

Shri Govind Guru University, Godhra

SYLLABUS FOR S.Y. BBA

SEMESTER III

CORE COURSE-301 FUNDAMENTALS OF FINANCIAL MANAGEMENT

Course Objectives:

- (1) To familiarize students with the concepts, tools and practices of financial management.
- (2) To understand the decisions to be taken by financial managers of business firms.

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: (10 hours)

- A) **Finance Function:** Meaning, Scope, Classification of functions (Long term-short term; Executive-Routine).

Organisation of Finance Function (status and duties of a Financial manager : Treasurer and Controller).

Objectives/Goals of Financial Management.

- B) **Time Value of Money:** Concept and numericals of Compounding and Discounting including annuity (excluding valuation of securities).

Unit II: (10 hours)

- A) **Management of working capital:** Concept, Types, Factors affecting working capital needs, Operating cycle approach, Dangers of excessive and inadequate working capital.

- B) **Cash Management:** Meaning, Motives of holding cash, Functions/objectives of cash management, Cash budget (with numericals).

- C) **Inventory Management:** Meaning, Objectives of holding inventory, Factors affecting inventory, Techniques of inventory management : (1) **EOQ** (with numericals including discount concept), ABC Analysis (without numericals) (2) **Reorder point** (without numericals),

- D) **Receivables Management:** Meaning, Cost and benefits, size of receivables, optimum credit policy and credit policy variables, (only simple numericals of receivables are expected.)

Unit III: (10 hours)**A) Leverage:** (numericals and theory)

Operating leverage: Meaning, degree and effects of operating leverage on profits. Financial leverage: Meaning and degree

Trading on equity: Meaning, benefits and risks (including EBIT-EPS analysis)
Combined leverage.

B) Concept and numericals on : (a) Financial Break-Even, (b) Indifference point**Unit IV : (10 hours)****Capital budgeting:****A) Meaning and significance fo captial budgeting, Types of capital budgeting decisions.****B) Techniques: (Meaning, Accept-Reject criterion, Advantages and Disadvantages, comparison and numericals based on each method.)**

1. Payback period
2. Average Rate of Return
3. Net present value
4. Profitability Index
5. Internal Rate of Return

Allocation of marks for question paper

Units	Marks out 70
Unit 1 (A) (B)	17 marks 08 09
Unit 2 (A) (B) (C and D)	18 marks 06 07 07
Unit 3 (A) (B)	17 marks 08 09
Unit 4 (A) (B)	18 marks 06 12
Note: Question no.5 shall include MCQs such that equal weightage is given to all units and they could be from any one/two /three or all sub-units.	

TEXT BOOKS:

1. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya Publishing House.

REFERENCE BOOKS:

1. Financial Management: Text, Problems and cases: M.Y.Khan and P.K.Jain :Tata McGraw Hill Education Pvt. Ltd.
2. Financial Management P.V. Kulkarni and B.G. Satyaprasad.
3. Essentials of Financial Management: I.M.Pandey, Vikas Publishing House Pvt. Ltd.
4. Financial Management : Prasanna Chandra.
5. Financial Management : Dr. V.k. Palanivelu, S. Chand.
6. Financial Management : Sheeba Kapil, Pearson.
7. Financial Management : Rajiv Srivastav and Anil Mishra, Oxford university press.

Topics for Assignment :

1. Introduction to Contemporary issues like: JIT systems, Out sourcing, Computerised inventory control system.
2. Techniques of controlling inflows and outflows in modern times.
3. Capital Rationing and its relevance in capital budgeting decisions.
4. Capital Structure: Meaning and Features of an ideal capital structure.
5. Relationship of finance with economics, accounts and other disciplines.

Topics for Presentation/Seminar:

1. Management of working capital in India.
2. Emerging role of finance managers in India.
3. Effect of high and low operating and financial leverage for a business.
4. ABC analysis of debtors.

SYLLABUS FOR S.Y. BBA SEMESTER III

CORE COURSE – 302 INTRODUCTION TO MARKETING MANAGEMENT

Introduction: The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and newer trends are constantly emerging. Now it has become utmost necessary for everyone to have knowledge of this field.

Objective: This subject is designed to provide a basic understanding of the subject of marketing management to the students. What marketing management is? How it has evolved during the time? What can be marketed and How it can be marketed?

The second part of the same subject (offered in the fourth semester) will throw light on the variables of marketing mix and the marketing strategies related to it.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Introduction to Marketing (10Hours)

- E) Scope and Importance
- F) Core Marketing Concepts
- G) Marketing as a Function
- H) Marketing Orientations or Concepts
- I) Difference between Selling & Marketing
- J) Marketing Process
- K) Marketing Mix
 - Developing the Marketing Mix
 - The Role of Marketing Mix in Marketing Planning and Marketing Strategy
 - Choosing the Optimum Marketing Mix

UNIT II: Market Segmentation, Targeting and Positioning (10 Hours)

- L) What is Market Segmentation?
- M) Benefits of Segmentation
- N) Bases of Segmentation
- O) Target Marketing
 - Positioning

UNIT III: Buyer Behaviour and Marketing Research (10 Hours)

- What is Buyer Behaviour?
- Meaning and Importance
- Buyer Behaviour Models
- Buying Characteristics Influencing Consumer Behaviour
- Buyer Decision Making Process (including Buying Roles and Types of Buyer Behaviour)
- Factors Influencing Organizational Buyers

UNIT IV: Marketing Research and Marketing Information Systems (MkIS)(10 Hours)

- P) Definition of Marketing Research
- Q) Objectives and Importance of Marketing Research
- R) Process of Marketing Research
- S) Applications of Marketing Research
- T) Limitations of Marketing Research
- U) Introduction of MkIS
- V) Components of a MkIS

Text Book :

1. Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.

Reference Books:

1. Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
2. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
3. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

Topics for assignments:

- C) Ten entities that can be marketed.
- D) Difference between product and service.
- E) Holistic Marketing Concept.
- F) Bases of Segmentation for the following products: Books, Shoes, Mangal sutra, Broom, Printer, Cosmetic Lenses, Ready made Furniture (Full Bed Room Set) and Pen drive.

Suggested topics for seminars and presentations:

- C) Consumer buying behaviour for consumer durables, two wheelers and digital products. (Any two products)
- D) Societal marketing by local/state/central government of India.
- E) Product line and product mix of any one company.
- F) Target market of any 3 companies in/for last 5 years.

**SYLLABUS FOR S.Y. BBA
SEMESTER III**

**CORE COURSE – 303 BASIC HUMAN RESOURCE
MANAGEMENT**

Any organization is made up of four basic resources – Men, Material, Money and Machinery. It is people that make use of non-human resources and hence are considered most significant resources in an organization. Better educated, more skilled and well aware of their interest are few distinguishing characteristics of modern human resources. Human resource management is an art of managing human capital in such manner that they give best to the organization.

Objectives:-

- G) To impart the fundamentals of Human Resource Management to the students.
- H) To introduce HRM as an integral managerial function while focusing on pre-procurement, procurement and development of human resources.

Number of credits:-

**3 Lectures per
week: 3 Total
Sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT-I Introduction to Human Resource Management and Pre-Procurement

Introduction

W) Definition, Scope and Objectives of HRM

Pre-Procurement

- C) Human Resource Planning: Definition of HRP; Process (including demand forecasting methods – managerial judgement, work study, ratio-trend analysis and Delphi technique) and supply forecasting methods (management inventory , skill inventory, inflows and outflows , turnover rate, conditions of work and absenteeism)
- D) Job Analysis: Meaning of Job analysis, Process of job analysis(including methods of data collection – interview, questionnaire, observation ,checklist, diary, technical conference.

UNIT-II Procurement

- G) Recruitment : Definition and process of recruitment.
- H) Selection : Definition ; Types of selection tests (in detail) – personality, interest, graphology, medical, ability, aptitude, psychomotor, polygraph test ; Factors to be considered while choosing selection test- reliability, validity, objectivity and standardization. Meaning of interview, types of interviews (in detail)- one to one , sequential , panel , structured, unstructured, mixed, behavioral, stress. Common interview problem, interview do's and don'ts.
- I) Orientation : Meaning , types of orientation programmes – formal and informal, individual and collective, serial and disjunctive, investiture and divestiture.

UNIT-III Development

- 2. Job Design : Definition , Methods of job design- work simplification, job rotation, job enrichment, job enlargement , autonomous or self directed team , high performance work team.
- 3. Development : Definition of development , need and objective of development, methods of development – understudy assignment, committee assignment, transaction analysis, organization development, role play, in basket exercise.
- 4. Career planning : Concept of career, career planning and succession planning, career stages – Exploration , Establishment, Mid-career, Late career and Decline.

UNIT-IV Evaluating and Rewarding Employees

- 8. Performance Appraisal : Definition and Importance of Performance Appraisal, Methods of Performance Appraisal (360 degree feedback, MBO, Critical Incident, Forced choice and rating scale method) , problems/errors in P.A. – Spillover Effect, leniency effect, halo effect, primacy and recency effect , central tendency, status effect. Definition of job evaluation, importance of job evaluation, difference between performance appraisal and job evaluation.
- 9. Promotion, Transfer and Separation :
Promotion : Definition , Types – vertical , horizontal , dry; Principles of promotion including bases of promotion – Seniority , Merit or both.
Transfer : Definition , Types- Production, Replacement, Versatility, Shift, Remedial.
Separation: Definition , Types – Layoff, retrenchment, dismissal, resignation, V.R.S.

Text Book :

Human Resource and Personnel Management – Text and Cases;
K.Aswathappa; Tata McGraw Hill ; 4rd Edition. OR Latest Edition.

Reference Books :

- 6. Personnel Management and Industrial Relations; N.G.Nair and Latha Nair ; S. Chand ; 1st Edition reprinted in 2004. [Particularly for Section I, Topic 4,

Career planning and development]

7. Human Resource Management – Text and Cases; S.S.Khanka; S. Chand; 1st Edition reprinted in 2009.

5. Topics for Assignment :

- 1) Difference between HRM and Personnel Management
- 2) Qualities of HR Manager
- 3) Difference between education, learning, training and development.
- 4) Evolution of H.R.M.

6. Topics for Presentation/Seminar

1. Principles of effective orientation programme.
2. Job Description and Job specification
3. Performance Appraisal methods
(Psychological appraisal, Assessment centre)
4. Methods of Job Evaluation
5. Functions of Human Resource Management

SYLLABUS FOR S.Y. BBA
SEMESTER III
CORE COURSE –304 MANAGERIAL ECONOMICS – I

Objective:

To Familiarize the students with concepts and analytical tools in Managerial Economics applied in a variety of day-to-day business situations.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

Unit 1: (10hours)

CHAPTER 1: INTRODUCTION (3)

- ← Definition of Managerial Economics.
- ← The nature and scope of Managerial Economics
- ← Relationship of Managerial Economics with other disciplines.
(Mathematics, economics, statistics)

CHAPTER 2: DEMAND DISTINCTION (2)

- ← Producers' Demand and Consumers' Demand
- ← Demand for Durable goods and Non durable goods.
- ← Firms' Demand and Industries' Demand.
- ← Short run Demand and Long run Demand.
- ← Derived Demand and Autonomous Demand.
- ← Sectoral Demand and Market Demand.

CHAPTER 3: DEMAND FORECASTING (5)

- ← Definition and Importance of demand forecasting.
- ← Methods of Demand Forecasting

Unit 2: (10 hours)

CHAPTER 4: THE THEORY OF CONSUMER BEHAVIOUR. (10)

- ← Definition of Indifference Curve.
- ← Marginal Rate Of Substitution.
- ← Law of diminishing marginal rate of substitution.
- ← Characteristics of Indifference curve.
- ← Budget Constraint/ Price-line /Income-expenditure line.
- ← Consumer's equilibrium with ordinal approach.
- ← Income Effect
- ← Substitution Effect (slutsky equation)
- ← Price Effect (only for normal goods)
- ← Price Consumption Curve.(Different shapes of PCC, Derivation of demand curve with the help of PCC)
- ← Consumer's surplus with ordinal approach.

Unit 3: (10hours)

CHAPTER 5: ELASTICITY OF DEMAND (10)

- ← Concept of Income Elasticity, degrees of income elasticity and factors affecting Income Elasticity.
- ← Concept of Price Elasticity, degrees of price elasticity, factors affecting price elasticity and its application
- ← Methods of measuring price elasticity.
 1. Percentage Method.
 2. Total Outlay Method.
 3. Point Elasticity Method.
- ← Concept of Cross Elasticity, degrees of cross elasticity and factors affecting cross elasticity.
- ← Relationship between Revenue and Elasticity.
- ← Numerical and its Application.

Unit 4: (10 hours)

CHAPTER 6: THEORY OF PRODUCTION FUNCTION (5)

- ← Concept of Production function.
- ← Total, Average and Marginal Productivity.
- ← Isoquants and Iso-cost line. (Concept, Characteristics, MRTS)
- ← Returns to Scale.
- ← Law of variable Proportion.

CHAPTER 7: COST OF PRODUCTION AND COST CURVES (5) (THEORY OF COSTS)

- ← Concept of Cost
 - a. Accounting Cost Vs. Economic Cost.
 - b. Money Cost Vs. Real Cost.
 - c. Private and Social costs.
 - d. Fixed Cost Vs. Variable Cost.
 - e. Opportunity Cost.
 - f. Sunk Cost.
- ← Cost of Production in the Short Run
 - a. Fixed cost, Variable cost, and Total cost.
 - b. Average Fixed cost, Average Variable cost, and Marginal cost
 - c. Relationship between Marginal Cost and Average cost.
- ← Cost of Production in the Long run.
 - a. Long run marginal cost (LMC) and Long run Average cost (LAC)
 - b. Relation between LMC and LAC

Text Books : Managerial Economics By D.M.Mithani

Books for Reference:

- (1) Managerial Economics By P. L. Mehta.
- (2) Micro Economic Theory By H.L. Ahuja.

Topics for Assignment:

- 1. Types of Demand
- 2. Law of Variable Proportion
- 3. Short run cost concepts
- 4. Features of Indifference curve

Topics for Seminar:

- (1) Application of Price Elasticity
- (2) Applicability of concept of Consumer's Surplus
- (3) Relationship between Managerial Economics and other Discipline

SYLLABUS FOR S.Y. BBA SEMESTER III

COURSE CODE -305 COMPANY ACCOUNTS

Objectives:

The objective of the paper is to familiarize the students in respect of various legal provisions for preparation and presentation as per the Indian Companies Act, 1956 and the prevailing accounting standards. The course also exposes to students contemporary issues in Accounting.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT (TOPIC)	WEIGHTAGE Marks out of 70
UNIT – I	17 marks
(A) Issue of Bonus shares -Meaning, Sources and Guidelines for the issue of Bonus Shares, Accounting treatment for the issue of bonus shares.	10 % 7 Marks
(B) Share split - subdivision of shares and conversion of shares into Stock. Buyback of shares : Meaning, Legal provisions for buyback of shares, SEBI guidelines for buyback, accounting treatment for buyback.	10% 7 Marks
(C) Employee Stock Option Scheme: Meaning Employee Stock Purchase Scheme (Theory only)	5% 3 Marks

UNIT – II Final Accounts of Companies. (Vertical Format Only – Excluding calculation of managerial remuneration)	17 Marks 25%
UNIT – III Amalgamation and Absorption Accounting for Mergers and Acquisitions (As per Indian Accounting Standard – 14) Purchase method and pooling of interest method (excluding Inter-Company holding)	18 Marks 25 %
UNIT – IV (A) Human Resource Accounting : Meaning, Objectives, Benefits and Limitations, Methods of Valuation (Only theory) - Historical Cost, Replacement Cost, Opportunity Cost, Standard Cost and Present Value Method. (B) Inflation Accounting: Meaning, Approaches to Inflation Accounting(Theory Only) (C) Recent developments in Accounting: <ul style="list-style-type: none"> x Environmental accounting – Meaning and Significance, An Overview of Corporate Environmental reporting in India. x Forensic accounting – Meaning, Role of Forensic Accountant 	18 marks 8 % 6 Marks 8 % 6 Marks 9 % 6 Marks

Topics for Assignment:

1. Lean Accounting- Meaning and Objectives.
2. Social Accounting – Meaning and Approaches to Social Accounting
3. Right Issue – Concept and advantages.
4. Company Liquidation – Meaning, modes and consequences.
5. Brand Accounting.
6. Inter Firm Comparison – Meaning, Pre-requisites, advantages and limitations.
7. Auditing – Meaning, Objectives, Types of Audit, Qualities of an auditor, qualifications of an auditor, Status of an auditor

Topics for Seminar:

1. Foreign Exchange Accounting.
2. Accounting Standards - AS – 3 & AS – 6.
3. Deferred Tax Liability and Deferred Tax Asset.
4. Earnings per Share.
5. Extensible Business Reporting Language (XBRL)

Recommended Books:

1. Corporate Accounting 5th Edition by Dr. S.N.Maheshwari & Dr. S.K. Maheshwari
Vikas Publishing House.
2. Advanced Accountancy – II (Corporate Accounting), 18th Edition by S.P.Jain & K. N
Narang , Kalyani Publication.
3. Financial Accounting – Principles & Practices by Jawaharlal and Seema Srivastava.
S.Chand Publication.

Reference Books:

1. Corporate Accounting – by A. Muklherjee & M. Hanif – Tata Mcgraw Hill.
2. Financial Accounting for Management (An Analytical Perspective) 3rd Edition by
Ambrish Gupta - Pearson Publication.

SYLLABUS FOR S.Y. BBA SEMESTER III

CORE COURSE – 306 ELEMENTARY STATISTICS

Introduction:

The student will understand the basic statistical concepts and terminology involved in Probability, Correlation & Regression, Probability Distribution and Statistical Quality Control. The course focuses on how to interpret and solve business-related word problems and to develop simple Statistical models from a business perspective.

Objective:

To create a better understanding of Statistical concepts in solving business and commerce related problems. The course serves as a good foundation for further study in management, accounting marketing and finance.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: 10 Sessions

1.Probability

Basic Concepts : Random Experiment , Events , Sample Space, Mutually Exclusive Events, Equally Likely Events, Independent Events , Dependent Events

Definition of probability of an Event, Statistical or Empirical definition of probability, Axiomatic or Modern approach to probability

Conditional Probability

Addition and Multiplication Rules of Probability (without proof)

Baye's Rule (without proof)

Applications

2. Mathematical Expectation

Definition of Random Variable

Discrete Random Variables and Continuous Random Variables

Meaning of Probability Distribution

Discrete Probability Distributions

Probability Mass Function

Expected Value of Discrete Random Variable and its properties (without proof)

Variance of Discrete Random Variable and its properties (without proof)

Application

Unit II: 10 Sessions

Probability Distributions: Discrete

Binomial Distribution: Necessary conditions, Binomial Distribution Function and

its properties, Applications

Poisson Distribution: Necessary conditions, Poisson Distribution Function and

its properties, Applications

Hyper Geometric Distribution: Necessary conditions, Hyper Geometric Distribution Function and its properties, Applications.

Unit III: 10 Sessions

1. Correlation

Definition, Meaning and interpretation, Properties, Importance of correlation

Correlation Coefficient

Types of Correlation

Scatter Diagram Method and its limitations

Karl Pearson's Product Moment Method : Assumptions, Merits and Demerits

Spearman's Rank Correlation and its uses

Coefficient of Determination and its interpretation

Probable Error

Applications

2. Regression

Meaning and importance of regression

Regression Lines and Regression Coefficients, properties and their uses

Equations of Regression Lines

Difference between Regression & Correlation

Applications

3. Multiple-Partial Correlation and Regression

Introduction

Multiple correlation: meaning, multiple correlation coefficients

Partial correlation: meaning, multiple correlation coefficients

Multiple Regression Equation of three variables only

Applications

Unit IV: 10 Sessions

1. Statistical Quality Control (SQC)

Concepts of Quality, Quality Control and Statistical Quality Control

Causes of Variation in Quality

Meaning, uses and advantages of SQC

Theory of Control Charts, Theory of Runs

3 σ control limits and Revised Control Limits

Types of Control Charts

Control Charts for Variables (\bar{X} and R Charts) and their interpretations

Control Charts for Attributes (p , np and C Charts) and their interpretations

2. Acceptance Sampling

Acceptance Sampling: Meaning and advantages

Single Sampling Plan (SSP) : Concept, Advantages and disadvantages, AQL, LTPD, Producer's risk, Consumer's risk, OC function and OC curve, AOQ, ATI, ASN, Applications

Double Sampling Plan: Meaning

Assignments:

1. Assignments on Probability and Mathematical Expectation
2. Assignments on Correlation, Regression and Multiple-Partial correlation and regression .
3. Assignments on Probability Discrete Distribution .
4. Assignments on SQC and Acceptance Sampling

Seminar Topics:

1. Prepare a project on application of simple and multiple correlation and regression in real life
2. Prepare a project on application of probability and mathematical expectation in real life

Reference Books:

1. Fundamental Mathematical Statistics by S. C. Gupta & V. K. Kapoor
2. Statistical Methods by S. P. Gupta
3. Statistical Methods by P. N. Arora, Sumeet Arora & S. Arora
4. Business Statistics by J. K. Sharma
5. Statistics for Management by Levin & Rubin Statistics for Business and Economics by Anderson, Sweeney & Williams

SYLLABUS FOR S.Y. BBA SEMESTER III

CORE COURSE – 307 COMMERCIAL COMMUNICATION

Objectives:

1. This course is designed to give the learners a comprehensive view of communication as it operates within an organizational setting.
2. It attempts to develop an awareness of the importance of succinct written expression to modern business communication.
3. It focuses on preparing the learners to effectively use various forms of written professional communication both the time-tested ones and as well the ones emerging with the technological developments.

Number of credits:

**3 Lectures per
week: 3 Total
sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction to Commercial Communication and its basic forms:(Hours: 10)

Difference between Professional/Commercial Communication and General Communication,

Features of Successful Profession Communication

Purpose of Professional/Commercial Communication in an organizational set-up

(Refer to *Communication Skills* by Sanjay Kumar and Pusplata, Oxford Higher Education Publication, 2010. Chapter 1 sub points 1.4, 1.5, 1.7)

(Unit 1.1, 1.2, 1.3 will carry 7 marks)

Email writing as an emerging form of Commercial Communication: Common

Pitfalls, Guiding Principles of Composing Emails, Maintaining Common Etiquette.

Case Studies for testing the effectiveness of emails based on the theory provided.

(Refer to *Communication Skills* by Sanjay Kumar and Pusplata, Oxford Higher Education Publication, Chapter 26)

Memo as a form of Business Communication:

- a. Format of Memos, Advantages of Memos
- b. Memo Writing : Warning Memo, Congratulatory Memo, Information Memo, Request Memo

(Refer to *Essentials of Business Communication* by Rajendra Pal and Korlahalli, CC 17)

(Unit 1.4 and 1.5 will carry 7 marks)

Unit II Forms of Commercial Communication: Business Letters (Hours: 10)

Structure and Layout of Letters, Elements of Style,

Letter Writing :

- a. Inquiry and its Reply,
- b. Order and Acknowledgment of Order, (Confirmation with Full execution and Partial Execution, Inability to execute the order)
- c. Complaints and Adjustments

(Unit 2.1 will be asked only as a part of Multiple choice questions under Question No. 5. Unit 2.2 will carry two sub-questions of 7 marks each and would include drafting of letters.

(Refer to *Essentials of Communication* by Rajendra Pal and Korlahalli chapters No. CC-2, CC-3, CC-5, CC-6, CC-8)

Unit III Forms of Commercial Communication: Business Reports (Hours: 10)

Types of Reports, Salient features of a good business Reports, Stages in writing Reports

Writing Reports-

- a. Investigating decline in Sales of a particular product
- b. Looking into Demands and grievances of the Employees
- c. Looking into an accident in the factory
- d. Selecting a suitable site for opening a factory/business unit
- e. Investigating complaints against Employee/employees
- f. Investigating the performance of branches of a business unit

(Refer to *Essentials of Business Communication* by Rajendra Pal and Korlahalli, chapters No. WC -1 and WC-2)

(Unit 3.1 will be asked only as a part of the Multiple choice questions under Question No.5. Unit 3.2 will carry two-sub-questions of 7 marks each and would include drafting of business reports.)

Unit IV Effectiveness of Commercial Communication: (Hours:10)

Business Vocabulary

- a. List of confusing words(as per the list attached)
- b. List of suitable substitutes for inflated phrases (as per the list attached)

Comprehension of an unseen passage on commercial topic

(Unit 4.1 a. will carry 4 marks and 4.1 b. will carry 3 marks. Unit 4.2 will carry 7 marks.)

Specifications regarding the questions to be drawn from the above units:

1. Only short notes not exceeding 150 words carrying 3 to 4 marks should be asked from Unit 1 Sections-1.1, 1.2, and 1.3.
2. The theoretical background of Emails,(1.4) Memos (1.5 a) Letters (2.1) and Reports (3.1) like Format, features, advantages etc should be asked only as a part of the multiple choice questions in the question paper and should NOT be asked as a full length questions.
3. The full length questions worth 7 marks should be asked from “Memo Writing”, (1.5 b) ‘Letter Writing’(2.2) and ‘Report Writing’(3.2) and “Case studies based on Email Writing’ (1.4) sections of the syllabus.
4. Questions related to the vocabulary (4.1 a and b) should focus on the appropriate usage of the words.

FORMAT OF QUESTION PAPER FOR EXTERNAL EXAM.

Question	Unit	Remarks	Marks
Q.1 A	1.1,1.2,1.3	Short notes not exceeding 150 words and 3-4 marks	07
Q.1 B	1.4,1.5	Memo drafting and case studies of email (excluding theory based questions)	07
Q.2A	2.2	Letter drafting	07
Q2 B	2.2	Letter drafting	07
Q.3 A	3.2	Report drafting	07
Q.3 B	3.2	Report drafting	07
Q.4 A	4.1(a)	Vocabulary: focus on appropriate usage of the words	03
	4.1(b)		04
Q.4 B	4.2	Comprehension of an unseen commercial package	07
Q.5	1 (full unit),2.1,3.1,4.1		14

Suggested topics for Assignments :

1. Case Studies from the above Letters to check their effectiveness. (Unit 1 and 2)
2. Case Studies from the above Memos/ Reports to check their effectiveness. (Unit 1 and 3)
3. SWOT Analysis of a Business Personality/Unit
4. Contextual usage of confusing words given in the list.
5. Comparison of memos and office orders.

Suggested topics for Seminars:

1. The Impact of technological advancements on communication.
2. Use of formal and informal language in written communication.
3. Aids to correct writing
4. Drafting Advertisements
5. Communication Games

Textbooks:

Kumar, Sanjay and Pusplata, Communication Skills, New Delhi: Oxford Higher Education, 2010
Pal, Rajendra and Kolrahalli, *Essentials of Business Communication*, New Delhi: Sultan Chand Publication, 2005

Recommended Books:

- Chaturvedi, P D and Mukesh Chaturvedi. *Business Communication: Concepts, Cases and Applications*. New Delhi: Pearson Education, 2004.
- Haldar, Ritwik. *A Textbook of Business Communication*. Mumbai: Himalaya Pub, 2011.
- Jain, V K, and Omprakash Biyani. *Business Communication*. New Delhi: S Chand, 2007.
- Koneru, Aruna. *Professional Communication*. New Delhi: Tata McGraw-Hill, 2010.
- Lesikar, Raymond and Marie Flatley. *Basic Business Communication*. New Delhi: Tata McGraw-Hill. 2002.
- Pathi Satyanarayan. *Modern Business Communication*. New Delhi. Himalaya Publication. 2008.
- Rai, Urmila. *Managerial Communication*. New Delhi: Himalaya Publication. 2007.
- Raina, Roshan Lal, Iftikhar Alam and Faiza Siddiqui. *Professional Communication*. Mumbai: Himalaya Publishing House, 2012.
- Raman, Meenakshi and Sangeeta Sharma. *Communication Skills*. New Delhi: Oxford University Press, 2010.
- Raman, Meenakshi and Sangeeta Sharma. *Technical Communication-Principles and Practice*. New Delhi: Oxford University Press, 2011.
- Ramachandra, K K, Lakshmi K K et al. *Business Communication*. Chennai : MacMillan Publication, 2007.
- O'Hair, Dan, Gustav Friedrich and Lynda Dixon. *Strategic Communication: In Business and the professions*. New Delhi: Pearson Education, 2008.

List of Confusing Words¹

1. **Access:** approach
Example: The managing Director of the company is easy of access.

Excess: More than

Example: Our profits are far in excess of what we expected.
2. **Adapt:** to adjust
Example: We shall have to adapt this technology to Indian conditions.

Adopt: to take up

Example: We should not adopt unfair means even if we fail.

Adept: skilled

Example: Those who are adept in the art of flattery make rapid progress in life.
3. **Advise (Verb):** give advice, recommend
Example: They advised us to postpone the launching of our new product.

Advice (Noun): recommendation on how to work.

Example: If we had followed his advice, we should not have incurred such a heavy loss.
4. **Affect: (1)** to pretend
Example: The peon affected ignorance of the whole affair.

(2) Produce material effect:

Example: Hard work affected his health.

Effect(Noun): result

Example: The new policy did not produce any noticeable effect on the sales.

Effect (Verb): to produce

Examples are given only so that students can understand the terms better. Students can use other examples in the examination.

Example: I have effected the necessary changes in the schedule.

5. **Alternate:** leaving one and taking the next
Example: I visit the market on alternate days.

Alternative: other choice

Example: We have no alternative but to appoint this candidate.

6. **Appraise:** to estimate, to judge
Example: It is difficult to appraise the work of the secretary at this stage.

Apprise: to inform

Example: The manager has been apprised of the whole situation.

7. **Casual:** incidental
Example: The Director made a casual reference to the diversification plans.

Causal: denoting cause

Example: You must give me in detail all the causal factors.

8. **Cite:** to quote
Example: He cited my examples to support his arguments.

Sight: view, vision

Example: The sight of the new factory filled his heart with happiness.

Site: place for building

Example: This site is very suitable for a chemical factory.

9. **Compliment:** an expression of regard
Example: I paid him compliments on his fine handlings of the office work.

Complement: that which completes

Example: A good secretary complements the work of the chairman.

10. **Council:** advisory or administrative body
Example: The Prime Minister will consult the Council of Ministers before taking the final decision.

Counsel: advice

Example: I am grateful to you for this valuable counsel.

11. **Credible:** believable
Example: I don't find the statement of the cashier credible.

Creditable: worthy of credit

Example: Our company's performance this year is quite creditable.

12. **Deny:** Declare untrue or non-existent

Example: They denied having received any letter from us.

Refuse: indicate unwillingness or inability

Example: The chairperson refused to sanction the payment.

13. **Dependant:** one who depends on another for his maintenance

Example: He left sufficient money for the dependants.

Dependent: relying on

Example: Most of the farmers are still dependent on rain.

14. **Deprecate:** to disapprove strongly

Example: His father deprecated his proposal of setting up independent business.

Depreciate: to go down

Example: The cost of money is depreciated.

15. **Device (noun):** thing made for special purpose

Example: The new device will cut down the cost of production considerably.

Devise (Verb): carefully plan or invent

Example: I have devised a new strategy to increase efficiency in the office.

16. **Emigrant:** one who leaves his country to live in another

Example: The owner of this farmhouse is an emigrant from England.

Immigrant: one who comes to live in a foreign country

Example: In England, the immigrants do not enjoy the same rights as the British.

17. **Equitable:** fair, just

Example: There ought to be equitable distribution of work among all members.

Equable: uniform

Example: The climate of Bombay is equable.

18. **Expedient:** desirable, advisable

Example: It is not expedient for you to see the chairperson at this moment.

Expeditious: quick

Example: Expeditious steps should be taken to increase the output.

19. **Honorary:** holding an office without receiving a pay
Example: Mr. Gupta is an honorary member of our society.

Honourable: worthy of honour

Example: Many honourable Members of Parliament were present on this occasion.

20. **Industrial:** relating to industry
Example: Discuss the prominent features of the new industrial policy.

Industrious: hardworking

Example: Being industrious, she has secured a high first division.

21. **Judicial:** pertaining to law
Example: This is my decision in my judicial capacity.

Judicious: wise

Example: We should be judicious in choosing our profession.

22. **Later:** comparative degree of 'late'
Example: She reached the office later than I.

Latter: coming after (refers to position)

Example: Sudha and Madhu are the two secretaries. The latter is the more dynamic of the two.

23. **Loose:** not tight/free from bonds or restraint
Example: This shirt is too loose for me.

Lose: be deprived or cease to have

Example: You are sure to lose in this bargain.

24. **Necessaries:** Things without which life is not possible, such as food, clothing and shelter
Example: the necessities of life should be available at low prices

Necessities: Pressing needs

Example: One should not adopt unfair means to fulfil the necessities of life.

25. **Negligent:** careless
Example: Members found negligent will be taken to task.

Negligible: Very little

Example: There was a negligible rise in the profits.

26. **Official:** connected with the office
Example: The manager has gone on an official tour.

Officious: meddlesome

Example: I get irritated at his officious manners.

27. **Persecute:** to oppress

Example: Jews were persecuted by Hitler.

Prosecute: to initiate legal proceedings against

Example: Trespassers will be prosecuted.

28. **Personnel:** persons employed in any service

Example: This office employs highly educated and cultured personnel.

Personal: private

Example: Personal matters should not be discussed in the office.

29. **Practical:** opposed to theoretical

Example: Your plan is attractive but there will be some practical problems.

Practicable: that which can be translated into action

Example: Your plan is attractive but not practicable.

30. **Precede:** to go before

Example: Duty should precede everything else.

Proceed: to go on

Example: The inspection committee is proceeding to Mumbai tomorrow.

List of Inflated Words and their substitutes:

No	Inflated phrases	Suggested substitute
1	Accomplish	Do
2	Accordingly	So
3	Acquire	Get
4	along the lines of	Like
5	a decreased number of	fewer
6	a large number of	Many
7	a large proportion of	Much
8	at a rapid rate	rapidly

9	at some future time	Later
10	at present time, at this point of time	Now
11	bring about	Cause
12	call for your attention	remind you
13	come to the conclusion	conclude
14	combined together	combine
15	Commence	Begin
16	due to the fact that	because
17	except in a small number of cases	usually
18	for the purpose of	For
19	have the appearance of	look like
20	in view of the fact that	As
21	in accordance with	by, under
22	in the interest of	For
23	in this case	Here
24	in the vicinity of	Near
25	in several instances	Often
26	owing to the fact that	because, since
27	prior to the time that	before
28	personally speaking	I think
29	under circumstances in which	If
30	with the result that	So

SYLLABUS FOR S.Y. BBA SEMESTER III

EC-301 Disaster Management

Course Objectives:

This course aims to provide an insight into immensely significant area of common welfare. The course will enable a student to understand the major types of natural and man-made disasters and also methods of mitigating their ill-effects on the human race. The course also covers a few modern disasters which are hitherto not experienced by humankind across the globe.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction:

1. Definition of disaster; General Effects of disaster; Causal factors, Disasters and development (cause and effect) Meaning of disaster Management.
2. Types of disasters/hazards: Natural, Anthropogenic, Sociological Technological, transport, climate change.
3. Social and Psychological dimensions of disasters, coping with stress, anxiety and fears.
4. Technology and disaster management and latest technological equipments
5. Disaster Response: Reasons for concern, objectives, Study of responses in Kutch Earth-quake, 2001.

Unit II: Disaster Management:

1. (a) Disaster Management Agencies and their functions.
2. Disaster Risk Management: definition, need, obstacles, Disaster Relief and factors, International approach to integrated disaster risk management.
3. Risk mitigation strategies, Participatory assessment of disaster risk, Disaster Reduction.

4. Communicable diseases occurring after natural disasters, their prevention.

Mass casualty management.

Technology and disaster management and latest technological equipments to combat disasters.

Unit III: Relief, Rehabilitation, Recovery:

Relief, Rehabilitation, Displacement and Development, Priorities and opportunities in rehabilitation and reconstruction, relevance of mitigation and its techniques, mitigation measures, People's participation,

Disaster Recovery: Business continuity planning

Role of NGOs in managing disasters:

Unit IV: Applications and Future of Disaster management:

- (a) Bio-terrorism: Meaning, Threat assessment, GIS and Epidemiology, Advantages of GIS and its applications in health.
- (b) India's natural disaster's proneness, Management of disasters in India: Institutional and policy framework.
- (c) Disaster Planning, significance of Disaster Risk Reduction, Government Policies on the same, strategies presently being adopted .
- (d) A brief overview of the Disaster Management Act.

REFERENCE BOOKS:

1. Disaster Management: M. Saravana Kumar: Himalaya Publishing House
2. Introduction to Disaster Management: Satish Modh: Macmillan
3. Citizen's guide to Disaster Management: Satish Modh: Macmillan

SYLLABUS FOR S.Y. BBA SEMESTER III

EC-301 HEALTH AND FITNESS MANAGEMENT

Course Objectives: The course aims at familiarizing students to a very important facet of personal life which goes a long way in understanding the relevance of fitness and thereby implementing changes in lifestyle. Although much of it is common knowledge, the course helps in enhancing awareness regarding human body and fitness needs.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

- A) Introduction to a positive Health Lifestyle
 - x Understanding wellness
 - x Fitness concerns and needs in India
- B) Principles of Physical Fitness
 - x Concept & Components of Physical fitness. (Health & Motor skill related)
 - x Personal Physical fitness programs
 - x General principles of Training

Unit II: :-

- A) Cardiovascular Endurance and Fitness (aerobic exercise)
 - x Introduction to heart structure & Cardiac cycle.
 - x Energy production and system
 - x Aerobic exercise prescription & programs
 - x Benefit/Risk factors
- B) Muscular strength/Endurance
 - x Principles and development of muscular strength and muscular endurance.
 - x Weight training programs and alternatives

Unit III :-

- A) Flexibility:
 - x Factors influencing flexibility
 - x Flexibility related to health and wellness
 - x Measurement & Development of flexibility
- B) Body Composition:
 - x Concept and assessment

- Unit IV** :- A) Development of Individual Fitness Program
- x Exercise prescription
 - x Individualized workout
- B) Nutrition
- x Basic nutritional information
 - x Determining caloric intake and expenditure
 - x Meal planning and diets
- C) Weight Management
- x Weight loss/gain and body composition
 - x Weight management and lifestyle
- D) Stress Management
- x Stress related disease and disorders
 - x Stress and physical exercise
 - x

REFERENCE BOOKS:

1. Bouchard, C. Shephard, R.J. Stephens T., Sutton J.R. and Mcpherson B.D. (Eds) Exercise Fitness and Health.
2. Larry M. Leith: Exercising your way to better mental health, Friends Publication India.
3. Hoffman R. and Collingwood T. Fit for duty, Human Kinetics.
4. Werner V.K., Goeger, Fitness and Wellness, Wadsworth Thomas Learning.
5. A consensus of current knowledge, Champaign, IL: Human Kinetics.
6. Gordon Edlin, Health and wellness, Jones and Barlett Publications, Massachusetts.

SYLLABUS FOR S.Y. BBA SEMESTER III

EC-301 LEARNING FROM GREAT INDIAN THINKERS

Course Objectives: This course aims at revisiting the Indian culture with the object of inspiring students to become better citizens. The course is designed to adopt any pedagogy suited to teach the values, ethics and works of some of the world renowned thinkers who have changed history and brought about a renaissance in the cultural and spiritual heritage of mankind.

Number of credits: 2
Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

Extracts from:

Ancient India:(Any three)

The Vedas; Stories from the Mahabharata, Ramayana and Bhagvad Gita; Tales from the Buddha's Life/Jataka; Tales from the life of Mahaveer/Jain stories and folklore; Upanishadic and Pauranic Stories; Extracts from the Sangam Literature, the Milinda Panho, the Arthashastra, and the Charak Samhita; Foreign travelers account; Life stories of Panini, Gargi, Maitreyi, Aryabhatta; Varahmihira; Ashtavakra; Shankracharya; Charvak

Unit II:

Extracts from life stories :

Modern India(Any three)

Raja Ram Mohan Roy, Iswar Chand Vidyasagar, Swami Dayanand, Saraswati, Swami Vivekananda, Rabindranath Tagore, P.C. Ray, Swami Sahajanand

Saraswati, Sarvapalli Radhakrishnan, Sri Aurobindo, Veer Savarkar, Sardar Patel, Bal Gangadhar Tilak, Gopal Krishna Gokhale, Mohandas Karamchand Gandhi, Subhashchandra Bose, Jawaharlal Nehru, Dr. Baba Saheb Ambedkar, Vinoba Bhave, Jayprakash Narayan, Sarojini Naidu, Madam Bhikaji Kama, Ram Manohar Lohia, Field Marshall Manekshaw, Pandit Madan Mohan Malaviya.

Unit III:

Extracts from the life stories of:

Contemporary Indian Leaders: (any three)

K.R. Narayanmurthi; Azim Premji; A.P.J. Abdul Kalam; Jagdish chandra Bose , Ramanujan, Meghnad Saha, Vikram Sarabhai; Mother Teresa: Dhirubhai Ambani; J.R.D Tata; Ghanshyam Das Birla; L. N. Mittal; Subhash Chandra; Baba Amte, Varghese Kurien; Ela Bhatt; Medha Patkar; Nandan Nilekani, Gita Piramal, C.K. Prahlad.

Unit IV: Extracts from the life stories of: Philosophers(all eras)

(any three):

J. Krishnamurty, Rajneesh (Osho), Ram krishna Paramhansa, Raman Maharshi, Amartya Sen, Maharshi Arvind,.

SYLLABUS FOR S.Y. BBA SEMESTER III

FC-301 E-Commerce

Course Objectives:

- a. To make a student familiar with the mechanism of conducting business transactions through electronic media.
- b. To understand the scenario in India.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

5. Concept of Electronic Commerce: features, and functions of e-commerce, e-commerce practices v/s traditional practices, scope and limitations of e-commerce, e-commerce security.
6. Fundamental of e-commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery.
7. Infrastructure: Internet and its role in e-commerce, procedure of registering Internet domain, establishing connectivity to Internet, tools and services of Internet, procedure of opening e-mail accounts on Internet.

Unit II:

4. E-Payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.
5. E-Ticketing: Online booking systems, online booking procedure of railways, airlines, tourist and religious places, hotels and entertainment industry.

Unit III:

5. E-Marketing: Marketplace v/s Marketspace, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing.

6. E-Finance: Areas of e-financeing, e-banking, traditonal vs/ e-banking, trading v/s e-trading, importance and advantages of e-trading, operational aspects of E-trading.

Unit IV:

- E) Digital economy:Major characteristics, economic rules, impact on trading and intermediaries,impact on business precesses and functional areas in banking, financial and insurance organizations.
- F) Commerce in India: State of e-commerce in India, problems and opportunities in e-commerce in India, legal issues, future of e-commerce.
- G) Security of e-commerce:Setting up Internet security, maintaining secure information,encryption, digital signature and other security measures.

Reference Books:

1. Daniel Amor, E Business R(Evolution), Pearson Edude.
2. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
3. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
4. P. T. Joseph, E-Commerce: A managerial Perspectives, Tata McGraw Hill.

BMS

Introduction to E-Commerce:

- Introduction to role of IT in business and different applications.
- Role of ICT in Communication and business applications.
- Different application of IT in global business scenario.
- Introduction to IT Act and its role to encourage E-business.
- Growing E-teaming and E-Governance.

Evolution and Types of E-Commerce:

- Evolution of E-commerce Global and Indian scenario
- History of e-commerce Generic Model of E-Commerce
- Defrubaon.d3SSifcaton-B2B, B2C, C2C, G2C, B2G sites.
- Factors of growth and key performance indicators of E-Commerce.

Commerce Models:

- E-commerce Models – Store-front Model, Brick and Mortar Model,
- Build to Order Merchant Model. Service Provider Model, Subscription based Model,
- Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model.

Sub-Systems of E-Commerce

- E-commerce Trade Cycle and Trading Process
- E-market and Internet Commerce
- EDI and working mechanism of Edi
- Identify factors that are important for an E-Commerce
- Difference between Conventional Commerce and Electronic Commerce

Payment, Security and Privacy Issues in Online Business

- Issues relating to privacy and security in online trading
- Electronic payment systems- credit cards, debit cards, smart cards, e-credit accounts, e-money.
- Security / concerns in e-commerce authenticity, privacy, integrity, non-repudiation, encryption.
- Cryptography techniques and restrictions placed by them on exports,
- Securing networks using firewalls and other machines.

Marketing Trends in E-Business

- Growth of Online Retailing and E-marketing concepts
- Online Advertising and revenue generation
- Use of on-line market research and use of CRM techniques
- Growing use of Content Management Systems
- Integration of E-Commerce m business lines Different Service Provider (Utility).

Building E-Presence:

- Architecting and e-Business & Website Design
- The building life-cycle
- Design Criteria and attracting customers
- Site Content and Traffic Management

- Using Content Management System

Emerging Trends of M-Commerce:

- Emerging trends of M-Commerce
- Infrastructure of M-Commerce and Comparison between E-Commerce and M-Commerce
- Security and Bandwidth issues in E-Commerce
- Trading process in M-Commerce
- Trends in technology: developing markets for E-commerce

**SYLLABUS FOR S.Y. BBA
SEMESTER III**

**FC-301 FUNDAMENTALS OF ENTREPRENEURSHIP
DEVELOPMENT**

Course Objectives: This course aims to familiarize students with concepts in Entrepreneurship and to initiate interest in entrepreneurship development. The course also aims to introduce the pupils to the various facets of project management in the existing financial and legal structure in India.

Number of credits: 2
Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: INTRODUCTION:

Classification of Industries, Meaning/definition of Entrepreneur, Emergence of Entrepreneurship and traits of an Entrepreneur, characteristics of an entrepreneur; his significance, classification of entrepreneurs; Entrepreneur and Economic development , Concept of Entrepreneur.

Entrepreneurial Motivation

Entrepreneurship: Continuum, Roles, Functions, stimulants, entrepreneurship and Economic development; Entrepreneurship under different systems, obstacles, factors

affecting Entrepreneurship growth.

Entrepreneurship development in India and programmes (in brief)

Unit II: Creating Entrepreneurial venture:

Business planning process

Environment analysis

Business ideas

Identification of opportunities

Procedures

Forms of organisation
Relevant Acts for Entrepreneurs
Government Policies

Unit III: Project Management:

- A) Project management
- B) Management of enterprises
- C) Production Management
- D) Materials Management
- E) Technical feasibility study
- F) Marketing Management
- G) Personnel Management
- H) Financial Management
- I) Financial Institutions

Unit IV: Entrepreneurship Development and Government:

- 1. Role of Central and state government
- 2. Role of agencies in ED
- 3. Reasons for failure-Entrepreneurs' perspective
- 4. Women Entrepreneurship
- 5. Rural Entrepreneurship
- 6. Social Entrepreneurship
- 7. International Entrepreneurship
- 8. Sustainable Entrepreneurship
- 9. Knowledge Management and Entrepreneurship
- 10. Framework for Entrepreneurial strategy
- 11. Strategic Entrepreneurship

Reference:

- 1. Entrepreneurship Development and Project Management (Text and Cases) :
Neeta Baporikar; Himalaya Publishing House; Second Revised Edition.
- 2. Entrepreneurship Development: S. Kanka; Sultan Chand.
- 3. Dynamics of Entrepreneurial Development: Vasant Desai; Himalaya Publishing House
- 4. Fundamentals of Entrepreneurship and small business Management: Vasant Desai,
Himalaya Publishing House
- 5. Theories of Entrepreneurship: Vasant Desai; Himalaya Publishing House
- 6. Entrepreneurship: Rajeev Roy: Oxford University press
- 7. Entrepreneurial Development : Vasant Desai, Appannaihah, Gopal Krishna: Himalaya
Publishing house.

SYLLABUS FOR S.Y. BBA SEMESTER III

FC-301 Hospitality Management

Course

Objectives:

To give a broad overview of the basic concepts of hospitality management and to equip the students to make use of the opportunities in this sector.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I:

Introduction to hospitality industry—meaning and definition—historical development of hospitality industry—scope and significance—components of hospitality industry—Tourism industry—Hotel industry—tourism travel industry—domestic and international hospitality industry—Economic aspects of hospitality industry.

UNIT II:

Tourism management—tourism planning—steps in planning--organisational structure for tourism industry—directing, communicating, staffing, and controlling tourism activities. Assessing tourism demand—Environmental dimension of tourism—sustainability and conservation policy—tourism marketing—basic concepts of tourism marketing—tourism products—pricing—promotion and tourism retailing.

UNIT III: Hotel management—basic concepts of hotel management—history of hotel industry—economic significance—functions—classification of hotels--continental—European and American—major hotel chains in India.

UNIT IV: Organizational structure in hotels:-Major departments and areas of responsibilities, Management structure: role and responsibilities.

References:

1. Hotel front office training manual BY Sudhir Andrews
2. Principles of hotel front office operation By Sue Baker and others
3. Hotel Management: Jagmohan Negi, Himalaya Publishing house.
4. Professional Hotel Management: Jagmohan Negi, S. Chand and Co.

SYLLABUS FOR S.Y. BBA SEMESTER III

FC-301 INTRODUCTION TO TECHNOLOGY IN BUSINESS

Course Objectives:

This course aims at understanding the significance of modern technology in business applications. The contents have been enriched to include the areas of concern in the use of technology due to inappropriate and malicious applications. The course if taught in the right persepective is sure to create awareness regarding contemporary uses of technology in business.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: INFORMATION SYSTEMS AND TECHNOLOGY INFRASTRUCTURE

Need for information system, meaning, components, concepts and definitions of Data items, Information and knowledge.

IT architecture, IT infrastructure, Computer based information system: advantages and types. Concept of Integrated information systems, operational support system, Strategic information system, Accounting and financial information system, Marketing information systems, Manufacturing information systems, Human Resource Management systems and HR information system, Management support system, Logistics and supply chain .

IT infrastructure: (only brief overview) Hardware, Software, Human-ware, Firm ware, Bridge ware. PC configuration. Input-output devices.

Memory system in computers; storage(primary and secondary)

System software: Operating system, Device drivers, language translators, system utilities.

Application software

Multimedia: Characteristics and systems

Data communication: Elements, Protocols, data transmission modes-Digital-

Analog transmission, Devices . Communication Network: Types,

Features, Advantages.

Internet: Applications or services Intranet: Features and Benefits

Unit II: Information systems: planning and development:

Objectives, Systems Development Cycle (SDLC), Phases, Systems development methods,

Types of Method knowledge, Conceptual structure.

Data Flow analysis, Data base-advantages and limitations, Terminology in data base,

Types of data base: centralised-Distributed.(components, forms and comparison)

Data Base Structures and their comparative advantages and limit.

Unit III: Information Systems Application:

Inter-organization system

Global information system

Extranet

Electronic Fund transfer

Electronic Commerce M-commerce

Introduction to E-Governance

Emerging trend in Computing: Cloud computing, Grid computing

Unit IV: Computer Security

1. Need for computer security : Threats
2. Malicious software
3. Hacking
4. Cryptography
5. Digital signatures
6. Firewalls and types
7. Identification and authentication
8. Bio-metric authentication
9. Other security measures: unused programmes, Bugs and patches, Monitoring, tripwire, sniffer, honey pot, log analysis.
10. Goals of IT security and need for global approach.
11. IT security policy: steps, contents and implementation
12. Introduction to Cyber laws(only brief idea about elements)

REFERENCE BOOKS:

INFORMATION TECHNOLOGY APPLICATIONS FOR BUSINESS:

Dr. S.Sudalaimuthu and R. Hariharan.: Himalaya publishing house.

INFORMATION TECHNOLOGY FOR MANAGEMENT: B.

Muthukumaran,Oxford university press.

SYLLABUS FOR S.Y. BBA

SEMESTER IV CC-401 INDIAN FINANCIAL SYSTEM

Course Objectives:

To enable the students to acquire basic understanding of the structure, organization and functioning of the Financial System in India. The course also aims at exposing the students to new financial instruments and their implications in the existing regulatory framework.

Number of credits: 3

Lectures per week: 3 of one hour each 40 hours

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: (7 hours): Introduction:

- (a) **Financial system** : Meaning, role and functions of a financial system, Organised and unorganised financial system.
- (b) **Components**: Financial Assets, Financial Intermediaries, Financial Markets (money and capital markets in India) Relevance of various interest/return rates, Regulatory framework, Financial Instruments (in brief).

Unit II: (13 hours): Financial institutions and regulatory bodies:

Financial Institutions: Achievements and Limitations.

- (a) **Money market institutions**: Meaning, Role of the Central Bank(RBI) in money markets.
Commercial banks: Meaning and Functions
Indigenous Financial Agencies: Bankers, Money lenders, Discount houses, Accepting houses(only meaning and features)
- (b) **Capital Market institutions**: (Meaning and functions) Merchant Banks, Investment companies, Management Investment companies, Development banks, Mutual Funds.
- (c) **Special Financial Institutions**: Factors for their growth (need)
Objectives and functions of:
(1) IDBI (2) IFCI (3) SFCs (4) ICICI (5) EXIM Bank of India
- (d) **Coperative Banking Institutions**: Meaning, definition, principles, Features and Structure.
- (e) **Non-Banking Finance Companies**: Meaning, Role, Types of NBFC services,

Reclassification of NBFCs.

- (f) **SEBI:** Introduction to SEBI ACT 1992, Main Functions of the Board.

Unit III: (10 hours) Financial Markets in India:

- (a) **Capital Markets:** Meaning, Role and importance, Development initiatives and reforms (in brief). Composition: Primary-Secondary

I. **Primary Markets:** Meaning, instruments, New Issue Market: Features, objectives and functions, Constituents or players, Problems and Recent Developments including the concept of book building.

Modes of procuring long term funds: Public issue, Rights issue, Bonus issue, Private placement.

II. **Secondary Markets.:** Meaning, Functions of the stock exchange, Benefits to the community-investors-companies, Listing of securities and its benefits, Stock market indices, Types of dealings, types of securities traded on the Indian stock exchanges, Comparison of the three exchanges (BSE, NSE, OTCEI)

- (b) **Money Markets:** Meaning, features of organized and unorganised money markets
Instruments: Treasury Bills, Certificate of Deposits, Commercial Paper, Call money
Commerical bills, Inter-corporate deposits, Inter-bank participation certificates.

Unit IV: (10 hours): Financial services:

- (a) **Venture Capital Financing:** Meaning, Steps in VCF, Methods of VCF, Disinvestment mechanism, VCF in India.
- (b) **Factoring:** Meaning, Types, costs and benefits of factoring, difference between factoring and For faiting.
- (c) **Leasing:** Meaning, Definition, advantages to lessor and lessee, types of leases (operating, finance, leveraged, sales and lease-back, leveraged and cross-border.)
- (d) **Underwriting:** Meaning and benefits
- (e) **Credit Rating Agencies:** Meaning and role of such agencies.
A brief idea about : CRISIL, CARE ICRA.
- (f) **Others:** A brief idea about : NSDL, STCI.

REFERENCE BOOKS:

1. The Indian financial system and Development- Vasant Desai, Himalaya Publishing House.
2. Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
3. The Indian Financial System-Dr. Bharti Pathak, Pearson.
4. Indian Financial System-M.Y.Khan, Mc.Graw Hill
5. Financial Management-Prasanna Chandra,
6. Financial Management-P.V.Kulkarni and Satyaprasad
7. Financial Management- I.M.Pandey, Vikas Publishing House.

8. Financial Management- M.Y.Khan and P.K.Jain :Tata McGraw Hill Education Pvt. Ltd.
9. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya Publishing House.
10. Financial Management : Dr. V.k. Palanivelu, S. Chand.
11. Financial Management : Sheeba Kapil, Pearson.
12. Financial Services: Thummuluri Siddaiah, Pearson.

Allocation of marks for question paper

Units	Marks out 70
Unit 1 (A) (B)	17 marks 08 09
Unit 2 (A,B,C) (D,E,F)	18 marks 09 09
Unit 3 (A) (B)	18 marks 12 06
Unit 4 (A,B,C) (D,E,F)	17 marks 09 09
Note: Question no.1 shall include MCQs such that equal weightage is given to all units and they could be from any one/two /three or all sub-units.	

Topics for Assignment :

1. Modern Financing instruments including Hybrid instruments
2. Major issues in the Indian Financial System.
3. [Role of NABARD ,DFHIL, SIDBI.](#)
4. Resource mobilisation from international markets.
5. Special Financial Institutions: LIC, UTI

Topics for Presentation/Seminar:

1. Reforms in Indian Capital Markets and their impact.
2. Stock exchange operations - an overview.
3. Role of Credit Rating Agencies and their limitations.
4. Micro-financing in India.
5. Reforms in Banking sector.
6. Capital Market Scams.

SYLLABUS FOR S.Y. BBA SEMESTER IV

CORE COURSE – 402 MARKETING MANAGEMENT

Introduction:

The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and newer trends are constantly emerging. Now it has become utmost necessary for everyone to have knowledge of this field.

Objective: This subject is designed to provide a basic understanding of the subject of marketing management to the students. What marketing management is? How it has evolved during the time? What can be marketed and How it can be marketed?

This part is the extension of the core course offered in semester III namely, “Introduction to Marketing”. Basics of marketing management have been introduced in the IIIrd semester and in this part; the marketing mix variables and the different strategies related to the variables are discussed.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Product Management Part-I (10 Hours)

a Product Decisions

- Concepts of Products
- Levels of Products
- Classification of Products
- Product Decisions

(d) Individual Product Decision (branding, packaging, labeling, servicing)

(e) Product Line Decisions

(f) Product Mix Decisions

- Product Differentiation

- b The Concept of Product Life Cycle
 - The Product Life Cycle
 - Stages in PLC and Marketing Strategies
- c The New Product Development Process
 - Introduction – need for new products
 - The Product Development Process

UNIT II: Product Management Part-II AND Pricing Decisions (10Hours)

- a. Brand Concepts: (6 Hours) (Weightage 15%)
 - Brand Equity
 - Brand Strategy Decisions
 - Brand Re launch
- b. Pricing Decision and Strategies (4Hours) (Weightage 10%)
 - Objectives of Pricing
 - Factors Influencing Pricing Decisions
 - Pricing Strategies
 - Special Pricing Strategies

UNIT III: Distribution Decisions (10Hours)

- Channels of Distribution
- Role and Importance of Channels
- Functions of Channels
- Channel Levels
- Types of Intermediaries and Number
- Types of Retailing
- Wholesaling
- Vertical and Horizontal Marketing Systems
- Multi-channel Marketing Systems

UNIT IV: Marketing Communications (10Hours)

- Integrated Marketing Communications
- Advertising and Publicity
- Developing Effective Advertising Programs
- Difference between Advertising and Publicity
- Sales Promotions
 - a Consumer Sales Promotion
 - b Trade Promotion

- Public Relations
- Personal Selling
 - a. Steps in Personal Selling Process
 - b. Sales Force Management
 - c. Direct Marketing

Text Book :

1. Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.

Reference Books:

- (b) Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
- (c) Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
- (d) Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

Topics for assignments:

1. Brand Strategies of any one company.
- (b) Market position of a newly launched product or service in last one year.
3. Methods of sales forecasting.
4. A note on consumerism.

Suggested topics for seminars and presentations:

- (c) Distribution strategy of any one company.
- (d) Promotional tools (communication mix) adopted by any one company.
- (e) Comparative advertising strategies of any two companies.
- (f) Sales promotions offered by FMCG companies/brands (Minimum two companies/brands).

SYLLABUS FOR S.Y. BBA SEMESTER IV

CORE COURSE – 403 BUSINESS STATISTICS

Introduction:

The student will understand the basic statistical concepts and terminology involved in sampling methods, normal distribution, statistical inference. The course focuses on how to interpret and solve business-related word problems and to develop simple Statistical models from a business perspective.

Objective :

To create a better understanding of Statistical concepts in solving business and commerce related problems. The course serves as a good foundation for further study in management, accounting, marketing and finance.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: 10 Sessions

1.Sampling Methods

Basic concepts of Population and Sample
Population inquiry, Sample Inquiry
Characteristics of a good sample
Sampling: Meaning, Merits and Demerits of Sampling
Types of Sampling

- (i) Simple Random sampling (with and without replacement method): Sampling Method, properties, advantages and disadvantages
- (ii) Stratified Random Sampling: Sampling Method, properties, advantages and disadvantages, determination of sample size under proportional allocation and optimum allocation

2. Normal Distribution

Continuous Probability Distribution, Probability Density Function

Normal Distribution: Necessary conditions, Normal Distribution Function and its properties, Applications

Unit II: 10 Sessions

1. Testing of Hypothesis: Large Sample Tests

Basic concepts: Hypothesis, Null Hypothesis, Alternative Hypothesis, Statistic, Parameter, Sampling Distribution, Standard Error, Type I and Type II errors, Level of Significance, Acceptance Region, Critical Region

Testing of Hypothesis, Testing Procedure

Large Sample Tests

- (i) Test for Variables: Test of mean, Test of difference between two means, Test of difference between two standard deviations
- (ii) Test for Attributes: Test of proportion, Test of difference between two proportions
Estimation of Confidence Interval and Determination of optimum sample size

Unit III: 10 Sessions

1. Testing of Hypothesis: Small Sample Tests

, Degree of Freedom

t Test: Test of Mean, Test of difference between two means, Paired t test

F Test : Test of difference between two variances, Application of F test in ANOVA (One way and Two way)

Unit IV: 10 Sessions

1. Chi Square Test

Test of Independence

Test of Goodness of Fit

Test for Population Variance

2. Non Parametric Test

advantages and disadvantages of non-parametric tests

Uses of non-parametric tests

- (a) Types of non-parametric tests
- (b) The one sample Sign test
- (c) The one sample Runs Test
- (d) Mann-Whitney U Test

Assignments:

- (a) Assignments on Decision theory and sampling methods
- (b) Assignments on Normal Distribution and Large Sample Tests
- (c) Assignments on Small Sample Tests
- (d) Assignments on Chi Square Test and Non-Parametric Tests

Seminar Topics:

- (a) Prepare a project on application large and small sample tests in real life
- (b) Prepare a project on application of chi square test and non-parametric tests in real life

Reference Books:

- (a) Fundamental Mathematical Statistics by S. C. Gupta & V. K. Kapoor
- (b) Statistical Methods by S. P. Gupta
- (c) Comprehensive Statistical Methods by P. N. Arora, Sumeet Arora & S. Arora
- (d) Business Statistics by J. K. Sharma
- (e) Statistics for Management by Levin & Rubin
- (f) Statistics for Business and Economics by Anderson, Sweeney & Williams

SYLLABUS FOR S.Y. BBA SEMESTER IV

CORE COURSE – 404 MANAGERIAL ECONOMICS – II

Objectives:

The main objective is to develop decision making capacity in students. Managerial Economics can be viewed as an application of that part of micro economics that focuses on topics like demand, production, cost, pricing and market structure. Understanding these principle will help to develop a rational decision making. Managerial Economics sharpens the analytical framework that the executive must bring to bear on managerial decisions. In general Managerial Economics will help managers to ensure that resources are allocated efficiently within the firm and that the firm makes appropriate reaction to changes in the Economic Environment.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

Unit 1: (10 hours)

CHAPTER 1 : PERFECT COMPETITION AND MONOPOLY

- (a) Meaning and Characteristics of Perfect Competition.
- (b) AR, MR and Elasticity under Perfect Competition.
- (c) Short run equilibrium of the firm under PC
- (d) Long run equilibrium of the firm under PC.
- (e) Meaning and Characteristics of Monopoly.
- (f) AR, MR and Elasticity under Monopoly.
- (g) Short run Equilibrium under Monopoly.
- (h) Long run equilibrium under Monopoly.

Unit 2: (10 hours)

CHAPTER 2 : DISCRIMINATORY MONOPOLY

- (a) When Price Discrimination is Possible, Profitable and Socially desirable with diagram.
- (b) Equilibrium of price discriminating monopolist.
- (c) Dumping Case under Monopoly

CHAPTER 3 : MONOPOLISTIC COMPETITION

- (a) Meaning and Characteristics of Monopolistic Competition.
- (b) AR, MR and Elasticity under Monopolistic Competition.
- (c) Short run equilibrium under Monopolistic competition.
- (d) Long run equilibrium under Monopolistic competition.
- (e) Excess capacity and monopolistic competition

Unit 3: (10 hours)

CHAPTER 4 : OLIGOPOLY

- (a) Meaning and characteristics of Oligopoly.
- (b) **Collusive Oligopoly**
 - a. Cartels (Joint Profit Maximization Cartels and Market Sharing Cartels)
 - b. Price leadership. (Low cost price leadership, barometric price leadership and dominant price leadership)
- 1. **Non collusive Oligopoly**
 - a. Kinky Demand Curves
 - b. Cournot's Model

Unit 4: (10 hours)

CHAPTER 5 : BREAK- EVEN ANALYSIS

- 1. Assumption
- 2. Chart and formula method of calculating Break-even Analysis
- 3. Numerical.

CHAPTER 6 : PRICING POLICY

- 1. Objectives
- 2. Different Methods of Pricing

Text Books : Managerial Economics By D.M.Mithani

Books for Reference: (1) Managerial Economics By P. L. Mehta.
(2) Micro Economic Theory By H.L. Ahuja.

Topics for Assignment:

- (1) Features of Market
- (2) Collusive Oligopoly
- (3) Pricing Methods
- (4) Break Even Analysis

Topics for Seminar:

- (a) Dumping
- (b) Excess Capacity
- (c) Non- collusive oligopoly
- (d) Factors affecting pricing

SYLLABUS FOR S.Y. BBA SEMESTER IV

COURSE CODE – 405 CORPORATE FINANCIAL STATEMENTS

Objectives:

The paper aims at enabling the students to develop knowledge and understanding of financial statement analysis; different tools and techniques of financial analysis and its practical application in the published financial reports of the companies.

Number of credits: 3**Lectures per week: 3 of one hour each****Total sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT(hours)

**WEIGHTAGE
MARKS OUT
OF 70**

UNIT – I (10 hours)

18 MARKS

(A) **Financial Statements** – Meaning, types and Limitations. Meaning of Financial Statements Analysis, Meaning of various tools of Financial Analysis – Horizontal Analysis, Vertical Analysis Trend Analysis, Common Size Statement.

**5 %
(4 MARKS)**

(B) **Ratio Analysis** – Meaning and Functional Classification of ratios. (Profitability, Liquidity, Leverage, Turnover, Market Strength Analysis and Coverage), Calculation and Interpretation of Ratios from Balance Sheet and Income Statement

**20 %
(14 MARKS)**

UNIT – II (10 hours)		(17 MARKS)
Cash Flow Statement – Meaning, Preparation of Cash Flow Statements (As per AS. 3)		25%
Meaning of Fund flow statement. Difference between Fund flow statement and Cash flow statement.		
UNIT - III (10 hours)		17 MARKS
(A) Common Size statements – Meaning and Preparation of Common size Profit/Loss A/C and B/S.	10 % (7 MARKS)	
(B) Value Added statement – Meaning and Preparation of Value Added Statement.	10 % (7 MARKS)	
(C) Introduction to concept of Extensible Business Reporting Language (XBRL)	5 % (3 MARKS)	
UNIT - IV (10 hours)		18 MARKS
(A) Understanding the Contents of Corporate Annual Reports:	8 % (6 MARKS)	
1. Balance Sheet		
2. Income Statement		
3. Cash flow Statement		
4. Significant Accounting Policies.		
5. Auditors Report.		
6. Directors Report.		
7. Management Discussion and Analysis.		
8. Notes to Accounts.		
(B) Corporate Financial Reporting – Meaning, Objectives of corporate financial reporting, Qualitative characteristics of financial reporting information. Window Dressing in corporate financial reporting, Creative Accounting/ Creative Financial Practices adopted in window dressing.	8 % (6 MARKS)	
(C) Specific Issues in Corporate Financial Reporting:	9 % (6 MARKS)	
(a) Segment reporting - Meaning and need		
(b) Interim reporting – Meaning and need.		
(c) Corporate Governance - Meaning.		

Bifurcation of Marks for Multiple Choice Questions. (Question no. 5) (14 Marks)

(A) Objective type questions from Unit I (A), II, III, IV (7 Marks)

(B) Multiple choice questions I (b) 7 Marks.

Ratios based on a mini-case represented through Excerpts of Annual Financial reports. (Profit & Loss Account & Balance Sheet of 2 years).

(The objective of this question (I (b) should be to evaluate the analytical abilities of students to use Ratio analysis for judging the Profitability, Liquidity, Solvency, Market Strength of the company. It is necessary to use realistic data for the purpose of enabling the students to read, understand and analyse the ratios.

Topics for assignment:

- (a) Economic Value Added (EVA) – Meaning, Need for EVA, difference between accounting income concept and economic income concept.
- (b) Accounting for Intangible Assets – Concept, features, types of intangible assets,
- (c) Regulatory framework governing the corporate financial statements in India.
- (d) Calculation of ratios of the following aspects of a selected company (Data of at least 2 years.)
Profitability, Liquidity, Activity/ Turnover, Leverage, Market Strength Analysis

Topics for Seminar:

- (a) Segment Reporting in India.
- (b) A Study of Corporate Governance Report of a selected company.
- (c) Inter-firm comparison of two units in the same industry.
- (d) Du Pont Analysis.
- (e) Reporting of Price level changes in annual reports.
- (f) Financial Performance Analysis of Banks/ Financial Institutions.

Recommended Books:

1. Advanced Accountancy – II (Corporate Accounting), 18th Edition by S.P.Jain & K. N. Narang, Kalyani Publication.
2. Financial Accounting – Principles & Practices by Jawaharlal and Seema Srivastava.S.Chand Publication.
3. Financial Accounting for Management (An Analytical Perspective) 3rd Edition by Ambrish Gupta , Pearson publication.

Reference Books:

1. Financial Statement Analysis and Reporting by Peddina Mohana Rao, PHI Learning Pvt. Ltd.
2. Corporate Accounting by A.Mukherjee & M. Hanif , Tata McGraw Hill.
3. Corporate Accounting – Dr S.N. Maheshwari & Dr. S. K. Maheshwari. Vikas Publication
4. Basic Financial Accounting for Management by Paresh Shah Oxford University Press.

Detailed list of ratios.

- (a) **Profitability Ratios:** Gross Profit, Net Profit, Operating ratio, Expense ratio, Return on capital employed, Return on Shareholders' funds, Return on equity capital.
- (b) **Liquidity Ratios:** Current ratio, Liquid ratio, Quick ratio.
- (c) **Market Strength Analysis Ratios:** Earnings per share, Dividend per share, Dividend yield ratio, Price/Earnings ratio.
- (d) **Activity/Turnover Ratios:** Stock turnover, Debtors ratio, Creditors ratio, Fixed assets turnover, total assets turnover, working capital turnover.
- (e) **Leverage Ratios/ Capital Structure Ratios:** Debt-equity ratio, Proprietary ratio, Capital gearing ratio, Long term funds to fixed assets ratio.
- (f) **Coverage Ratios:** Interest coverage, Debt-service coverage ratio.

SYLLABUS FOR S.Y. BBA SEMESTER IV

CC – 406 INDUSTRIAL EXPOSURE AND VIVA-VOCE

Introduction:-

The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in the same area. Lack of industry exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge.

Objectives:-

The course in semester -IV is an extension of the practical studies course of semester-II. Here the students will be introduced to details of the functional areas of management (Marketing, Production or Human Resources). It will actually bridge the gap between theory and practice as they will study the same functional areas as theory papers too. The industrial visit and exposure will be followed by report writing and viva-voce. This paper also aims to sharpen the communicative skills of the students through practical training in some of the important skills required to be mastered by middle and higher level managers.

Number of credits:- 3

Lectures per week:- 4.5

GENERAL INSTRUCTIONS:-

(d) The industrial exposure and viva-voce paper be incorporated in the fourth semester of BBA course with 3 credits and 4.5 hours per week in the following manner:-

Component	Hours per week
Communication practicals	1.5
Project work	3
Total	4.5

(a) Each batch for practical studies should not have more than 40 students. For every batch, 1.5 hours per week have to be allocated for communication practicals and 3 hours per week for the project work.

(b) The evaluation of communication skills external practicals will be based on

group discussion(any one topic from the list declared by the university on the day of the exam) **and** group presentation (any one topic from the list attached herewith).

(c) The project work will be evaluated on the basis of project report and individual viva-voce.

(d) The allocation of marks will be as under:

Evaluation	Internal	External		
Communication	15 marks	35 marks		
Practicals				
Components	Group discussion 6 marks	Group presentation making 9 marks	Group discussion 15 marks	Group presentation making 20 marks
Project work	15 marks	35 marks		
Components	Project report 6 marks	Viva voce 9 marks	Project report 15 marks	Viva voce 20 marks
Total marks	30	70		
Minimum passing marks	12 (out of 30)	28 (out of 70)		

(a) The marks for practical studies shall be considered for deciding grade of the student.

(b) Minimum passing marks shall be at par with other subjects i.e. 40%.

GUIDELINES FOR PROJECT WORK:-

(a) The visit should be to a manufacturing unit, which can be of any size and any form of organization.

(b) A batch size should not exceed 40 students for the visit. The last batch can be adjusted according to the strength of students in the institute.

(c) Students are required to prepare an individual report based on information gathered during the visit and sessions with industry representatives in consultation with the concerned teacher.

(d) The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimized. Also, mere reproduction of secondary data should be avoided. It should cover the following areas:-

SECTION :-I

(a) COMPANY PROFILE:-

Name, Registered Address, Brief History, Mission, Vision, Products, Form of organization, Organisational Structure, Locational issues, Awards and Achievements.

(b) FINANCE:-

Turnover, Balance Sheet and Profit and Loss Account of last 3 Years. (If available), Capital invested and Sources of funds.

(c) SOCIAL RESPONSIBILITY AND FUTURE PLANS OF THE ORGANISATION.

SECTION :- II

(DETAILS OF ANY ONE OF MARKETING, HR OR PRODUCTION FUNCTIONS)

(g) A PROJECT WITH MARKETING FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED :-

1. Products (Relate to concepts of marketing)
2. Marketing staff and structure
3. Segmentation, Targeting, Positioning
4. Branding efforts
5. Stage of Product Life Cycle for products
6. Product hierarchy, line and mix
7. Competitors and their strategies
8. Pricing policies
9. Marketing channels and distribution networks
10. Promoting products – Advertising, Sales promotion, Publicity, Personal selling efforts
11. Developing new products
12. Marketing research activities
13. Social responsibility of marketing.

(h) A PROJECT WITH HUMAN RESOURCES FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED:-

1. HR function at the organization, its values
2. Organisational structure of HR department and its pyramidal break-up into levels and qualifications
3. HR planning- Job Design classified into Job Description and Job Specification
4. Recruitment, Selection, Orientation and Placement
5. Training and Development practices
6. Performance appraisal and Job evaluation

7. Promotions, Transfers and Separations
8. Industrial Relations
9. Remuneration policies and its relation to Minimum Wages Act;
10. Employee welfare, Safety and Health practices
11. Trade Unions
12. Disputes and their resolution
13. New HR practices; if any.

(i) A PROJECT WITH PRODUCTION FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED:-

1. Organisation's location and its issues for production
2. Plant layout
3. Organisation structure of the production department
4. Production processes – continuous \intermittent
5. Capacity planning
6. Raw- material procurement and purchase decisions
7. Materials handling
8. Stores management
9. ETP practices

IMPORTANT:- AS THE FOCUS OF THE PROJECT WILL BE ON ONE FUNCTIONAL AREA TO BE INCLUDED IN SECTION II, A BRIEF OVERVIEW OF THE OTHER TWO SHOULD BE INCLUDED IN SECTION I.

(c) GUIDELINES FOR VIVA-VOCE OF INDUSTRIAL VISIT:-

The viva-voce for the student should be conducted on individual basis in English only and should be evaluated on the basis of following criteria:-

- (1) Knowledge about the company visited
- (2) Topics covered
- (3) Applications related to functional focus
- (4) Communication skills

(d) GUIDELINES FOR COMMUNICATION SKILLS PRACTICALS:-

a. Group Discussion:

1. The students will be divided into the groups such that the number of students in a group is 5.
2. The students will conduct the group discussion (on any one topic declared by the university at the time of examination) for 10 minutes on relevant and appropriate debatable issues.

b. Group Presentation :

1. The students will make the presentation in a group of 5 (on any one topic as per the list attached herewith)
2. Such groups will be formed on the basis of the chronological order.
3. The duration of the presentation would be 2 minutes per speaker which means 10 minutes for the group of 5.
4. The presentation should have Power-Point slides only as their visual aids and the judgement of its effectiveness should be purely done on the basis of the speakers' **communication skills**.
5. The presentation SHOULD be related to any one of the following topics:
 - (a) Sales presentation focusing on any product or service
 - (b) Presenting a report to the Board of Directors
 - (c) Case-Studies of Companies
 - (d) Issues of Social, Cultural and Academic Relevance
 - (e) Management lessons from films/books/mythology

SYLLABUS FOR S.Y. BBA SEMESTER IV

CORE COURSE – 407 HUMAN RESOURCE MANAGEMENT

An understanding of Human Resource Management is important to employee employed in any organization. H.R. Managers must understand the scope and application of the personnel policies and practices of their organization to ensure optimum utilization of employees. The changing business environment is highly competitive and complex and makes it necessary to study these changes along with its impact on human resources within an organization.

Objectives:-

- (a) To enable the students gain complete insight into various domains of Human Resource Management
- (b) To introduce core and critical areas of HRM such as employee performance evaluation, compensation and incentives administration and benefits management.
- (c) To offer an insight into the activities that foster employer – employee relationship.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT-I Industrial Relations and Trade Union: (25%)

- (a) Industrial Relations: Definition, Objectives, Parties to Industrial relations.
- (b) Trade Union: Definition, Reasons for joining trade union, Problems of Trade union.
- (c) Industrial Dispute: Definition of Industrial Dispute, Reasons for disputes, Concept of Grievance and Grievance Procedure, Methods of solving dispute – Collective Bargaining, Conciliation, Arbitration and Adjudication (last 3 methods in brief)

UNIT- II: Employee Compensation: (25%)

- (a) Employee and Executive Remuneration: Definition of remuneration , Components of employee and executive remuneration , Reasons for higher remuneration to executives.
- (b) Incentives : Meaning , Importance of Incentive and limitations , Methods of Incentives – Taylor, Merrick, Emerson and Gantt (both theory and practical)

UNIT-III Maintenance: (25%)

- (a) Fringe Benefits: Definition, types and principles of fringe benefits.
- (b) Employee Welfare: Definition, types of welfare measures. (intramural and extra mural), Approaches to employee welfare.
- (c) Safety and Health : Concept of industrial safety and health, safety program and policy, Causes of industrial accidents – man made and mechanical, Aids , Violence and noise control ; How to handle accidents; Stress - meaning, Reasons / Sources of stress.

UNIT-IV Integration:

(25%)

- (a) Workers Participation in Management : Definition , Meaning and Importance , Scope of participation (including Board level participation , ownership participation , staff or work council , Quality circles , TQM , Financial participation , Joint council and committees) , Limitations of participation.
- (b) HR challenges (brief knowledge of outsourcing , B.P.O. ,call centres, work life balance , ethical issues and diversity)
- (c) HRaudit: meaning, benefits, scope- audit of HR functions ,audit of managerial compliance , audit of HR climate ,audit of corporate strategy.

Text Book :

Human Resource and Personnel Management – Text and Cases; K.Aswathappa; Tata McGraw Hill ; 4rd Edition. OR Latest Edition.

Rererence Books :

1. Personnel Management and Industrial Relations; N.G.Nair and Latha Nair ; S. Chand ; 1st Edition reprinted in 2004. [Particularly for Section I, Topic 4, Career planning and development]
2. Human Resource Management – Text and Cases;S.S.Khanka; S. Chand; 1st Edition reprinted in 2009.

(d) Topics of Assignment :

- i. Trade Union Power Tactics.
- ii. Various Occupational Hazards.
- iii. Approaches to Industrial Relations.
- iv. Evolution of Trade Union.

Topics for Presentation/Seminar

1. Concept of Wages.
2. Absenteeism and Turnover.
3. Human Resource Information System.
4. Strategies for handling stress.
5. Objectives of Employee Welfare.

SYLLABUS FOR S.Y. BBA SEMESTER IV

EC-401 Agricultural Economics

Course Objectives:

The course aims at exposing the students to an entirely new area of economics which is vital in understanding the core of Indian economics. The course entails the history of agriculture and its dynamics in the present scenario.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

- (a) **Rural Economy of India:** Structure of the Indian economy; Place of agriculture in rural economy, composition of the Indian rural economy, farm sector and non - farm sector, Diversification of Agriculture, forestry in India; its growth and problems. Rural industrialization; Food Processing industries and agro- based industries.
- (b) **Development of Agriculture:** Role and importance of agriculture in economic development; Linkages between the agriculture sector and the non- Agricultural Sector, Changing nature of Linkages, Agricultural resources in India, Land utilizations and Cropping pattern. Trends in Agricultural growth and agricultural productivity, Pattern of agricultural development - regional variations, Production function in agriculture, cropping pattern in Marathwada.

Unit II:

Technological and institutional changes in Agriculture: Technology in Agriculture – traditional techniques and practices, HYV seeds - fertilizers, water technology. (Green revolution) sustainable agriculture, Emerging trends in agricultural technology" Dry land farming. Size of Holdings in India and Maharashtra.

Unit III: Agriculture Finance and Pricing Policy

Agricultural finance in India - Importance, types of requirements sources; non - institutional and institutional, Agricultural marketing in India; Markets and Marketing functions, channels of distribution of various commodities, regulated markets and ware housing. Role of Co-Operatives in Agriculture.

Agricultural Price policy (APP), Nature of demand and supply of agricultural product, objectives of APP, food security in India and Public distribution system.

Unit IV: 50 Years of Indian Agriculture:

An overview of agricultural development, Under employment and Unemployment in the rural economy, Globalization of Indian economy and its effects on Indian agriculture.

REFERENCES:

- Bilgrami S.A.R. (2000), An Introduction to Agricultural Economics, (2nd Edition), Himalaya Publishing House, Mumbai.
- Sadhu A.N. and J. Singh (2000), Agricultural Problems in India, (3rd Edition), Himalaya Publishing House, Mumbai.
- Sundaram I.S. (1999), Rural Development, (3rd Edition), Himalaya Publishing House, Mumbai.
- Takale S.R. & Bhise V.B. (2007), Behaviour of Market Prices of Agricultural Commodities, Serials Publications, New Delhi.

ADDITIONAL READING LIST:

- Government of India, Economic Survey (Annual), New Delhi.

- Government of India, Ninth Five Year Plan (1997-2000), Vol.I. & II, Planning Commission, New Delhi.
- Reserve Bank of India, Hand Book of Statistics of Indian Economy (Annual).
- Sony R.N. (2000), Leading issues in Agricultural, Arihant press, Jalandhar.

SYLLABUS FOR S.Y. BBA SEMESTER IV

EC-401 INTRODUCTION TO HUMANITIES

Objective:

This elective course in humanities aims at introducing a student to the subject of social science, with special emphasis on the issues pertaining to evolution of human society, emergence and various aspects of society in modern India. It also covers issues pertaining to social, political and administrative systems existing in India. The course is framed to familiarize students with the developments in economics, arts and aesthetics and the present day challenges experienced by India and the World societies.

Number of credits:02**Lectures per week: 02 of one hour each**

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT-1: HUMAN SOCIETY AND ITS EVOLUTION**World Perspective:**

- A) Introduction: Meaning of Society, relevance of human beings in relation to the study of social sciences, Evolution in tools/technology in various ages (Stone Age, Bronze Age and Iron Age), Rise of religions of the world.
- B) Role of nature and its adaptation by human beings through different ages, Evolution of human beings as thinking individuals, Evolution of Knowledge (magical form, Scientific and Religious form), Geographical discoveries and Colonisation.
- C) Emergence of the modern world: Feudalism, Capitalism, Humanism, Secularism.
- D) Post Renaissance influences-on literature, Architecture, Art, Philosophy and Science.
- E) Industrial Revolution and its influence on the society

Indian Perspective:

- A) Pre-colonial economy: characteristics pertaining to agriculture, trade and handicrafts industry.
- B) Evolution of colonial rule and its impact on India (Drain theory, De-industrialization), impact on the Indian agrarian economy.
- C) Important movements in the Indian History before and after Gandhian Era, Economic developments in the pre and post independence period.
- D) Concepts of secularism, nationalism, internationalism, communalism, regionalism.
- F) Major Challenges: Education, Upholding Democracy, Bureaucracy etc.

UNIT-II SOCIAL, POLITICAL AND ADMINISTRATIVE SYSTEMS:

A) **Social Structure:** Meaning of social structure; concept of ROLE and STATUS, Components of Social structure- Social stratification and Division of labour.

Social Institutions: Family, Marriage.

Economic Institutions: Types of economic systems(Hunting and gathering, pastoral and horticultural economy, agrarian economy and industrial economy.

Political systems and types of authority which impact the social structure.

Religion: Positive and Negative aspects of Religion on society.

Marginalized groups in a society: meaning, Types: orphaned, delinquent, destitute children, Disabled, Women in distress, Commercial sex workers, Scheduled castes, Scheduled tribes, OBCs, Denotified tribes, Minorities.

Social Changes and the factors causing them(Biological, geographical, technological,socio-cultural)

B) **Political systems:** (with reference to India)

History, composition and basic features of the Indian Constitution.

Democracy: meaning, state institutions and the democratic process, role of non-state institutions/groups in the democratic process.

C) **Administrative Systems:** Administrative Structure: Role of The Chief Executives at Union level, state level and district level.

Composition of line agencies: departments, public corporations and public enterprises, boards and commissions

Composition of staff agencies: General agencies, technical agencies and auxilliary agencies.

Important Administrative Processes: Planning, Decision-making, Communication, Control and co-ordination.

Governance issues and strategies: Characteristics, functions and difference between state and Government.

Governance: its concept, significance and characteristics, relevance of good governance.

UNIT-III : ECONOMIC DEVELOPMENT, DEVELOPMENT OF ARTS AND AESTHETICS:

A) **INDIAN ECONOMY:** Features, Development and Growth strategies through planning in the post independence period. Performance of the Indian Economy post 1990(economic reforms era)

B) **ARTS AND AESTHETICS:** (with reference to India)

Literature: Introduction to Poetry, fiction, drama, novels, short stories.

Fine Arts: Introduction to Paintings(pre and post medieval ages, modern era)

Dance: History and Types of Indian Classical Dances

Music: History and Types of Indian Music and major indigenous musical instruments.

Theatre and Indian Cinema: Forms of Theatre in Modern Era, Cinema in modern era and Its impact on the society.

UNIT-IV CONTEMPORARY CONCERNS AND CHALLENGES: (with reference to India for sub points A,B,C)

- A) **HUMAN SECURITY:** Valuing human beings as assets/resources, concept of human rights, concept of human security including health, food .
- B) **EDUCATION AND AWARENESS:** Aims and importance of education, challenges to education in the modern era.
- C) **INFORMATION AND COMMUNICATION TECHNOLOGY:** Role of ICT, Socio-economic implications of ICT.
- D) **PEACE AND CONFLICT:** Challenges to World Peace, Role, functioning and obstacles to Efforts of the UNITED NATION, SAARC,EU,APEF.
- E) **GLOBALISATION:** Pros and cons.
- F) **ENVIRONMENT:** Environmental initiatives in India and challenges .

SYLLABUS FOR S.Y. BBA SEMESTER IV

EC-401 Introduction to Science and Technology

Introduction: This course offers an introduction to Science and Technology to students from non-science background. The course will deliver positive and informed values and attitudes towards themselves, others and science and technology.

Objective: The student would be able

- 1) To develop their knowledge and understanding of the role of science in creating/ changing: the environment, information & communication, life-styles products and services, agriculture, health and nutrition.
- 2) To understand the impact of technologies people select and use; how these technologies affect other people, the environment and the future
- 3) To introduce students to the some aspects of science of the future times and how it will affect human kind.

Number of credits: 02

Lectures per week: 02 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Introduction to Science & emergence of modern science in India (10 hours)

- **Introduction to Science**
 - History of science
 - Methods of science-
 - observations, Hypothesis, experiments, laws, models & theories
- **Emergence of modern Science in India**
 - Science & technology in medieval India
 - Science in colonial India
 - Science in post independence India
 - Nature of scientific knowledge

UNIT: II Agriculture, nutrition & health (10 hours)

- **Agriculture**

- Agriculture in India
- Scientific technological advancements in agricultural produce:
 - Cereals,
 - pulses,
 - oilseeds,
 - sugar crops,
 - fiber crops,
 - fruits & vegetables
- Agro forestry in India
- Agro techniques:
 - Cropping system, input of fertilizers, crop protection
- Agriculture in special areas
 - Dry lands , arid zones, hills
- Biotech in agriculture

- **Nutrition & health**

- Importance of nutrition
- Nutrient groups and their functions
- Essential nutrients & Balanced diet
- Adulteration of food
- Types of disease
- Spread of disease (infectious disease)
- Prevention of disease
- Health care in India
- Advancement of science in the cure of disease

UNIT: III Technology and development (10 hours)

- **Technology and Industry**

- **Current technological development:**

- Energy sector,
- Textile industry,
- Pharma industry, Chemical , steel, electronic

- **Modern development in science and technology**

- Laser & its applications
- Fiber optics and its applications
- Space technology
- Nuclear energy, atomic energy
- Introduction to biotechnology
- Computer technology
 - Internet
 - AI and Robotics

UNIT: IV Perceptions and Aspirations, Information & communication (10 hours)

- Impact of science on society
- Impact of society in scientific development
- New perceptions and aspirations in science and technology
- Science and technology for national development
- Self reliance with help of science and technology
- Technology as a tool of domination
- Information & communication
 - Functions of communication
 - Role of communication in creating awareness
 - Role of communication in promoting education
 - Role of communication in cultural understanding
 - Impact of communication technology on society

SYLLABUS FOR S.Y. BBA SEMESTER IV

FC-401 EXPORT MANAGEMENT

Objectives:

In the context of Globalization, export management is of great relevance to students of management. This very specialized area of knowledge opens new avenues and opportunities for students who wish to tread on the path of global business. The course includes the various aspects of exports in the context of changing global environment.

Number of credits: 2**Lectures per week: 2 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT-1:

- (a) **Introduction:** Definition, Need for export management; its nature; features; process of export management; functions of an export manager; organisational structure of an export firm.
- (b) **Organising an export firm and developing an export marketing plan:** Nature of an export firm; setting up of an export firm; Registration formalities; need for export-marketing plan: its contents and developing an export marketing plan.
- (c) **Stages in export procedure:** Shipping and customs formalities; Banking procedures; Export incentives available to exporters.

UNIT-2:

- (a) **Export product planning:** Modes of entry in foreign market; criteria for selection of products for exports; steps in new product development process; identifying foreign markets for export of products. A brief idea about product life cycle; product mix; product branding; product packaging and labeling.
- (b) **Export Pricing :** Factors determining export price; objectives of export pricing; export pricing quotations ; Marginal cost pricing; Break-even pricing; export pricing strategies.
- (c) **Export Financing:** Types of Export finance; pre-shipment and post-shipment financing; Role of commercial banks and EXIM Bank; Role of ECGC in export cover.

UNIT-3:

- (a) **Foreign Trade Policy and Export Promotion:** Objectives of Foreign Trade Policy; Main highlights of the foreign trade policy.(only brief idea of the FTP-2009-14)
- (b) **Main Export promotion organisations in India-**EPCs; Commodity Boards; STC; FIEO; Chamber of Commerce; IIP; ITPO.
- (c) **India's Export Trade:** Trends in India's export trade since independence; Composition of export trade; India's share in world trade, Reasons for its limited share in world trade; export of services.

UNIT-4:

International Trading Environment:

Meaning and definition of international trade; Factors influencing international trade; Problems in international trade; regulations in international trade, Trade barriers; role of WTO in international trade; implications of Uruguay round for world trade; introduction to trade blocks and their effects on world trade; brief idea about EU, ASEAN and NAFTA.(Detailed discussion on them not expected.)

Suggested References:

1. Export Management: P.K.Khurana-Galgotia Publishing Company, New Delhi.
2. Export Management: T.A.S. Balagopal, Himalaya Publishing House.
3. Export Management: D.C.Kapoor-Vikas Publishing House Pvt. Ltd.
4. Export Management: Francis Cherunilam-Himalaya Publishing House.
5. Export Management: International Marketing and Export Management-Pearson Publication.
6. International Marketing Management: An Indian Perspective-R.L.Varshney and B.Bhattacharya, Sultan Chand and sons.
7. International marketing: -P.K.Vasudeva-Excel Books.
8. Pepsi Handbook of India Exports- Global Business Press.
9. Export-import procedures and Documentation:Dr. khushpat S. Jain: Himalaya Publishing House.

**SYLLABUS FOR S.Y.
BBA SEMESTER IV
FC-401 MANAGEMENT INFORMATION SYSTEM**

Course Objectives: The course aims at exposing students to the use of Technology in business so as to smoothen the Information system. It also focuses on issues which cause a challenge to the technology based information system.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: INTRODUCTION TO MIS :

- (a) Definition, framework for MIS organization and management triangle, information needs, systems approach. Meaning and objectives of MIS, Disadvantages of information system, Approaches of MIS development, constraints in developing an MIS. MIS and use of computers and its limitations.
- (b) Information systems for decision making: Transaction processing systems, MIS, intelligent support sysms and office automation systems.
- (c) Computer Hardware for Information systems.
- (d) Computer software for information systems.

Unit II: IMPLEMENTATION OF MIS:

- (a) Data communication systems
- (b) Data base Management Technology
- (c) Client server computing
- (d) Decision Support system
- (e) Artificial Intelligence
- (f) Office information system

Unit III: IMPLEMENTATION OF MIS:

- (a) Office Information System
- (b) Information systems in Business
- (c) Systems Analysis and Design
- (d) Strategic MIS
- (e) Information Resources Management
- (f) Enterprise Resource Planning
- (g) Supply Chain Management

Unit IV: IT and Business

- (a) **Information systems in Business:** Manufacturing Information Systems, Marketing information systems, Quality information systems, Financial and Accounting information systems, R and D information systems, HR information systems, Geographical Information systems-Cross functional systems.
- (b) Applications of IT in Business: EC, Commerce over the internet, Electronic Cash over the internet, E-business, Mobile commerce, E-governance.
- (c) E-enterprises and building such enterprises-digital strategies.
- (d) Issues related to information-security, Ethics and society: Challenges of Securing computer systems, types of computer security breaches, Security controls, Auditing information systems, Cyber laws and IT ACT 2000 (only brief idea), Ethical and societal dimensions of IT technology, Computer crimes.

Reference Books:

- (a) Management Information System : Dr. A.K. Gupta, S. Chand
- (b) Management Information System : W. Jawdekar, Tata McGrawhill
- (c) Management Information System : C.S.V. Murthy, Himalaya Publishing house
- (d) Management Information System : Shubhalakshmi Joshi and Smita Vaze

SYLLABUS FOR S.Y. BBA SEMESTER IV

FC-401 SALES AND DISTRIBUTION MANAGEMENT

Course Objectives:

The course aims at introducing students to selling and distribution functions which are vital to the success of marketing managers in achieving the objectives of the organisations for consumer as well industrial products. The course also touches upon the international selling which is quite relevant in the era of globalization.

Number of credits: 2**Lectures per week: 2 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:**Introduction and organising sales effort:**

- (a) Nature of Personal selling, Personal selling in marketing mix, Dimensions of sales management, sales management environment, sales forecasting and sales management planning.
- (b) Organisation of sales department, nature of sales management positions, sales department relations, distribution network relations, the selling process, attributes of sales personality.

Unit II: Sales force management:

- (a) Recruitment and selection of sales personnel, training, motivating, compensating and controlling sales personnel, controlling the sales effort.
- (b) Sales budget, sales quotas, sales territories, sales control and cost analysis.

Unit III: Distribution Management:

- (a) Basic concepts of distribution system, distribution network relations, different modes of transport in India (advantages and disadvantages), functional areas of logistics management, distribution costs.
- (b) Supply chain management: Objectives, Process, Dimensions.
- (c) Introduction to modern operation management: Lean manufacturing, Quick Response manufacturing.

Unit IV: Managing marketing intermediaries and introduction to international selling:

- (a) Role and functions of marketing intermediaries, selection of marketing channels, motivation of marketing intermediaries, distribution analysis, Channel Management and Control.
- (b) International sales and distribution management: International sales management, economic aspects of international selling, benefits of international selling, Cultural factors to be considered in international selling, organising for international selling, direct and indirect methods of international selling.

REFERENCE BOOKS:

- (a) Sales and distribution Management: Appaniah-Reddy-Ramanath: Himalaya Publishing House
- (b) Sales and distribution Management: K. Shridhar Bhat:Himalaya Publishing House
- (c) Sales and distribution Management: Tapan K. Panda and Sunil Sahadev: Oxford university press.
- (d) Fundamentals of Sales Management: Ramneek Kapoor; Macmillan Publishers India Ltd.

SYLLABUS FOR S.Y. BBA SEMESTER IV

FC-401 TOURISM MANAGEMENT

Course Objectives:

- (1) To familiarize students with core concepts in this rapidly developing sector.
- (2) To introduce the students to tourism operations and expose them to careers in this area.

Number of credits: 2**Lectures per week: 2 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction:

- (a) Meaning of Tourism; Tourism Industry; Significance of Tourism industry, Tourism System; Five A's of Tourism.
- (b) History of Travel and tourism: Developments in India in the post independence era; Modern Tourism.
- (c) Types of Tourism: Purpose and motivators; Leisure, VFR, Cultural, Adventure, Sports, Religious, Business, Health/Medical, Alternative forms.

Unit II: Infrastructure, Organisation, Formalities:

- (a) Definition, Accommodation, Food and Beverage, attractions, Telecommunications, Essential services and other services.
- (b) Tourist Transport: Air, Road, Rail and Water; Transport as an attraction.
- (c) Tourism Organisation: Need for tourism organisations: International, Government, private, NGOs and other important tourism organisations.
- (d) Travel Agents and Tour operators: Travel Agent: Types; functions; setting up an agency; sources of income. Tour Operators: Types of operators; package tours, types of package tours; guides and escorts.
- (e) Formalities: Passport; VISA; Health regulations; Special Permits for restricted area; custom regulations; Emigration and Immigration; Taxes paid by travellers; Travel Insurance.

Unit III: Management aspects:

- (a) Itinerary planning: definition; basic information; planning the itinerary; resources for planning the itinerary; costing basics.
- (b) Tourism Product: Definition; characteristics; nature and types of tourism products.
- (c) Tourism Marketing: Definition; Segmentation; PLC; Marketing mix; marketing of services; marketing research; tourism forecasting; understanding seasonality in tourism; designing a brochure.
- (d) Customer service skills: Importance of customer satisfaction; creating good customer relation; communication skills; product knowledge; sales process; handling customer complaints.

Unit IV: Impact, Trends and contemporary issues:

- (a) Impact : Economic; Environmental; Socio-cultural; Demonstration effect; Cultural; Political effects.
- (b) Tourism Legislation : (only brief idea) and measures to regulate tourism impact.
- (c) Concept of Attraction Development and its principles.
- (d) Some Recent trends: Tourism for differently abled people or people with special needs; SMERFs; Cruise tourism; Heritage tourism; Spiritual Tourism; Space Tourism; Underwater Tourism; Perpetual Tourism; Virtual tourism; Dark Tourism; Disaster Tourism; Extreme Tourism.
- (e) Introduction to GDS; Neo trends: Disintermediation-Integration-Consolidation.

Reference Books:

1. Tourism: Operations and Management: Sunetra Roday, Archana Biwal, Vandana Joshi; Oxford University press.
2. Bhatia A.K International Tourism , Sterling publishers New Delhi
3. Jha S. M, tourism marketing, Himalaya, Publishers, Mumbai.