

SHIVAJI UNIVERSITY, KOLHAPUR.



Accredited By NAAC

Faculty of Commerce
Revised Syllabus For

Bachelor of Business Application (BBA)

Part – I (Sem- I & II)

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

Shivaji University

Revised Syllabus for

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

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

2.OBJECTIES:-

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

3. DURATION

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

4. NUMBER OF STUDENTS :

A batch shall consist of not more than 80 students.

5. ELIGIBILITY

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

6. MEDIUM OF INSTRUCTION

The medium of instructions shall be in English only.

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

7. TEACHERS QUALLIFICATIONS:

Master Degree in Relevant subject with Good Academic Record.

8. SCHEME OF EXAMINATION :

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

Division of Internal marks for each subject is given below.

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

Total marks- -----
10 Marks

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

9. Workload (Period/Lectures for each Subject)

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

10. STANDARD OF PASSING :

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

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

Rule 1 :-

Rule to carry over backlog of subjects:

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

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

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

11. AWARD OF CLASS :

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

The award of class shall be as under :

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

12.FEE STRUCTURE :

As per University norms.

13.REQUIREMENTS :

(A) Core Faculty :

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

(B) LIBRARY :

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

(C) EQUIPMENTS :

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

(D) COMPUTER STATIONARY :

Supply of adequate computer stationery as per requirements.

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

B.B.A.-I

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

B.B.A.-II

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

B.B.A.-III

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

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

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

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

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

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

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

Project Work

Internal Evaluation: 25 Marks

External Evaluation: 25 Marks

Total 50 Marks

REVISED SYLLABUS OF B.B.A. – I

(For Semester – I & Semester – II)

Will Be Introduced From:

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

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

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

Scheme Of Examination:

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

University Question Paper (Theory) = 40 marks

Internal Evaluation = 10 marks

Total = 50 marks

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Recommended Books :

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

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

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

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

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

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

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

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

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

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

B.B.A.- I

Semester-II

Human Resource Management Paper – II

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

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

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

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

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

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

Business Communication, Paper - II

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

BBA Part-I **Sem II**

Computer Applications in Business- Paper-II

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

Recommended Books:

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

Equivalence for Pre-revised Subject:

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

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

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

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

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

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

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

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

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

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

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