites

1. www.indiaretailing.com
2. www.imageretail.com

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Marketing Management Specialization paper II

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

Paper Code: UBBA245C

Paper : 5

Title of Paper: Sales Management & Distribution
management System + Dissertation

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques and value added selling.

Learning Outcome:

The outcome of this course is that student should be aware of all concepts of Sales promotion and its Management The course will elaborate the functions of marketing Manager. The course will also focus on basic concepts of organization.

Unit No 1 Introduction to Sales Management:

- 1.1 Introduction and Definition
- 1.2 Meaning
- 1.3 Objectives
- 1.4 Role of sales management in marketing
- 1.5 Recent trends in sales management
- 1.6. Ethical and legal issues involved in sales management

Total No. of Lectures- 10

Unit No 2. Sales Organization:

- 2.1 Need for sales organization
- 2.2 Types and structures of sales organization
- 2.3 Principles for building successful sales organization
- 2.4 Functions and responsibilities of sales manager

Total No. of Lectures- 10

.Unit No 3. Managing the Sales Force:

- 3.1 Recruitment and Selection: Sales personnel selection process, criteria used for selection of sales personnel
- 3.2 Training: Importance, Areas of sales training- Company specific knowledge, product knowledge, Industry and market trend knowledge, Customers and technology, Relationship Selling Customer education, Value added Selling.
- 3.3 Motivation: Motivation and productivity of sales force, Types of compensation plans, sales meetings, sales contests, fine tuning of compensation plan
- 3.4 Sales Reporting: Sales records, Sales reports, Sample of Sales Report Format, Key Performance Indicators of sales.

Total No. of Lectures- 10

.Unit No 4. Sales planning and control:

- 4.1 Sales planning: Sales forecasting – concept and methods qualitative and quantitative methods.
- 4.2. Market and Sales potential- concept and methods

- 4.3 Sales quotas- concept, purpose and types
- 4.4 Sales control: process of sales control- Goal setting,
- 4.5 Performance Measurement, diagnosis and corrective actions

Total No. of Lectures- 10

Unit No 5: Distribution Management System :

- 5.1 Introduction of Distribution Management
- 5.2 Nature & Scope of Distribution Management
- 5.3 Types of Distribution Channel
- 5.4 Types of Distribution Strategies
- 5.5 Advantages and Disadvantages of Distribution Management

Total No. of Lectures- 08

Reference Books:

1. Sales and Distribution Management by Havaldar&Cavale, TMGH
2. Sales Management by Still, Cundiff&Govani, Pearson Education
3. Sales and Distribution Management, SL Gupta, Excel books
4. Marketing Management, B. R. Sangale, Success Publications, Pune
5. Retailing Management by Michael Levy & Barton Weitz, TMGH, 5thEdition
6. Building a Winning Sales Team – Gini Graham & Scott
7. Sales Management Handbook – Forsyth Ptrick
8. Professional Sales Management – Anderson, Hair and Bush
9. Sales Management - Richard R Still Edward W. Cundiff
10. International Marketing – Robert Reed
11. Strategies for selling-Gerald A. Michaelson

Evaluation

Internal Evaluation	External Evaluation
Mini Project (20) Viva (20)	Fill in the blanks , One Sentence Answer (12) Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

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

Paper Code: UBBA245D

Paper : Title of Paper: Fundamentals of service management

Credit: 3

No. of lectures: 48

Course Objectives:

1. To introduce services as a Business Function.
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.

Unit No 1: Understanding Various Aspects of Services

1.1 Introduction to services: Concept,

Scope, Classification & characteristic of services,

1.2 Service as key differentiator for manufacturing industries.

1.3 Functions of Service Management. Changing dynamics & challenges of service sector.

1.4 Growth in service sector:- Importance, Growth & Development of service sector in India.

[14 Hrs]

Unit No 2 : Service Mix Elements-Introduction

2.1 Product: - The service products, Service Product Life-Cycle and its Strategies.

2.2 Place: -Managing Distribution Channels in Service Industry, Factors affecting choice of channel, Strategies for distribution.

2.3 Promotion: - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.

2.4 Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy. [14 Hrs]

Unit no 3 :Service Environment

3.1 Micro & Macro Service Environment: PESTEL Analysis of

3.2 Service Sector, Six Market Model.

3.3 Market Analysis and Segmentation Planning process, Rethinking the customer function, Focusing and poisoning target consumers.

3.4 Service Design: - Introduction, Building a service blueprint and its benefits.

[12 Hrs]

Unit No 4: Research in Service Industry

4.1 Environmental changes and its effect on service industries.

4.2 Impact of globalization on service Sector: An Overview

4.3 New Economic policy & its impact on service sector.

4.4 Preparation of small report based on service market analysis.

[8 Marks]

Suggested References: -

1. Service Marketing Operations & Management Vinnie J. Juhari, Kirti Dutta
Oxford University Press Delhi
2. Service Marketing Management: An Indian
Perspective Dr. B. Balaji S. Chand & Co. Delhi
3. Service Management: Strategy & Leadership in Service business Richard Norman
Wiley & Sons, Ltd New York
4. Service Management: The New Paradigm in Retailing Jay Kandampully Springer New York

Evaluation

Internal Evaluation	External Evaluation
Dissertation -	Fill in Blanks, One Sentence Questions (12)
Project- 20 Marks	Short Notes (12)
Viva-20 Marks	Short Answer Question (24)
	Long Answer Question (12)
Total -40 Marks	60 Marks

Dissertation Guide Lines-

1. Student Should Collect the Primary Data for Dissertation relevant to their topic.
2. Minimum 30 Sample size is Required
3. Minimum 10 Questions Questionnaire is Required
4. Student Should Prepared Spiral Binding Project Report

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

Paper Code: UBBA246D

Paper : Title of Paper: Principles & Functions of Services Management-

Credit: 3

No. of lectures: 48

Course Objectives:

1. To recognise & understand different types of service-based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery.

Unit No : Understanding Consumer/Customer Behaviour for services

- 1.1 Customer expectation for services.
- 1.2 strategies for managing customer expectation.
- 1.3 4C's of customer service mix.
-Creating the right service philosophy: - 1.4 Customer service pre & post transaction elements.
- 1.5 Meeting the service challenges.
- 1.6 -Fundamentals of Customer satisfaction:
-Factors influencing customer satisfaction,
Understanding the customer services,
Customer Loyalty and delight.
- 1.7 Managing demand & supply of services: -
Managing demand, Patterns &
determinants of demand,
Strategies of managing demand,
waiting line strategies.

Unit No 2 : ITES Introduction

- 2.1 Concept of Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage –
- 2.2 significance of ITES. outsourcing, types & stages of outsourcing, global trends in Outsourcing& role of India in outsourcing.
- 2.3 Concepts of - KPO/BPO :- Introduction, significance, third party service providers, future of KPO/BPO.

Unit No 3 : Quality of Services and Value Process of services

- 3.1 -Service based components of quality, perceived quality, Implementing TQM in service sector & its effect.
- 3.2 Service performance failure – concept of service failure & recovery, customer response to service
- 3.3 failure& recovery, service recovery following customer complaints, solving problems & preventing recurrence.
Creating service value and defining its benefits.
- 3.4 - Service Value Chain: Introduction,
significance.
- 3.5 -Case studies

Unit No 4 Business Exposure in services

4.1 Types of major service industries.

4.2 Visit of report of Ant one Service Industry Visit.

Suggested References: -

1. Service Marketing and Management Dr. B. Balaji S. Chand & Co. Delhi
2. Service Sector Management: An Indian Perspective C.Bhattacharjee Google Book library
Online source
- 3 Service Marketing Hellen W.Macmilan India Ltd. New Delhi

Evaluation

Internal Evaluation	External Evaluation
Dissertation -	Fill in Blanks, One Sentence Questions (12)
Project- 20 Marks	Short Notes (12)
Viva-20 Marks	Short Answer Question (24)
	Long Answer Question (12)
Total -40 Marks	60 Marks

Dissertation Guide Lines-

5. Student Should Collect the Primary Data for Dissertation relevant to their topic.
6. Minimum 30 Sample size is Required
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8. Student Should Prepared Spiral Binding Project Report