

UNIVERSITY OF PUNE
COURSE STRUCTURE FOR
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
(From 2013-14)

1. Title:

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce Part I w.e.f. the academic year 2013-2014 B.B.A. Part II w.e.f. 2014-2015 and B.B.A. Part III w.e.f. 2015-2016.

2. 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 Profession.
- (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 40% 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 S.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iv) MCVC

(v) Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute/College.

5. Medium of Instruction:

Medium of instruction shall be in English only.

6. Scheme of Examination:

The B.B.A. Examination will be 3600 marks divided into 3 parts as per details given below:

(i) B.B.A. Part I (Sem I, II) Aggregate marks	1200
(ii) B.B.A. Part II (Sem III, IV) Aggregate marks	1200
(iii) B.B.A. Part III (Sem V, VI) Aggregate marks	1200

There will be written Examination of 80 marks and 3 hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course. For Courses in Business Exposure (Sem IV) there will be viva voce examination of 50 marks and for Written Report on Industrial visits 50 marks. For course on Project work (Sem VI) there will be oral presentation test consisting of 20 marks and Written Report of 30 marks.

7. Backlog:

- a) A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than three theory & one practical or four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.
- b) A student shall be allowed to keep for the Third Year, if he/she has no backlog of First Year & if he/she has a backlog of not more than three theory & one practical or four theory heads of total number of subjects of the Second Year examination, which consist of Third & Fourth Semester.

8. Verification and Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

9. Equivalence and Transitory Provision

The University will conduct examination of old course for next three academic years from the date of implementation of new course.

The candidate of old course will be given three chances to clear his subjects as per the old course and thereafter he will have to appear for the subjects under new course as per the equivalence given to old course.

10. Standard of Passing and Award of Class:

In order to pass examination a candidate has to obtain 40% marks out of 100 (Sem-end exam 80 + class work marks 20 taken together) in each course.

The award of class:

The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II and III). The award of Class is as follows:

(i) Aggregate 70% and above	First Class with Distinction.
(ii) Aggregate 60% and above but less than 70%	First Class.
(iii) Aggregate 55% and above but less than 60%	Higher Second Class
(iv) Aggregate 50% and above but less than 55%.	Second Class.
(v) Aggregate 40% and above but less than 50%	Pass Class.
(vi) Below 40%	Fail.

11. Setting of Question Papers

1. A candidate shall have to answer the questions in all the subjects in English only.
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a student.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. The question papers shall have a combination of long and short answer type questions.
5. There shall be no overall option in the question paper; instead, there shall be internal options.

12. The subject wise Revised Syllabus for F.Y. BBA Course shall be as given in the following pages.

Subject wise Course Structure

B.B.A. First Year (F.Y.) (2013-14)

Sr. No.	Sub. Code	Sem I	Sr. No.	Sub Code	Sem II
1	101	Business Organization and System	1	201	Principles of Management
2	102	Business Communication Skills	2	202	Principles of Marketing
3	103	Business Accounting	3	203	Principles of Finance
4	104	Business Economics (Micro)	4	204	Basics of Cost Accounting
5	105	Business Mathematics	5	205	Business Statistics
6	106	Business Demography and Environmental Studies	6	206	Business Informatics

B.B.A. Second Year (S.Y.) (2014-15)

Sr. No.	Sub. Code	Sem III	Sr. No.	Sub Code	Sem IV
1	301	Personality Development	1	401	Production and Operations Management
2	302	Business Ethics	2	402	Industrial Relations & Labour Laws
3	303	Human Resource Management and Organization Behaviour	3	403	Business Taxation
4	304	Management Accounting	4	404	International Business
5	305	Business Economics (Macro)	5	405	Management Information System
6	306	I.T. in Management	6	406	Business Exposure (Field Visits)

B.B.A. Third Year (T.Y.) (2015-16)

Sr. No.	Sub. Code	Sem V	Sr. No.	Sub Code	Sem VI
1	501	Supply Chain and Logistics Management	1	601	Business Planning and Project Management
2	502	Entrepreneurship Development	2	602	Event Management
3	503	Business Law	3	603	Management Control System
4	504	Research Methodology (Tools and Analysis)	4	604	E-Commerce
5	505	Specialization- I	5	605	Specialization- III
6	506	Specialization- II	6	606	Specialization- IV

Available Specializations

- 1) Finance 2) Marketing 3) Human Resource Management
4) Service Sector Management 5) Agri Business Management

Semester I

Business Organization and Systems

Course code 101

Objectives:

1. To make the students aware about various activities of business, business practices and recent trends in business world.
2. To study the challenges before the businesses and setting up of a business enterprise.
3. To develop the spirit of entrepreneurship among the students.

	Contents	No. of Lectures
Unit 1	Nature and Evolution of Business 1.1 Human Occupations – characteristics of Business— Divisions of Business—Objectives of Business— Requisites for success in Business 1.2 Development of commerce – Evolution of Industry—The Industrial Revolution— Globalization—Emergence of MNCs 1.3 Recent Trends—Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce, On-line trading, Patents, trademarks and copy rights—Challenges before Indian business Sector	10
Unit 2	Forms of Business Organizations 2.1 Mixed Economy—Private Sector—Public Sector—Co- operative sector—Joint sector Service Sector 2.2 Forms of Business Organizations—Sole proprietorship— Partnership firm—Joint stock company—Features—Merits demerits and suitability of various forms of business	10
Unit 3	Setting up of a Business Enterprise 3.1 Decision in setting up of an enterprise—Opportunity and idea generation - Role of creativity and innovation 3.2 Project Report—Business size and Location decisions— Factors to be considered in starting a new unit—Government policies	10
Unit 4	Domestic and Foreign Trade 4.1 Whole sale and Retail Trade –Emergence of Foreign players in trading –Government policy-Effects of FDI on retail trade	10

	4.2 Organization of finance –Insurance—Transportation and communication and other Services—Import and Export procedure	
Unit 5	Business and Society 5.1 Objectives of Business—Changing concept, Professionalization 5.2 Business Ethics and culture—Technological and social changes –Social responsibility of business—CSR—Social Audit	08
	Total	48

Recommended Books:

1. *Modern Business Organization* - S.A. Sherlekar
2. *Industrial Organization Management* - Sherlekar
3. *Business Organization and management* – Y.K. Bhushan
4. *Business Organization and system* – Dr.M.V.Gite, Dr.R.D.Darekar, Prof.S.N.Nanaware, Dr.V.D. Barve- Success Publication,Pune
5. *Business Environment* - F. Cherunilam
6. *Business Organization & Management* – C.B. Gupta.
7. *Entrepreneurial Development* – S.S. Khanna.
8. *Organizing and Financing of Small scale Industry* – Dr. V. Desai

Semester I

Business Communication Skills

Course Code: 102

Objectives:

1. To improve various skills such as linguistic, non linguistic and Paralinguistic skills.
2. To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.
3. To create awareness among student about Methods and Media of communication.

	Contents	No. of Lectures
Unit 1	Introduction to Communication Meaning, Definition, objective, Process, importance. Principles of good Communication, Barriers to Communication, Overcoming Barriers.	08
Unit 2	Methods and Types of Communication Written Communication, Oral Communication, Silent Communication – Body Language, Proximity, Touch, Signs and Symbols, Paralinguistic, -Advantages and disadvantages of each	10
Unit 3	Oral Communication Meaning, Nature, Scope, Principles of Effective Oral Communication, Techniques of Effective Speech, Press Conference, Group Discussion, Interviews, Negotiation, Presentations, The Art of Listening, Principles of Good Listening, Barriers of Listening, Phone Etiquette, Grapevine	12
Unit 4	Business Correspondence Need, Functions, Component and layout of Business letter, Drafting of letters: Enquiry letter, Placing order, Complaints and follow up letters, Sales letter, Circulars, Application for employment and Resume, Notices, Agenda, Memo, Email etiquette	10
Unit 5	Media of Communication Introduction, Advantages and Disadvantages of – Telex, Telegram, Fax, Voice Mail, Teleconferencing, Video Conferencing, SIM Card, Dictaphone, SMS, MMS, Internet and Social Media Sites.	08
	Total	48

Recommended Books:

- 1) *Business Communication (Principles, Methods and Techniques)* - Nirmal Singh- Deep & Deep Publications Pvt. Ltd, New Delhi.
- 2) *Essentials of Business Communication* – Rajendra Pal & J. S. Korhalli- Sultan Chand & Sons, New Delhi.
- 3) *Media and Communication Management* – C.S.Raydu - Himalaya Publishing House, Mumbai.
- 4) *Professional Communication-* Aruna Koneru- Tata McGraw-Hill Publishing Co. Ltd, New Delhi.
- 5) *Creating a Successful CV* - Siman Howard - Dorling Kindersley.
- 6) *Business Communication skills* – Dr.G.M.Dumbre, Dr.Anjali Kalkar, Dr.P.N.Shende, Dr.S.D.Takalkar-success Publication, Pune
- 7) *Effective Documentation and Presentation-* Urmila Rai & S.M. Rai – Himalaya Publishing House, Mumbai.
- 8) *Principles Practices of Business Communication* – Aspi Doctor & Rhoda Doctor – Sheth Publishers Pvt. Ltd.
- 9) *Business Communication – Concepts, Cases and Applications* – P.D. Chaturvedi, Mukesh Chaturvedi, 2nd Edition (2013)

Semester I
Business Accounting
Course Code – 103

Objectives:

1. To enable the students to acquire sound knowledge of basic concepts of accounting
2. To impart basic accounting knowledge
3. To impart the knowledge about recording of transactions and preparation of final accounts
4. To acquaint the students about accounting software packages

	Contents	No. of lectures
Unit 1	Introduction: Financial Accounting-definition and Scope, objectives, Accounting concepts , principles and conventions Accounting Standards in general: - AS1, AS2, AS6.	6
Unit 2	Accounting Transactions and Final Accounts :- Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet)	18
Unit 3	Bank Reconciliation Statement :- Meaning , importance and preparation of Bank Reconciliation Statement	12
Unit 4	Depreciation: - Meaning, need, importance and methods of charging depreciation - Written Down Value, Straight Line Method.	8
Unit 5	Computerized Accounting: Computers and Financial application, Accounting Software packages.	4
	Total	48

Allocation of Marks:

Theory - 30%

Practical problems - 70%

Recommended Books

1. *Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)*
2. *Business Accounting-Dr.G.M.Dumbre, Dr.Kishor Jagtap, Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune*
2. *Financial accounting: By Jane Reimers (Pearson Education)*
3. *Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)*
4. *Financial Accounting For Management: By Amrish Gupta (Pearson Education)*
5. *Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)*
6. *Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi)*

Semester I
Business Economics (Micro)

Course Code - 104

Objectives:

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

	Contents	No. of Lectures
Unit 1	INTRODUCTION 1.1 Meaning, Nature and Scope of Business Economics – Micro and Macro 1.2 Basic Economic Problems 1.3 Circular Flow of Income and Expenditure	07
Unit 2	DEMAND and SUPPLY ANALYSIS 2.1 Concept of Demand and Supply 2.2 Elasticity of Demand and their types. 2.3 Factors Affecting Supply 2.4 Concept and Law of Supply	09
Unit 3	REVENUE AND COST ANALYSIS 3.1 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship 3.2 Types of costs – i) Accounting Costs and Economic Costs ii) Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs iii) Long Run Cost Analysis: Long Run Average and Marginal Cost Curves	10
Unit 4	PRICING UNDER VARIOUS MARKET CONDITIONS 4.1 Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition 4.2 Monopoly - Price Determination under Monopoly 4.3 Monopolistic Competition – Non- price competition 4.4 Duopoly and Oligopoly – Meaning and characteristics	10
Unit 5	DISTRIBUTION 5.1 Rent: Modern Theory of Rent 5.2 Wages: Marginal Productivity Theory of Wage Determination 5.3 Interest: Liquidity Preference Theory of Interest 5.4 Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits	12
	Total	48

Recommended Books:

1. *Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.*
2. *Introduction to Positive Economics - Richard G. Lipsey*
3. *Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.*
4. *Micro Economics - M. L. Seth*
5. *Business Economics(Micro)-Dr.Girija Shankar, Dr.B.D.Khedkar, Dr.S.G.Shinde, Prof.Anjali Sane-Success Publication,Pune*
6. *Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.*
7. *Business Economics – Dr. D. M. Mithani and Mrs. Anjali Sane, Himalaya Publications*

Semester I

Business Mathematics

Course code 105

Objectives:

1. To understand applications of matrices in business.
2. To understand the concept and application of Permutations & Combinations in business.
3. To use L.P.P. and its applications in business.
4. To understand the concept of Transportation problems & its applications in business world.
5. To understand the concept of shares & share market.

	Contents	No. of Lectures
Unit 1	Shares and Dividends Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.	08
Unit 2	Permutations and Combinations Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = n! / (n-r)!$ (Without proof). Combinations of 'r' objects taken from 'n' objects. $nCr = n! / r! (n-r)!$ (Without proof) problems, Applications.	08
Unit 3	Matrices and Determinants (up to order 3 only) Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.	14
Unit 4	Linear Programming problem (L.P.P.) Meaning of LPP, Formulation of LPP, and solution by graphical methods.	10
Unit 5	Transportation problem (T.P.) Statement and meaning of T.P. methods of finding initial basic feasible solution by North West corner Rule, Matrix Minimum method and Vogel's approximation method. Simple numerical problems (concept of degeneracy is not expected).	08
	Total	48

Reference Books:

- 1) *Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.*
- 2) *Business Mathematics by Padmalochan Hazarika – Sultan chand & sons, Delhi*
- 3) *Business Mathematics by Bari - New Literature publishing company, Mumbai*
- 4) *Operations Research by V.K. Kapoor - Sultan chand & sons*
- 5) *Operations Research by Dr. S. D. Sharma – Sultan Chand & Sons.*
- 6) *Operations Research by Dr. J. K. Sharma – Sultan Chand & Sons.*
- 7) *Business mathematics – Dr.Anwar Shaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi- Success Publication,Pune*

Semester I

Business Demography and Environmental Studies

Course Code: 106

Objectives :

- 1) To develop knowledge base for demographic and environmental factors affecting business.
- 2) To make the students aware of environmental problems related to business and Commerce.
- 3) To inculcate values of Environmental ethics amongst the students.

	Contents	No. of Lectures
Unit 1	Introduction of demography 1.1 Meaning, Definition, Need, Importance & need of Demography Studies for Business 1.2 Scope of demography, interdisciplinary approach of demography 1.3 Components of demography: Fertility, mortality and migration 1.4 Measures to calculate fertility and mortality rate 1.5 Factors affecting fertility and mortality	10
Unit 2	Distribution of Population and Population Growth 2.1 Meaning of population distribution and population density, Physical and cultural factors affecting the distribution of population 2.2 Concepts of over, optimum and under population with suitable examples 2.3 Meaning and definition of population growth, Methods of calculating population growth 2.4 Population growth in India since 1901	08
Unit 3	Population as Resource 3.1 Meaning of resource, types of resources 3.2 Importance of human resource in development and growth of business 3.3 Concept of Literacy: importance of literate population as a resource 3.4 Concept of sex ratio, Concept of Age & Sex Pyramid, Types of age and sex pyramid, age and sex pyramids of different countries 3.5 Classification of population - Urban and rural population 3.6 Population below poverty line, working population, dependent Population	12
	Urbanization	06

Unit 4	4.1 Meaning, definitions of urbanization, factors responsible for urbanization and problems of urbanization 4.2 Urbanization as Behavioral concept, structural concepts and demographic concept	
Unit 5	Environment and Environmental issues related to Business 5.1 Meaning and definition of environment 5.2 Types of Environment 5.3 Physical and Cultural components of environment 5.4 Need of environmental studies for Business Management 5.5 Environment factors affecting Business – Physical factors –topography, climate, minerals, water resources; Cultural factors – infrastructure – technology tradition, political, social, education 5.6 Global warming and Kyoto Protocol, Oil Crisis and its impact on Business 5.7 Problems related to water resources 5.8 Types of pollution –Air, Water, Noise - Effects and causes of pollution 5.9 Remedial measures to control pollution 5.10 Interrelationship between industrialization and pollution	12
	Total	48

Recommended books:

1. *Population Geography* : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)
2. *Population Geography*: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi
3. *Environmental Geography*: Dr. Savindra Singh Prayag Pustak Bhawan
4. *Geography of India*: Majid Hussain Tata McGraw Hill
5. *Population Geography* : I Singh: Alfa Publication (2006)
6. *Business Demography and Environmental studies*-Miss Joshi Sunita, Dr.Jaybhaye Ravindra- Success Publication,Pune

Semester II
Principles of Management
Course Code – 201

Objectives:

- a) To provide conceptual knowledge to the students regarding nature, complexity and various functions of management
- b) To give historical perspective of management
- c) Students will also gain some basic knowledge on recent trends and international aspects of management

	Contents	No. of Lectures
Unit 1	<p>Nature of Management</p> <p>1.1 Meaning, Definition, Nature, Importance & Functions</p> <p>1.2 Management an Art, Science & Profession-Management as social System</p> <p>1.3 Concept of Management-Administration-Organization-Universality of management</p>	08
Unit 2	<p>Evolution of management Thoughts</p> <p>2.1 Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought</p> <p>2.2 Various approaches to management (i.e. School of management thought) Indian management Thought</p>	10
Unit 3	<p>Functions of Management : Part – I</p> <p>3.1 Planning –Meaning –Need & Importance, types levels – advantages & limitations; Forecasting- Need & Techniques; Decision making – Types - Process of rational decision making & techniques of decision making.</p> <p>3.2 Organizing – Elements of organizing & process</p> <p>Types of organizations, Delegation of authority – Need, difficulties in delegation – Decentralization.</p> <p>3.3 Staffing – Meaning & importance</p>	12
Unit 4	<p>Functions of Management : Part –II</p> <p>4.1 Direction - Nature – Principles</p>	10

	Communication – Types & Importance Motivation - Importance – Theories Leadership – Meaning - Styles, qualities & functions of leaders 4.2 Controlling – Need, nature, Importance, Process & techniques 4.3 Co-ordination - Need – Importance	
Unit 5	Recent Trends in Management 5.1 Management of change 5.2 Management of Crisis 5.3 Total Quality Management 5.4 Stress Management 5.5 International Management	08
	Total	48

Recommended Books:

1. *Essential of Management - Harold Koontz and Itenz Wiebritch- McGraw-Hill International*
2. *Management Theory & Practice – J.N. Chandan*
3. *Essential of Business Administration – K. Aswathapa, Himalaya Publishing House*
4. *Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi*
5. *Business Organization & management – Dr. Y.K. Bhushan.*
6. *Management: Concept and Strategies by J.S. Chandan, Vikas Publishing.*
7. *Principles of Management, By Tripathi, Reddy Tata McGraw Hill*
8. *Business organization and management by Talloo by Tata Mc Graw Hill*
9. *Business Environment and policy – A book on Strategic Management/ Corporate Planning By Francis Cherunilam, Himalaya Publishing House.*
10. *Business Organization & Management – C.B. Gupta*

Semester II
Principles of Marketing
Course Code: 202

Objectives:

- a. To introduce and familiarize the student's basic concepts of marketing, its general nature, scope and importance.
- b. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.
- c. To develop basic and essential skills related to marketing.
- d. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.

	Contents	No. of Lectures
Unit 1	<p>Introduction and Functions of Marketing</p> <p>1.1 Marketing – Definitions, Concept, objectives, importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions</p> <p>1.2 Approaches to the study of Marketing</p> <p>1.3 Relevance of Marketing in a developing economy.</p> <p>1.4 Changing profile and challenges faced by a Marketing manager</p>	08
Unit 2	<p>Classification and types of markets</p> <p>2.1 Traditional classification of marketing</p> <p>2.2 Service Marketing: 7P's of services marketing, importance of services marketing, importance of service sectors</p> <p>2.3 Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing</p> <p>2.4 Retail marketing</p> <p>2.5 Tele marketing</p> <p>2.6 E-Marketing</p> <p>2.7 Digital marketing: meaning, importance of digital marketing</p> <p>2.8 Green marketing</p>	08
Unit 3	<p>Marketing Environment and Market Segmentation</p> <p>3.1 Marketing Environment – Meaning, Internal & external factors influencing Marketing environment: political, social, economical, international, technological multi cultural environment</p> <p>3.2 Market Segmentation: Meaning, Definition, Essentials of effective Market Segmentation, types of segmentation</p>	08

Unit 4	Marketing Mix 4.1: Product mix and Price mix Meaning, scope and importance of marketing mix a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic , PLC, Product simplification, product elimination, product diversification , new product development b. Price mix : meaning, element , importance of price mix , factors influencing pricing , pricing methods and recent trends 4.2 : Place mix and Promotion mix c. Place mix: meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain management. d. Promotion mix: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion	16
Unit 5	Marketing Planning, Marketing Information System, Marketing Research 5.1 Marketing planning: meaning, scope, importance, essentials and steps in marketing planning ,Importance and difficulties in marketing planning 5.2 Marketing Information System: Concept, components and importance of Marketing Information System 5.3 Marketing Research – Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management	10
	Total	48

All topics should be supported with assignments, group discussions, visits and case lets as per requirements.

Reference Books

1. *Marketing Management By Philip Kotler*
2. *Marketing Management Cravens By Hills – Woodruff*
3. *Marketing – A Managerial Introduction By Gandhi*
4. *Marketing Information System By Davis – Olsan*
5. *Consumer Behavior By Schiffman – Kanuk*
6. *Principles and practice of Marketing By John Frain.*

Semester II
PRINCIPLES OF FINANCE
Course Code – 203

Objectives -

1. To provide understanding of nature, importance, structure of finance related areas.
2. To impart knowledge regarding sources of finance for a business.

	Contents	No. of lectures
Unit 1	Introduction 1.1 Finance - Definition - Nature and scope of finance function 1.2 Financial Management - Meaning – Approaches :- Traditional , Modern 1.3 Role of finance manager.	4
Unit 2	Sources of Finance 2.1 External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources. 2.2 Internal: - Reserves and surplus, Bonus shares, Retained earnings, Dividend policy; Meaning, advantages and limitations of these sources.	16
Unit 3	Capital Structure 3.1 Meaning - criteria for determining capital structure. 3.2 Factors affecting capital structure. 3.3 Capitalization:- Meaning , 3.4 Over capitalization and Under Capitalization - meaning, causes, consequences, remedies	14
Unit 4	Financial planning 4.1 Meaning and objectives 4.2 Process 4.3 Methods of forecasting 4.4 Basic considerations 4.5 Limitations.	6
Unit 5	Recent Trends in business finance:- Meaning and nature of- 5.1 Venture Capital 5.2 Leasing 5.3 Microfinance 5.4 Mutual Fund	8
	TOTAL	48

BOOKS RECOMMENDED:

1. P.V. Kulkarni - *Financial Management - Himalaya Publishing House, Mumbai.*
2. S.C. Kucchal - *Corporation Finance - Chaitanya Publishing House, Allahabad.*
3. I.M. Pandey - *Financial Management - Vikas Publishing House.*
4. R.M. Shrivastava - *Pragati Prakashan, Meerut.*
5. M.Y. Khan and P.K. Jain - *Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.*
6. Prasanna Chandra - *Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.*

Semester II

Basics of Cost Accounting Course Code: 204

Objectives:

1. To Impart the Knowledge of Basic cost concepts, element of cost & preparation of Cost Sheet.
2. To provide basic knowledge of important Methods of costing.

	Contents	No. of Lectures
Unit 1:	Introduction 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy 1.2 Limitations of Financial Accounting 1.3 Origin, Objectives and Features of Cost Accounting 1.4 Advantages and Limitations of Cost Accounting 1.5 Difference between Financial and Cost Accounting 1.6 Conceptual analysis of Cost Unit & Cost Centre	8
Unit 2:	Elements of cost and Cost Sheet 2.1 Material, Labour and other Expenses 2.2 Classification of Cost & Types of Costs 2.3 Preparation of Cost Sheet	10
Unit 3:	Overheads 3.1 Meaning and Definitions 3.2 Classification of Overheads 3.3 Collection, allocation, apportionment and reapportionment of overheads 3.4 Under and over absorption – Definition and Reasons	8
Unit 4	Methods of Costing 4.1. Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract 4.2. Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains 4.3 Service costing – Meaning, Features and application, cost unit – simple and composite, Preparation of cost sheet for transport service	16
Unit 5	Cost Audit: 5.1_ Meaning , definition, objectives and scope 5.2 Advantages of Cost Audit 5.3 Difference between Financial and Cost Audit 5.4 Types of Cost Audit	6
	Total	48

Allocation of Marks:

Theory - 50%

Practical problems - 50%

Area of Practical problems:

Cost-Sheet

Contract costing

Process costing

Service costing

Books Recommended: -

1. *Advanced cost Accounting by S.P.Jain and Narong.*
2. *Cost Accounting by S.N.Maheshwari*
3. *Cost Accounting by Ratnam.*
4. *Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap*
5. *Cost Accounting – Bhatta HSM, Himalaya Publication*
6. *Cost Accounting – Prabhu Dev , Himalaya Publication*
7. *Advanced Cost Accounting – Made Gowda, Himalaya Publication*
8. *Cost Accounting Principles and Practice by M.N.Arora*

Semester II
Business Statistics
Course code 205

Objectives:

1. To understand the basics of statistics - concept of population and sample & to use frequency distribution to make decision.
2. To understand and to calculate various types of averages and variation.
3. To understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.
4. To understand the concept - Time Series and its applications in business.
5. To understand the concept - Index numbers and applications in business.
6. To inculcate the research culture among students.

	Contents	No. of Lectures
Unit 1	<p>Population and Sample:</p> <p>1.1 Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration.</p> <p>1.2 Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of sampling procedures only). Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions.</p> <p>1.3 Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie, Subdivided bar.</p>	08
Unit 2	<p>Measures of Central Tendency & Dispersion:</p> <p>2.1 Criteria for good measures of central tendency</p> <p>2.2 Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean.</p> <p>2.3 Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.</p>	11
Unit 3	<p>Correlation and Regression (for ungrouped data):</p> <p>3.1 Concept of correlation, positive & negative correlation</p> <p>3.2 Scatter Diagram, Karl Pearson's Coefficient of correlation</p> <p>3.3 Meaning of regression, Two regression equations, Regression coefficients and properties (Statements Only).</p>	10
Unit 4	<p>Time Series:</p>	14

	<p>4.1 Definitions and Utility of Time Series Analysis; Components of Time Series: Secular Trend, Seasonal Variation, and Cyclic Variation, Irregular or Erratic Variations.</p> <p>4.2 Measurement of Trend: Freehand or Graphic Method, Method of Semi-averages, Moving Average Method, Method of Least Squares.</p> <p>4.3 Measurement of Seasonal Variations: Method of Seasonal Averages, Ratio – to – trend Method, Moving Average method, Link Relative Method. (Only Application, No Proof required.)</p>	
Unit 5	<p>Index Numbers:</p> <p>5.1 Important definitions of Index Numbers</p> <p>5.2 Characteristics of Index Numbers, Uses of Index Numbers, Types of Index Numbers: Price Index, Quantity Index, Value Index, numerical problems</p> <p>5.3 Problems in the construction of Index Numbers; Methods of constructing Index Numbers. (Only Application, No Proof required.)</p>	05
	Total	48

Recommended Books:

1. S.C. Gupta – *Fundamentals of Statistics* - Sultan chand & Sons, Delhi.
2. D.N. Elhance – *Fundamentals of Statistics – Kitab Mahal, Allahabad.*
3. *Business Statistics* by N. D. Vohra – Tata Mc Graw Hill
4. *Fundamentals of Mathematical Statistics* by V.K. Kapoor -Sultan Chand & Sons, Delhi.

Semester II

Business Informatics

Course Code – 206

Objectives:

1. To know the basics of Computer
2. To understand the basics of networking
3. To know the basics of internet
4. To know the basics of databases

	Contents	No. of Lectures
Unit 1	Introduction to Computers 1.1 Introduction 1.2 Characteristics of Computers 1.3 Block diagram of computer 1.4 Booting Process 1.5 Types of Programming Languages 1.5.1 Machine Languages 1.5.2 Assembly Languages 1.5.3 High Level Languages 1.6 Data Organization 1.6.1 Drives 1.6.2 Files 1.6.3 Directories 1.7 Storage Devices 1.7.1 Primary Memory 1.7.1.1 RAM 1.7.1.2 ROM 1.7.2 Secondary Storage Devices - FD, CD, HDD, Pen drive 1.8 I/O Devices 1.8.1 Monitor and types of monitor 1.8.2 Printer and types of printer 1.8.3 Scanners 1.8.4 Digitizers 1.8.5 Plotters 1.9 Number Systems 1.9.1 Introduction to Binary, Octal, Hexadecimal system 1.9.2 Conversion 1.9.3 Simple Addition, Subtraction, Multiplication, Division	10
Unit 2	Operating System and Services in O.S. 2.1 Definition of operating system 2.2 Services provided by OS 2.3 Types of O.S. 2.4 Features of Windows and Linux 2.5 Files and Directories	8

	2.6 Internal and External Commands of DOS 2.7 Batch Files	
Unit 3	Editors and Word Processors 3.1 Basic Concepts 3.2 Examples : MS-Word2007 3.3 Introduction to desktop publishing Spreadsheets and Database packages 3.4 Purpose 3.5 MS-Excel2007 3.6 Creation of table in MS-Access2007 3.7 MS –PowerPoint2007	9
Unit 4	Introduction to Networking 4.1 Basics of Computer Networks 4.2 Definition 4.2.1 Goals 4.2.2 Applications 4.2.3 Components 4.3 Topology 4.3.1 Types of Topology 4.4 Types of Networks 4.4.1 (LAN, MAN, WAN) 4.5 Modes of Communication : 4.5.1 (Simplex 4.5.2 Half Duplex 4.5.3 Full Duplex) 4.6 Transmission media 4.6.1 Twisted pair 4.6.2 Coaxial cable 4.6.3 Fiber optic cable 4.7 Protocols and purpose 4.8 Network Connectivity Devices 4.8.1 Hubs 4.8.2 Repeaters 4.8.3 Bridges 4.8.4 Switches 4.8.5 Gateways Internet Basics 4.9 Concept of Internet, Intranet and Extranet 4.10 Web Client 4.11 Web Server 4.12 WWW 4.13 Search Engine 4.14 Internet Service Providers(ISP)	15
Unit 5	Introduction To R.D.B.M.S 5.1 Advantages and Limitations 5.2 Normalization 5.3 Entity Relationships	6

	5.4 Use Of simple SQL Commands involving both single table and joins.	
	Total	48

Reference Books:

1. *Fundamental of Computers – By V. Rajaraman (Prentice Hall)*
2. *Fundamental of Computers – By P. K. Sinha (B.P.B publication)*
3. *Computer Applications in Management- By Niranjana Shrivastava (Dreamtech Press)*
4. *MS- Office 2000(For Windows) – By Steve Sagman*
5. *Data Communications & Networking- Behrouz Ferouzan (III Edition)*

First Year Bachelor of Business Administration (F.Y. BBA)

Pattern of Question papers (w.e.f. A.Y. 2013-2014)

Following subjects have been identified as theory papers in First Year B.B. A. which will have uniform question paper format as given under:

Semester I:

- 1) 101 - Business Organization and Systems
- 2) 102 - Business Communication Skills
- 3) 104 - Business Economics (Micro)
- 4) 106 - Business Demography and Environmental Studies

Semester II:

- 1) 201 – Principles of Management
- 2) 202 – Principles of Marketing
- 3) 203 – Principles of Finance

Question paper pattern for following Practical Subjects is given separately:

Semester I:

- 1) 103 – Business Accounting
- 2) 105 – Business Mathematics

Semester II:

- 1) 204 – Basics of Cost Accounting
- 2) 205 – Business Statistics
- 3) 206 – Business Informatics

First Year Bachelor of Business Administration (F.Y. B.B.A.)

Pattern of Question paper of Theory papers

Time: 3 Hours

Total Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat and well labeled diagrams wherever necessary.

Q.1) Theory question (15)

OR

Theory Question

Q.2) Theory question (15)

OR

Theory Question

Q.3) Theory question (15)

OR

Theory Question

Q.4) Theory question (15)

OR

Theory Question

Q.5) Write Short Notes (Any **four** out of **six**) (20)

Bachelor of Business Administration (B.B.A.) Semester I

Pattern of Question paper of Business Accounting

Time: 3 Hours

Total Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of calculator is allowed.

Q1.	Objective Type Questions (True or False, Fill in the Blanks, Match the pairs)	12
Q2.	Write short notes on (Any three out of five)	12
Q3.	Practical Problem	20
Q4.	Practical Problem	18

OR

	Practical Problem	
Q5.	Practical Problem	18

OR

Practical Problem

First Year Bachelor of Business Administration (F.Y. B.B.A.)

Pattern of Question paper of Business Mathematics and Business Statistics

Time: 3 Hours

Total Marks: 80

Instructions:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Use of simple electronic calculator is allowed.

Q.1) Answer the following (any four out of six)

Q.2) Answer the following (any four out of six)

Q.3) Answer the following (any four out of six)

Q.4) Answer the following (any four out of six)

Q.5) Answer the following (any two out of six)

Bachelor of Business Administration (B.B.A.) Semester II

Pattern of Question paper of Basics of Cost Accounting

Time: 3 Hours

Total Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of calculator is allowed.

Q1. Objective Type Questions 10

(True or False, Fill in the Blanks, Match the pairs)

Q2. Theory Question 15

OR

Theory Question

Q3. Write short notes on (Any three out of five) 15

Q4. Practical Problem 16

Q5. a) Practical Problem 12

b) Practical Problem 12

OR

Practical Problem

Bachelor of Business Administration (B.B.A.) Semester II

Pattern of Question paper of Business Informatics

Time: 3 Hours

Total Marks: 80

Instructions:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Use of calculator is allowed.

Q.1) Answer the following (any eight out of ten) Small Answer questions

Q.2) Attempt any four out of five Questions

Q.3) Attempt any four out of five Questions

Q.4) Attempt any four out of five Questions

Q.5) Attempt any two out of three Questions

University of Pune
(Pattern – 2013)w.e.f. 2014-2015

B.B.A. SEM – III

Subject: Personality Development
(Course Code –301)

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.

Sr. No.	Topics	Number of lectures
UNIT 1	Introduction: <ul style="list-style-type: none"> • Meaning and Definition of Personality. • Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations. 	5
UNIT 2	Personality Traits. <ul style="list-style-type: none"> • Meaning and Definition: Personality Traits. • Developing Positive Personality Traits: Attitude:Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude. • Personality habits: Meaning and concept of habits. • Developing effective Habits:Behaviour and Character. Being Proactive/Creative and Innovative Beginning with the end in mind Putting first things first with determination, discipline, clarity and concentration. Thinking Big and Winning Through: Action, Active, Facing Challenges, striving for 	10

	<p>success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building. (Practical Examples of the above)</p>	
UNIT 3	<p>Pillars of personality development:</p> <ul style="list-style-type: none"> • Introspection: Meaning and importance, Views about Introspection, Self Introspection Skills. • Self Assessment: Meaning, importance, types and self assessment for students. • Self Appraisal: Meaning, importance, tips for self appraisal. • Self Development: Meaning, process of self development, Self Development Techniques, Use of self Development, Individual Development Plan. • Self Introduction: Meaning, tips for effective self introduction, Self Acceptance, Awareness, Self Knowledge, belief, confidence, criticism and self examination. • Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful. • Concept of Failure: Reasons for failure. • Personal SWOT analysis & STAR analysis. <p>(One or two caselets on the above topic)</p>	15
Unit 4	<p>Self Esteem:</p> <ul style="list-style-type: none"> • Self Concept: Meaning, definition and development • Self Esteem: concept, significance of Self esteem, types (positive, negative), characteristics of people of high and low Self esteem, steps for enhancing positive Self esteem. • Sigmund Freud ID, EGO and SUPER EGO Concepts. • Ego Management, What ego mismanagement can do. • Managing Egoistic insults <p>(One or two case lets on the above topic)</p>	8

Unit 5	Personality Formation Structure: <ul style="list-style-type: none"> • Mind mapping. • Competency mapping. • Developing interpersonal and group skills. • Building positive relationships. • Strategies of gaining power and influence. • Enhancing personality through effective communication. • Intentional Communication. • Intentional Listening. • Effective Speech: Writing and delivering and successful negotiation. • Understanding body language, projecting positive body language. • Manners and etiquettes. • Proper dressing for varied occasions. (One or two case lets on the above topic) 	10
Total		48

Recommended Books:

1. Seven Habits Of Highly Effective People – Stephen Covey
2. You Can Win – Shiv Khera
3. Three Basic Managerial Skills For All – Hall Of India Pvt Ltd New Delhi
4. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
5. Understanding Psychology: By Robert S Feldman. (Tata McGraw Hill Publishing)
6. Personality Development and Career management: By R.M.Onkar (S Chand Publications)
7. Social Psychology: By Robert S Feldman. (Tata McGraw Hill Publishing)
8. Mcgrath Eh Basics Management Skills For All Printish Hall Of India Pvt Ltd New Delhi
9. Wehtlel David A and Kin S Kemerron – Developing Managerial Skills – Pearson Education New Delhi.
10. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
11. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi
12. Effective Business Communication – H.Murphy.

University of Pune

(Pattern – 2013) w.e.f. 2014-2015

B.B.A. SEM – III

**Subject: Business Ethics
(Course Code –302)**

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 entrepreneurs.

Sr. No	Topics	Number of lectures
Unit 1.	Introduction to Ethics : <ul style="list-style-type: none">• Meaning and Nature of Ethics.• Moral and Ethics.• Importance of Ethics.• Types of Ethics.• Causes of Unethical behavior.	08
Unit 2.	Area of Business Ethics : <ul style="list-style-type: none">• Meaning , Nature and Importance of Business Ethics.• Types of Business Ethics.• Factors influencing business ethics.• Corporate Ethics – ethical behavior & audit of ethical behavior.• Individual ethics, Professional Ethics.• Gandhian Philosophy of ethical behaviour.• Social Audit.	10
Unit 3	Business Ethics in Global Economy : <ul style="list-style-type: none">• 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.	13

Unit 4	Moral Issues in Business : <ul style="list-style-type: none"> • Concept of Corporate Social Responsibility. • Relationship between C.S.R. and Business Ethics. • Justice & 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. 	10
Unit 5.	Functional Ethics: <ul style="list-style-type: none"> • Meaning of Functional Ethics. • Types of Ethics according to Functions of Business, (Marketing, HRM, Purchase, Selling & Distribution). • Patents ,Copy-rights, Intellectual Property Rights, Trade Marks and Business Ethics. • Ethical Challenges for managers in the 21st Century 	07
	Total	48

Recommended Books:

1. Business Ethics - GautamPherwani
2. Business Ethics - RituPamraj
3. Business Ethics - Prof. Agalgatti
4. Business Ethics - Manuel G Velasquez
5. Business Ethics - O.C.Ferrell, John Paul Fraedrich,Lindaferrell

University of Pune
(Pattern – 2013)w.e.f. 2014-2015

BBA SEM – III

Subject: Human Resource Management and Organizational Behavior
(Course Code - 303)

Objectives:

1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.
2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.

Sr. No.	Topics	No. of Lectures
UNIT 1	<p>Introduction to Human Resource Management:</p> <ul style="list-style-type: none"> • Definition and concept of human resource / personnel management. • History of Human Resource Management. • Importance of human resource management. • Functions of human resource management. • Organization of HRM- <ul style="list-style-type: none"> ➤ Personnel department in Line organization. ➤ Personnel department in Functional Organization. ➤ Personnel department in Line and staff Organization. • Role of personnel manager <ul style="list-style-type: none"> ➤ Administrative Role ➤ Operational Role ➤ Strategic Role • Challenges before human resource management. 	08
UNIT 2	<p>Human Resources Planning:</p> <ul style="list-style-type: none"> • Definition and objectives of Human Resource planning. • Process of Human Resource planning. • Factors influencing estimation of Human Resources. • Concept of Recruitment-Recruitment policy-Sources of Recruitment- Methods of Recruitment, Traditional Vs Modern Recruiting methods. • Concept of Selection , importance of selection and procedure, Standards for Selection Test. • Distinguish between Recruitment and Selection. • Case study on Human Resource Planning. 	09

UNIT 3	Training and Development: <ul style="list-style-type: none"> • Meaning and Definition <ul style="list-style-type: none"> ➤ Needs-Objectives- ➤ Importance of Training- ➤ Training Methods ➤ Evaluation of Training Programme ➤ Methods of Evaluation. • Concept of Management Development <ul style="list-style-type: none"> ➤ Management Development Process and methods. ➤ Evaluation of Management Development Programme. • Distinguish between training and Development. • Case Study on Training Development. 	09
UNIT 4	Performance Appraisal & Wage and Salary Administration: Part A : Performance Appraisal <ul style="list-style-type: none"> ➤ Concept and objectives of performance Appraisal. ➤ Process of Performance Appraisal. ➤ Performance Appraisal Methods. ➤ 360 degree Feedback System. ➤ Factors effecting for a sound Performance Appraisal policy. ➤ Problems with Performance Appraisal. ➤ Challenges in Performance Management. ➤ Case study on Performance Appraisal. Part B : Wage and Salary Administration <ul style="list-style-type: none"> ➤ Methods of Wage Payments. ➤ Employee Remuneration Factors. ➤ Determining the level of remuneration. ➤ Profit sharing-Fringe Benefits and Employee services-Wages & Salary Administration. ➤ Case study on Wage and Salary Administration. 	14
UNIT 5	Introduction to Organizational Behaviour: <ul style="list-style-type: none"> • Meaning- Definition- Scope- Disciplines Contributing to Organizational Behaviour. • Emerging aspects of Organization Behaviour. • Challenges and Opportunities for Organization Behaviour. • Organization Behaviour across cultures. • Models and Approaches of Organizational Behaviour. • Organization Changes and Development. • Nature of Change – Levels of Change, Types of Change, Resistance to Change. • Cases of Organizational Behaviour. 	8
TOTAL		48

Recommended Books:

1. P. C. Pardeshi - Human Resource Management.
2. C. B. Mamoria - Personnel Management
3. K. Ashwathappa - Organisational Behaviour
4. K. Ashwathappa - Human Resource Management.
5. V.S. P. Rao- Human Resource Management. Texts and cases
6. L.M. Prasad- Human Resource Management

University of Pune
(Pattern – 2013)w.e.f. 2014-2015
B.B.A. SEM – III
Subject: Management Accounting
(Course Code - 304)

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.

Sr. No.	Topics	No. of Lectures
UNIT 1	Introduction: <ul style="list-style-type: none"> • Management Accounting – Definition, Objectives, Scope, Functions, Advantages, Limitations, Distinction between, Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting. • Strategic Management Accounting. 	10
UNIT 2	Analysis and Interpretation of Financial Statement: <ul style="list-style-type: none"> • Methods of Analysis, Comparative Statements, Common Size Statement, Trend Percentage or Trend Ratio (Horizontal Analysis), Ratios, Fund Flow Statement • Ratio Analysis: Meaning of Ratio, Necessity and Advantages of Ratio Analysis, Interpretation of Ratios. • Types of Ratio: <ol style="list-style-type: none"> i) Liquidity Ratios ii) Leverage Ratios iii) Activity Ratios iv) Profitability Ratios <p style="text-align: center;"><i>(Problems on following ratios only :-</i> Gross Profit , Net Profit , Operating Expenses , Current Ratio, Quick Ratio, Stock Turnover</p> 	12

	Ratio, Debtors Turnover Ratio, Debt Equity Ratio, Return on Investment Ratio, Interest Coverage Ratio.)	
UNIT 3	Fund Flow Statement and Cash Flow Statement: <ul style="list-style-type: none"> Meaning of Fund Flow Statement, Working Capital, Causes of changes in working Capital, Proforma of Sources and Application of Funds, Proforma of Adjusted Profit and Loss Account , Proforma of Cash Flow Statement. 	8
UNIT 4	Working Capital: <ul style="list-style-type: none"> Meaning, Objective and Importance, Factors determining requirement of Working Capital, Sources of Working Capital, Problems on computation of Working Capital. 	10
UNIT 5	Budget and Budgetary Control <ul style="list-style-type: none"> Meaning , Definition, Nature of Budget and Budgetary Control, Types of Budget - as per time and Function, Objective of Budget and Budgetary Control, Limitations of Budget and Budgetary Control, Steps in Budgetary Control. 	8
	TOTAL	48

(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)

University of Pune
(Pattern – 2013)w.e.f. 2014-2015

B.B.A. SEM – III

Subject: Business Economics (Macro)

(Course Code - 305)

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.

Sr. No	Topics	Number of lectures
Unit 1	Introduction: <ul style="list-style-type: none"> • Definition and Nature of Macroeconomics. • Scope, Importance and Limitations. 	6
Unit 2	National Income Accounting: <ul style="list-style-type: none"> • National Income Aggregates (GDP, GNP etc. at market price and factor cost). • Approaches to measuring national income. • Nominal and real measures of national income. 	8
Unit 3	Theory of Income and Employment: <ul style="list-style-type: none"> • Say's Law of Markets. • Consumption Function. • Saving Function. • Investment Function. • Aggregate Expenditure Function. • Keynes' Theory of Income and Employment. • Concept of underemployment equilibrium. 	12
Unit 4	Business Cycle, Inflation and Deflation: <ul style="list-style-type: none"> • Nature and characteristics of Business Cycle. • Phases of Business Cycle. • Inflation – Meaning, Types, Causes and control. • Concept of Deflation. 	11
Unit 5	Macro Economic Policies: <ul style="list-style-type: none"> • Creation of Credit • Monetary Policy, Fiscal Policy. • Supply side Economics – An introduction. 	11
Total		48

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
5th 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

University of Pune
(Pattern – 2013)w.e.f. 2014-2015

B.B.A. SEM – III BBA

Subject: IT in Management
(Course Code - 306)

Objectives:

1. To understand the role of IT in Management.
2. To understand the basics of operating systems.
3. To know the current happenings.

Chapter No.	Topic Name	No. Of Lectures
Unit 1	Managing Hardware and Software Assets: <ul style="list-style-type: none"> • Computer Hardware and Information Technology Infrastructure. • Categories of Computers and Computer System. • Types of Software's. • Managing Hardware and Software Assets. 	8
Unit 2	Managing Data Resources: <ul style="list-style-type: none"> • Organizing Data in a Traditional File Environment. • The Database Approach to Data Management. • Creating a Database Environment. • Database Trends. 	6
Unit 3	Networking: <ul style="list-style-type: none"> • Concept, Basic elements of a Communication System, Data transmission media, Topologies, LAN, MAN, WAN, Internet. Current Trends in IT management: <ul style="list-style-type: none"> • Use of Social Networks in Business. • Use of ICT enabled application in Business. (design a case study to understand the requirement of IT infrastructure in management of business)	12
Unit 4	The Internet and The New Information Technology Infrastructure : <ul style="list-style-type: none"> • The IT infrastructure for the Digital Firm. • The Internet : The IT infrastructure for the Digital Firm. • The World Wide Web. • Management Issues and Decisions. 	12

Unit 5	Understanding the Business values of System and Managing Change: <ul style="list-style-type: none"> • Understanding the Business Values of Information System. • The Importance of Change Management in Information System Success and Failure. • Managing Implementations. 	10
	Total	48

Books Recommended:-

- 1) Computer Fundamentals by P.K. Sinha & Priti Sinha, 3rd edition, BPB pub.
- 2) Computers Today by S. Basandra Galgotia Pub.
- 3) Microsoft Office 2000 by Vipra Computers, Vipra Printers Pvt. Ltd.
- 4) Advanced Microsoft Office 2000 by Meredith Flynn, Nita Rutkosky, BPB Pub
- 5) using Microsoft office 2007 by Ed Bott, Woody Leonhard, Pearson publication
- 6) using Microsoft office 2010 by, Pearson publication
- 7) Managing Information System – W.S. Jawadekar
- 8) Managing Information System – Kenneth C. Laudon & Jane P. Laudon
- 9) Information Technology – Williams / Tata McGraw H
- 10) Management Information System : Kenneth C. Laudon, Jane P Laudon

University of Pune
(Pattern – 2013) w.e.f. 2014-2015
B.B.A. SEM – IV

Subject: Production & Operations Management
(Course Code - 401)

Objectives:

1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.
2. To understand manufacturing technology and its role in developing business strategy.
3. To identify the role of operation function.
4. To understand the external and internal effects of five operation performance objectives

Sr. No	Topics	Number of Lectures
UNIT 1	Introduction: <ul style="list-style-type: none"> • Meaning, Nature and Scope of Production Management, Historical Development of Production Management, Objectives of Production Management, Functions of Production Management, Qualities of Production Manager, Responsibilities of Production Manager • Plant Location: Importance and Factors responsible for Plant Location Decision • Classification or Types of Production System: Job Shop Production, Batch Intermittent Production, Continuous Production and Cellular Production • Plant Layout: Definition, Objectives and Types, Factors influencing Plant Layout 	10
UNIT 2	Product Design and Product Development: <ul style="list-style-type: none"> • Definition of Product Design, Factors affecting Product Design, Product Policy of an Organisation. • Product Development: Meaning of Product Development, Relationship between research, development and design, Stages of Product Development, Techniques or Tools of Product Development, Factors responsible for Product Development. 	8
UNIT 3	Production Planning and Control: <ul style="list-style-type: none"> • Meaning, Nature, Objectives, Functions, Importance and 	6

	<p>Problems of Production Planning and Control.</p> <ul style="list-style-type: none"> • Production Procedure, Factors determining Production Planning and Control, Techniques or Tools of Production Planning and Control. 	
UNIT 4	<p>Productivity and Ergonomics:</p> <ul style="list-style-type: none"> • Productivity: Concept and Definition of Productivity, Importance of Productivity, Measurement of Productivity and Productivity Measurement Models, Techniques of Productivity Improvement, Factors influencing Productivity. • Ergonomics: Introduction and Definition of Ergonomics, Objectives of Ergonomics, Components of Ergonomics. 	8
Unit 5	<p>Quality Management:</p> <ul style="list-style-type: none"> • Six Sigma: Introduction & Meaning, Benefits, Steps in implementing Six Sigma. • Kaizen: Introduction & Meaning, Principles, Procedure for Implementation, Benefits and Reasons for failure. • Just-In-Time (JIT): Introduction & Meaning, Objectives, Benefits, Methodology in implementation of JIT, Basic Elements of JIT, Enabling JIT to Occur. • Quality Circle (QC): Introduction & Meaning, Objectives, Benefits, Limitations, Organisation for Quality Circles, Causes of Quality Circle Failure. • Total Quality Management (TQM): Introduction & Definition, Major Ingredients in TQM, Principles of TQM, Need & Importance of TQM, Limitations of TQM, Dimensions or Characteristics of TQM, TQM Models, Key Issues for achieving TQM Objectives. • ISO 9000: Introduction & Meaning, ISO Standards for Quality System, Factors for selecting an ISO Model, Clauses in ISO, Essential Steps in implementing an ISO. 	16
	Total	48

Recommended Books:

1. Production and operations management -K.Aswathappa K. ShridharaBhat
2. Production and operations management -L.C.Jhamb
3. Plant Layout and Material Handling - James Apple & John Wileysons
4. Production & Operations Management - R S Goel
5. A Key to Production Management - KalyaniPublicaion, Ludhiyana
6. Production & Operation Management - S N Chavy, TMH Delhi
7. Modern Production and Operation Management - Elwood S Butta
8. Production and operations management - Ajay Garg

University of Pune
(Pattern – 2013)w.e.f. 2014-2015

B.B.A.SEM-IV
Subject :Industrial Relations and Labour Law
(Course Code - 402)

Objectives:

1. To impart the students with the knowledge about complexities between labour and management relationships.
2. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.
3. To impart the students with the knowledge of laws & how law affects the industry & labour.

Sr. No	Topics	No of Lectures
Unit 1	Introduction to Industrial Relations: <ul style="list-style-type: none">• Meaning, definition, importance, scope of Industrial Relations and factors in Industrial Relations• Approaches towards the study of Industrial Relations (Psychological Approach , Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach)• Evolution of Industrial Relations• Trade Unions: concept, functions, TU Movement in India	04
Unit 2	Industrial Disputes, Collective Bargaining & Workers Participation in Management: <ul style="list-style-type: none">• Meaning, definition & Causes of Industrial Disputes• Model Grievance Procedure• Types of Conflict Resolution: Negotiation, Investigation, Mediation, Conciliation, arbitration & Adjudication.	12

	<p>Works Committee, Conciliation Officer, Board of Conciliation, Court of Enquiry, Labour Court, Industrial Tribunal & National Tribunal.</p> <ul style="list-style-type: none"> • Collective Bargaining – Meaning, Characteristics, Importance, Process, Pre-requisites and Types. • Employee Engagement: Concept, Importance & Employee Engagement in India. • Workers Participation in Management(WPM): Meaning, Pre-Requisites, Advantages & Disadvantages, Levels and Types Labor Laws. 	
Unit 3	<p>The Industrial Disputes Act,1946 & The Factories ACT 1948:</p> <p>The Industrial Disputes Act,1946 -</p> <ul style="list-style-type: none"> • Definitions, Authorities under the Act, Power & Duties of Authorities, Strike & lockout, Lay-off ,retrenchment, closure and dismissal, Grievance Redressal Machinery, Penalties <p>The Factories Act, 1948 -</p> <ul style="list-style-type: none"> • Definitions, Authorities, Provisions regarding Safety, Provisions regarding Health, Provisions regarding Welfare, Provisions regarding Leave with Wages, Provisions regarding Working hours of adults, Penalties. 	12
Unit 4	<p>The Payment of Wages Act, 1936 & The Minimum Wages Act ,1948:</p> <p>The Payment of Wages Act, 1936 -</p> <ul style="list-style-type: none"> • Definitions, Provisions, Penalties. <p>The Minimum Wages Act ,1948 -</p> <ul style="list-style-type: none"> • Definitions, Provisions, Penalties. 	10
Unit 5	<p>Trade Union Laws:</p> <ul style="list-style-type: none"> • The Trade Union Act 1926: Definitions, authorities and all provisions. • Maharashtra Recognition of Trade Union and Prevention of 	10

	Unfair Labour practices Act, 1971: Definition, authorities and all provisions under the Act.	
	Total Lectures	48

Recommended Books :

1. Dynamics of IR – Mamoria, Mamoria and Gankar
2. Industrial Relations -Arun Monappa
3. Personnel and HRM- P Subbarao
4. Industrial & Labour Laws -S.P. Jain
5. Industrial Law - P.L. Malik
6. Bare Acts.

University of Pune

(Pattern – 2013)w.e.f. 2014-2015

BBA SEM-IV

**Subject: Business Taxation
(Course Code - 403)**

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.

Sr.No	Topics	Number of Lectures
Unit 1	Income Tax Act -1961(Meaning,Concepts and Definitions) <ul style="list-style-type: none">• History of Income Tax in India,• Fundamental concepts and definitions under Income Tax Act 1961,• canons of Taxation,• objective of Income Tax,• Taxation structure in India,• Concept and definitions- Income Person,Assessee, Assessment year, Previous year, Residential Status of an Assessee.	12
Unit 2	Computation of Taxable Income under the different heads of Income: a) Income From Salary : Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation- Deduction from salary. (Theory and Problems)	12

	<p>b) Income from House Property : Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems).</p> <p>c) 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).</p> <p>d) Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.(Theory only).</p>	
Unit 3	<p>Computation of Total Taxable Income of an Individual:</p> <ul style="list-style-type: none"> • Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year. 	12
Unit 4	<p>Miscellaneous:</p> <ul style="list-style-type: none"> • Tax deducted at source, Return of Income, Advance payment of Tax, methods of payment of Tax, forms of Returns, Refund of Tax. (Theory only) 	06
Unit 5	<p>Assessment of various Entities: (TheoryOnly)</p> <ul style="list-style-type: none"> • Assessment of firms and their partners. • Assessment of co-operative societies. • Assessment of charitable trust. 	06
	Total	48

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. Lakhotia
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.
8. Direct Tax—B.B. Lal and N. Vashisht.

University of Pune
(Pattern-2013) w.e.f 2014-2015

B. B. A. SEM – IV

Subject: International Business
(Course Code - 404)

Objectives:

1. To acquaint the students with emerging issues in international business.
2. To study the impact of international business environment on foreign market operations.
3. To understand the importance of foreign trade for Indian economy.

Sr. No.	Topics	Number of lectures
Unit 1	Introduction: <ul style="list-style-type: none"> • Nature. • Theories of International Trade • Ricardo's Theory • Heckscher- Ohlin Theory. 	10
Unit 2	Multinational Enterprises: <ul style="list-style-type: none"> • Meaning of International Corporations. • Role and importance of Multi-national Corporations in international business. 	6
Unit 3	International Finance: <ul style="list-style-type: none"> • Meaning of Exchange Rate. • Determination of Exchange rate – Fixed, Flexible and Managed. • Concept of Spot rate, Forward rate and Futures • Balance of Trade and Balance of Payments • International Monetary Fund (IMF) – Objectives and Functions. • World Bank - Objectives and Functions 	14
Unit 4	Regional Economic Grouping: <ul style="list-style-type: none"> • Evolution, structure and functions of WTO • European Union (EU) • North American Free Trade Agreement (NAFTA) • Association of South East Asian Nations (ASEAN) • South Asian Association for Regional Cooperation (SAARC) 	8

Unit 5	India's Foreign Trade: <ul style="list-style-type: none"> • Composition and Direction of India's Foreign Trade since 2000 • Case studies in International Business with reference to Indian Economy on - <ul style="list-style-type: none"> a. International Marketing b. International Finance c. International Human Resource Management 	10
	Total	48

Recommended Books:

1. International Economics – Miltiades Chacholiades, Mc-Graw Hill Publishing Co, New York. 1990.
2. International Economics – W. Charles Sawyer and Richard L. Sprinkle, Prentice Hall of India Pvt. Ltd. Delhi. 2003
3. International Economics – M. L. Jhingan, Vrinda Publications, Delhi.2006.
4. International Business – Competing in the Global Market Place – Charles Hill, ArunKumarJain, Tata McGraw Hill, New Delhi. 2008.
5. International Economics -Francis Cherunilam.
6. International Business - K Aswathappa,TataMcGraw Hill

University of Pune

(Pattern – 2013)w.e.f. 2014-2015

BBA SEM – IV

**Subject: Management Information System
(Course Code - 405)**

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

Sr. No	Topics	No. of Lectures
Unit 1	Management Information Systems: <ul style="list-style-type: none">• Need, Purpose and Objectives, Contemporary Approaches to Management Information Systems (MIS), Information as a strategic Resource, Use of information for competitive Advantage, Management Information Systems as an instrument for the organizational change .	10
Unit 2	Information, Management and Decision Making: <ul style="list-style-type: none">• Models of Decision Making, Classical, Administrative and Herbert Simon's Models Attributes of information and its relevance to Decision Making, Types of information.	10
Unit 3	Systems Analysis and Design: <ul style="list-style-type: none">• Systems Development Life Cycle, Alternative System Building Approaches, Prototyping model Spiral model, Rapid Development Tools, CASE Tools.	10
Unit 4	Decision Support Systems: <ul style="list-style-type: none">• Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence.	09
Unit 5	Management Issues in MIS: <ul style="list-style-type: none">• Information Security and Control, Quality Assurance, Ethical and Social Dimensions, Intellectual Property Rights as related to IT Services /IT Products Managing Global Information Systems.	09
	Total	48

Reference Books:-

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia.
2. Management Information Systems, Jawadekar, Tata McGraw Hill.
3. Management Information Systems, Davis and Olson, Tata McGraw Hill.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
6. Management Information Systems, Schulthesis, Tata McGraw Hill.
7. Management Information Systems - Sadagopan, Prentice Hall.
8. Management Information Systems - JayantOke.

University of Pune

(Pattern – 2013)w.e.f. 2014-2015

BBA SEM - IV

**Subject: Business Exposure
(Course Code - 406)**

Objectives:

1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure
2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom

Guidelines for subject teachers for preparing students for the visit:

The preparation should be such so as to guide students towards recognizing the important elements in an industrial visit and provide support materials necessary to increase the effectiveness of this experience

1. Draw up a questionnaire so that a student may ask during the actual visit:

Questionnaire for the process:

- Devising the questionnaire:
- Class brainstorming
- Dividing the class into groups
- Assign a section of the process to each group
- Each group draws up a set of questions
- Compile final questionnaire
- Issue final questionnaire

Content of the questionnaire:

- Considerations of the location of the industry
- Explore the processes running in organization
- Investigate policies and Procedures
- Explore the compliance of policies and Procedures
- Analyze the economics of the process
- Investigate the health and safety considerations
- Investigate the skills and expertise of the workforce

- Investigate the career opportunities
- Investigate the environmental considerations
- Examine the quality control in the process

2. Assign roles to particular students

3. Appropriate clothing for the day

The Outcome of the visit should enable the students to:

1. Understand the industry process
2. Experience actual chemistry and human interactions at the industry
3. Become aware of the roles of different people the organization
4. Become aware of career opportunities
5. Recognize the need for health and safety in the workplace
6. Focus students on specific aspects of their studies

Ancillary investigations by students

1. Health and safety aspects
2. Environmental aspects
3. Waste management aspects
4. Career identification and planning

Post-visit activities by students

1. Write a full report on visit
2. Prepare presentations on ancillary investigations
3. Thank to the company in writing

Report by students

1. Aims and objectives
2. Report on the industrial process
3. Conclusion and recommendations

Evaluation by the teacher

1. What have the students got out of the visit?
2. Deficiencies of the visit
3. How could the visit be improved in next time?

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.

Each student shall visit four industries

Second Year Bachelor of Business Administration (S.Y.B.B.A.)

Theory and Practical Subjects for Semester III, IV

Theory Subject for Semester -III :

1. 301 - Personality Development
2. 302 - Business Ethics
3. 303 - Human Resource Management and Organization Behaviour
4. 305 - Business Economics
5. 306 - IT in Management

Theory Subject for Semester – IV :

1. 401 - Production and Operations Management
2. 402 - Industrial Relations and Labor Law
3. 404 - International business
4. 405 - Management Information System

Practical Subject for Semester – III :

1. 304 - Management Accounting

Practical Subject for Semester – IV :

1. 403 - Business Taxation

Second Year Bachelor of Business Administration (S.Y.B.B.A.)

Pattern of Question Paper of Theory Papers w.e.f.2014-2015

Time : 3 Hours

Total Marks 80

Instructions :

1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1) Theory Question(15 marks)

OR

Theory Question

Q.2) Theory Question (15 marks)

OR

Theory Question

Q.3) Theory Question (15 marks)

OR

Theory Question

Q.4) Theory Question (15 marks)

OR

Theory Question

Q.5) Write Short Note (any 4 out of 6) (20 marks)

-----*****-----

Second Year Bachelor of Business Administration (S.Y.B.B.A.)

Pattern of Question Paper of Practical Paper w.e.f.2014-2015

Subject : Management Accounting (304)

Time : 3 Hours

Total Marks 80

Instructions :

1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1) Theory Question (16 marks)

OR

Theory Question

Q.2) Practical Problem(16 marks)

OR

Theory Question

Q.3) Practical Problem (16 marks)

OR

Theory Question

Q.4) Practical Problem (Compulsory) (16 marks)

Q.5) Write Short Note (any 4 out of 6) (16 marks)

-----*****-----

Second Year Bachelor of Business Administration (S.Y.B.B.A.)

Pattern of Question Paper of Practical Paper w.e.f.2014-2015

Subject : Business Taxation (403)

Time : 3 Hours

Total Marks 80

Instructions :

1. All questions are compulsory.
2. Figures to the right indicate full marks.

Total Marks 80

Q.1) Theory Question (16 marks)

OR

Theory Question

Q.2) Theory Question (16 marks)

OR

Theory Question

Q.3) A) Short Notes (any 2 out of 4) (08 marks)

B) Practical Problem (08 marks)

Q.4) Practical Problem (12 marks)

OR

Practical Problem

Q.5) Practical Problem (Compulsory) (20 marks)

-----*****-----