

**NORTH MAHARASHTRA UNIVERSITY,
JALGAON**

'A' Grade NAAC Re-Accredited

FACULTY OF COMMERCE & MANAGEMENT



**Structure, Equivalence and Syllabus
of**

Bachelor in Business Administration

(BBA)

(Semester 60-40 Pattern)

With effect from June- 2017-18

COURSE OBJECTIVES

The Bachelor of Business Administration equips student with an understanding of the competitive environment in which private and a public sector organization operate, and provides student with the analytical and operational skills to resolve business problems in both sectors.

The BBA program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise.

The specific objectives of the program are to:

- ✓ To prepare the students for higher studies in business at home and abroad.
- ✓ To introduce students to a range of core business disciplines, including marketing, accounting, human resources management, internet systems and organizational behavior.
- ✓ To provide opportunities to develop and practice professional skills essential in the workplace.
- ✓ To prepare the Students will be armed with skills which will enable them to think critically, research and analyze information and apply it in modern business contexts.
- ✓ To make the BBA degree is many a times referred to as the golden passport, since it gives its holder an edge in the job market by opening more doors of opportunity.
- ✓ To meet the needs of small and medium enterprises as well as large corporations. It will give a professional qualification to those engaged in the administration and management of businesses and other organizations, including public, private and not- for-profit organizations.
- ✓ To improve professional communication skills and soft skills of the students along with enhancing administration skills in them.
- ✓ To help students to understand the various areas and explore various types of opportunities available in practical world of Business.

STRUCTURE

First Year BBA– (Sem I & II) w.e.f.2017-18

Paper	Semester I	Paper	Semester II
A1.1	Principles of Management	A2.1	Organizational Behavior
A1.2	Principles of Economics	A2.2	Managerial Economics
A1.3	Professional Communication	A2.3	Business Ethics and Corporate Governance
A1.4	Fundamentals of Accounting	A2.4	Financial Accounting and Costing
A1.5	Information Technology for Business	A2.5	Marketing Management
A1.6	Practicals on Professional Communication	A2.6	Practicals on Web Designing & Publishing
A1.7	Practicals on Office Automation	A2.7	Practicals on Management- "Learnings from Business Leaders"

Second Year BBA– (Sem III & IV) w.e.f.2018-19

Paper	Semester III	Paper	Semester IV
A3.1	Mathematics and Statistics for Managers	A4.1	Business Research Methods
A3.2	Corporate Accounting & Costing	A4.2	Direct & Indirect Taxes in India
A3.3	Business & Corporate Laws	A4.3	Human Resource Management
A3.4	Management of Small Scale Industries	A4.4	Production & Materials Management
A3.5	Management Information Systems & ERP	A4.5	Financial Management
A3.6	Practicals on Management of Small Scale Industries	A4.6	Practicals on Tally ERP
A3.7	Practicals on Advanced Excel	A4.7	Practicals on Tax Base Software

Third Year BBA– (Sem V & VI) w.e.f.2019-20

Paper	Semester V	Paper	Semester VI
A5.1	International Business Management	A6.1	Management of Services
A5.2	Entrepreneurship Development	A6.2	Family Business Management
A5.3	Case Studies in Management	A6.3	Cyber Security & Laws
	Elective Group-(A) Financial Management		Elective Group-(A) Financial Management
A5.4(A)	Banking and Insurance	A6.4(A)	Auditing Practices
A5.5(A)	Capital, Money and Commodity Market	A6.5(A)	Investment Banking
	Elective Group-(B) Marketing Management		Elective Group-(B) Marketing Management
A5.4(B)	Customer Relationship Management	A6.4(B)	e-commerce and Digital Marketing
A5.5(B)	Retail Management	A6.5(B)	Product and Brand Management
	Elective Group-(C) Human Resource Management		Elective Group-(C) Human Resource Management
A5.4(C)	Recruitment and Selection	A6.4(C)	Training & Development
A5.5(C)	Industrial Relations	A6.5(C)	Performance Management
A5.6	Practicals on Employability Skills-I	A6.6	Practicals on Employability Skills-II
A5.7	Practicals based on e-Commerce	A6.7	Project Report based on Elective Group

NOTES TO STRUCTURE

1. The medium of instructions for this programme is English.

2. PATTERN

- a. The suggested curriculum comprises 42 papers.
- b. Each semester will have 7 papers of 4 credits each, thus comprising 28 credits for each Semester that is 168 credits for whole BBA Degree Course
- c. One credit for the theory course shall be of the 15 clock hours (Each course being taught in the semester will be of 4 credits) that is each course will be of 60 hours.
- d. During **5th Semester**, the students will have to select one of the Elective groups (consisting of two subjects) from Financial Management (A) or Marketing Management (B) or Human Resource Management (C).
- e. During **6th Semester**, The students will have to continue with the same Elective group.
- f. The student has to undergo **Summer Internship Project** after Semester-IV examinations for minimum period of 5 weeks based on the Elective Group he/she intends to opt for.
- g. Continuous evaluation of the students shall comprise the 60+40 pattern; where every paper of 100 marks (4 credits), shall be divided as External evaluation of 60 marks and internal continuous assessment of 40 marks.
- h. Four credits shall be awarded to the M 6.7 Project Report and Viva-Voce, which will commence after completion of IV Semester (During vacation falling after the end of Second year) and the final work and report will be submitted during VI Semester. The marks and the credits will be allotted in VI Semester.
- i. Academic calendar showing dates of commencement and end of teaching, internal assessment tests shall be duly notified before commencement of each semester every year by the Institute/College.
- j. The external assessment shall be based on external written examination to be conducted by the University at the end of the each semester.
- k. The student shall not be allowed to appear for the semester examination unless the Head/Director of the Department/Institution certifies completion of internal

work, regularity, practical etc. The institution / Department shall submit along with this certificate Internal marks to 'The Director, Examination and Evaluation' of the University.

3. EVALUATION OF THE STUDENT

a. The evaluation of the student shall be divided into two parts viz. Internal Assessment and Semester examination with a weightage in the ratio of 40:60.

b. Standard of passing –

i. In order to pass the examination the candidate has to obtain at least 40% marks for each head separately, that is 24 marks out of 60 (External) & 16 marks out of 40 marks (Internal) for all courses.

ii. Minimum marks for passing the Project Report and Viva Voce (A6.7) i.e. the marks obtained in internal examination and external Viva Voce shall be 50% separately.

iii. The student shall be allowed to keep the terms of the next year as per the University rules.

c. The distribution of marks for each theory paper of 4 credits at term (Semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment (College Assessment- CA)	40
External assessment (University Assessment- UA)	60
Total marks	100

d. The **Project work** (summer internship) shall commence after completion of IVth Semester (During vacation falling after the end of Second year) and the final Project report shall be submitted during VIth Semester. The marks and the credits shall be allotted in VIth Semester. A student shall be awarded credit points out of 4 credit points on the basis of aggregate of his/her performance in project report and viva voce.

e. Internal Assessment:

i. For the internal assessment of 40 marks shall be assigned which includes:

Heads	Marks	Evaluating Authority
Internal test-I	10	Concerned Faculty
Internal test-II	10	
Attendance, Behavior and classroom participation.	10	
Assignments	10	
Total marks	40	

- Two internal tests of 10 Marks each shall be conducted by the subject teacher. The duration of the each test will be of 30 minutes.
 - Ten Marks for continuous Evaluation through regular Attendance, behavior and classroom participation,
 - Ten Marks for Assignments based on practical aspects of the related subject.
- ii. The marks for each test shall be displayed on notice board within 15 days of conducting the test.
 - iii. It is mandatory to show the answer sheets of all tests to the students on demand.

f. Semester Examination:

- i. The Semester examination for 60 marks per subject would be held after completion of teaching for the semester and as per Time table declared by North Maharashtra University.
- ii. Each theory paper comprising of 60 marks shall be of two hours duration

4. GRADES

- a. Marks for each course would be converted into grade points as per **Seven-Point** grading scale as stated in the following table.

Table 1 Table Showing Conversion of Marks into grade points

Marks Obtained	Grade	Equivalent Grade points
75 to 100	O : Outstanding	6
65 to 74	A : Very Good	5
55 to 64	B : Good	4

50 to 54	C : Average	3
45 to 49	D : Satisfactory	2
40 to 44	E : Pass	1
0 to 39	F : Fail	0

- b.** Every paper carries maximum of 6 grade points. Similarly each paper carries 4 credit points. Thus, each paper carries maximum of 24 CR x GP points.
- c.** One semester carries 7 papers of 24 CR x GP points each. Thus, every semester carries maximum of 168 CR x GP points.
- d.** The BBA programme consists of 6 semesters, each carrying 168 CR x GP points. Thus, The BBA programme in all carries maximum of 1008 CR x GP points.
- e.** The grade point will be given on the basis of total marks (sum of mark obtained in internal assessment and Semester examination) obtained by a student in a subject.
- f.** The CR x GP points earned in each course shall be calculated as –
 Total CR x GP points = Grade points obtained (vide Table-1) x Credits for the course
- g.** Semester Grade Point Average (SGPA) –
- i.** The performance of a student in a semester is indicated by a number called SGPA. SGPA is the weighted average of the grade points obtained in all courses registered by the student during the semester. It shall be calculated as follows-

$$SGPA = \frac{\sum_{i=1}^n C_i p_i}{\sum_{i=1}^n C_i} = \frac{\sum_{i=1}^n 4p_i}{28}$$

Where,

- C_i = the maximum number of credits prescribed for the i^{th} course of a semester for which SGPA is to be calculated
- p_i = grade point earned in the i^{th} course
- $i = 1,2,3,\dots,n$ represent the number of courses in which a student is registered in the concerned semester.

That is,

$$SGPA = \frac{\text{Total CR x GP points earned for the Semester}}{\text{Total Credit points for the Semester}}$$

SGPA is rounded up to two decimal places.

h. Final result

Up-to-date assessment of the overall performance of a student from the time of his/her first registration is obtained by calculating a number called Cumulative Grade Point Average (CGPA), which is a weighted average of the grade points obtained in all courses registered by the student since he/she has been admitted to the **BBA** course.

$$CGPA = \frac{\sum_{j=1}^m C_j p_j}{\sum_{j=1}^m C_j}$$

Where

- C_j = the number of credits earned in the j^{th} course up to the semester
- p_j = grade point earned in the j^{th} course.

A letter grade lower than E (i.e. grade point < 1) in a course shall not be taken into consideration for the calculation of CGPA

$j= 1, 2, 3, \dots, m$ represent the number of courses in which a student is registered up-to the semester for which the CGPA is to be calculated

The CGPA is rounded up to two decimal places.

- i. The final grade earned shall be as per Table given below-

Final grade to be awarded and equivalent percentage of marks of the candidate based on his/her CGPA

CGPA Value	Final Grade to be awarded to the candidate	Equivalent range for percentage of marks	Formula for obtaining equivalent approximate percentage of marks
5.50-6.00	0: Outstanding	75-100	$75 + \left\{ \frac{(CGPA - 5.5)}{0.02} \right\}$
4.50-5.49	A: Very Good	65-74	$65 + \left\{ \frac{(CGPA - 4.5)}{0.02} \right\}$
3.50-4.49	B: Good	55-64	$55 + \left\{ \frac{(CGPA - 3.5)}{0.02} \right\}$
2.50-3.49	C: Average	50-54	$50 + \left\{ \frac{(CGPA - 2.5)}{0.02} \right\}$
1.50-2.49	D: Satisfactory	45-49	$45 + \left\{ \frac{(CGPA - 1.5)}{0.02} \right\}$
1.00-1.49	E: Pass	40-44	$40 + \left\{ \frac{(CGPA - 1.0)}{0.02} \right\}$
0.00-0.99	F: Fail	00-39	Not Applicable

5. GUIDELINES FOR TEACHING

- a. There shall be at least 60 lecture hours (Including Internal Assessment as per 3.e) per semester per course. The duration of the lectures shall be 60 minutes each. There shall be at least 15 weeks of teaching before commencement of examination of respective semester.
- b. There shall be 4 lectures / week / paper.
- c. The semester workload is balanced with 7 full papers of 100 marks each / semester. Thus, 480 lectures hours are considered for teaching sessions and continuous assessment.

- d. Self-study shall be natural requirement beside the time table. The Faculty will have to exert a little extra for cultivating reading habits amongst the students.
- e. The teaching method shall comprise a mix of Lectures, Seminars, Group discussions, Brain storming, Game playing, Interactions with Executives etc. so as to prepare the students to face the global challenges as business executive for this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.
- f. Each institute shall issue annual souvenir as well as a placement brochure separately to each student and a copy of the same shall be submitted to the university before the end of the year.

6. STRUCTURE OF THE EXTERNAL EXAMINATION QUESTION PAPER

- a. Each question paper of the External Examination shall be of 60 Marks and 2hrs duration
- b. For the Theory papers there shall be 2 sections. In section-I, the students shall be required to answer 3 questions out of 5 questions and in Section-II, the students shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- c. **For Composite papers (Theory and Problems) i.e. A1.4** (Fundamentals of Accounting), **A2.4** (Financial Accounting and Costing), **A3.1** (Mathematics and Statistics for Managers and **A3.2** (Corporate Accounting & Costing) there shall be) 2 sections. **In section-I (Problems)**, the students shall be required to answer 3 questions out of 5 questions and **in Section-II (Theory)**; the students shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- d. **For paper A5.3 Case Studies in Management**, out of 5 cases, 3 cases shall be attempted by the students. Each case shall carry 20 Marks.

7. GUIDELINES FOR SUMMER INTERNSHIP PROJECT

- a. Each student shall have to undergo a Summer Internship for a period of not less than 5 weeks during vacation falling after the end of IVth Semester.
- b. In the Sixth semester examination student shall submit "Project Report" individually on the basis of Elective opted. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of

- the Second year, so that the student can take up the training during the vacations. The Project shall be necessarily Research oriented, Innovative and Problem solving.
- c. The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective on or before 28st February of the Third year.
 - d. Teacher shall not be entrusted / allowed to take more than 15 students for guidance and supervision of project report.
 - e. The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hard bound typed copy of the same to the Head / Director of the institute along with 1 CD of Project Report. In order to save the paper, both side printing is allowed.
 - f. CD submitted by the student shall be forwarded to the University by the Institute before the deadline mentioned in University circular.
 - g. Project viva voce shall be conducted as per the University Guidelines.
 - h. Viva Voce for one student shall be of minimum 10 minutes. The Student should prepare PowerPoint presentation based on Project work to be presented at the time of Viva voce.
 - i. The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of project work done by the student as an internal assessment. Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.
 - j. No students will be permitted to appear for Viva-voce and Semester VI examinations, unless and until (s) he submits the project report before the stipulated time.

8. STRUCTURE OF THE QUESTION PAPER

- a. Each question paper shall be of 60 marks and of 2 hours duration.
- b. **For Theory papers** there will be 2 Sections. In section I, a candidate shall be required to answer 3 questions out of 5 questions and in section II, student shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.

- c. For Composite papers (1.4, 2.4, 3.1, 3.2, 4.2, 4.5)** (theory and practical / problems) there will be 2 sections. In section I (practical/problem) a student shall be required to answer 3 questions out of 5 questions & in section II (Theory) he/she shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- d. For case studies (5.3)** out of 5 cases 3 cases should be attempted by the student. Each case shall carry 20 marks.

9. ELIGIBILITY OF THE FACULTY

Strictly As per norms fixed by North Maharashtra University, Jalgaon (www.nmu.ac.in)

North Maharashtra University, Jalgaon

Bachelor in Business Administration (BBA), (w.e.f. June 2017-18)

EQUIVALENCE

Semester-I			
Old Subject		New Subject	
Code	Subject	Equivalence Code	Equivalence Subject
A1.1	Foundation Course for Managers	A1.4	Fundamentals of Accounting
A1.2	Professional Communication-I	A1.3	Professional Communication
A1.3	Principles of Management	A1.1	Principles of Management
A1.4	Principles of Economics	A1.2	Principles of Economics
A1.5	Computer Fundamentals And office Automation	A1.5	Information Technology for Business
A1.6	Practicals on Professional Communication-I	A1.6	Practicals on Professional Communication
A1.7	Practicals on office Automation	A1.7	Practicals on Office Automation

Semester-II			
Old Subject		New Subject	
Code	Subject	Equivalence Code	Equivalence Subject
A2.1	Financial Accounting and Costing	A2.4	Financial Accounting and Costing
A2.2	Professional Communication -II	A2.3	Business Ethics and Corporate Governance
A2.3	Organisational Behavior	A2.1	Organizational Behavior
A2.4	Managerial Economics	A2.2	Managerial Economics
A2.5	Internet & Application	A2.5	Marketing Management
A2.6	Practicals on Professional Communication-II	A2.7	Practicals on Management- "Learning from Business Leaders"
A2.7	Practicals on Internet & Application	A2.6	Practicals on Web Designing & Publishing

Semester-III			
Old Subject		New Subject	
Code	Subject	Equivalence Code	Equivalence Subject
A3.1	Mathematics & Statistics for Managers	A3.1	Mathematics and Statistics for Managers
A3.2	Corporate Governance	A3.3	Business & Corporate Laws
A3.3	Career Management And Counselling	A3.5	Management Information Systems & ERP
A3.4	Production & Materials Management	A4.4	Production & Materials Management
A3.5	Corporate Accounting	A3.2	Corporate Accounting & Costing
A3.6	Practicals on Tally ERP 9.0	A4.6	Practicals on Tally ERP
A3.7	Practicals Based on Advanced Excel	A3.7	Practicals on Advanced Excel

Semester-IV			
Old Subject		New Subject	
Code	Subject	Equivalence Code	Equivalence Subject
A4.1	Research Methodology	A4.1	Business Research Methods
A4.2	Corporate Law	A3.4	Management of Small Scale Industries
A4.3	ICT in Taxation	A4.2	Direct & Indirect Taxes in India
A4.4	Cyber Crime & Security Law	A4.3	Human Resource Management
A4.5	Cost Accounting	A4.5	Financial Management
A4.6	Practicals Based on E-Commerce	A3.6	Practicals on Management of Small Scale Industries
A4.7	Practicals on ICT in Taxation	A4.7	Practicals on Tax Base Software

Semester-V			
Old Subject		New Subject	
Code	Subject	Equivalence Code	Equivalence Subject
A5.1	Entrepreneurship Development	A5.2	Entrepreneurship Development
A5.2	Soft Skill Development	A5.1	International Business Management
A5.3	Human Resource Management	A5.4(C)	Recruitment and Selection
A5.4	Marketing Management	A5.5(B)	Retail Management
A5.5	Financial Management	A5.4(A)	Banking and Insurance
A5.6	Practicals in Soft Skill Development	A5.6	Practicals on Employability Skills-I
A5.7	Field Work	A5.7	Practicals based on e-Commerce

Semester-VI			
Old Subject		New Subject	
Code	Subject	Equivalence Code	Equivalence Subject
A6.1	Auditing Practices	A6.4(A)	Auditing Practices
A6.2	Mercantile Law	A6.2	Family Business Management
A6.3	Human Resource Management	A6.4(C)	Training & Development
A6.4	Marketing Management	A6.4(B)	e-Commerce and Digital Marketing
A6.5	International Finance	A6.5(A)	Investment Banking
A6.6	Practicals on Cases In Management	A6.6	Practicals on Employability Skills-II
A6.7	Project Report	A6.7	Project Report based on Elective Group



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A1.1: Principles of Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

OBJECTIVE:

- To provide a basis of understanding to the students with reference to working of business organization through the process of management.
- To familiarize the students with the basic Management concept & process

1. Nature of Management

(10)

- 1.1 Meaning and Definition of Management
- 1.2 Features of Management
- 1.3 Management as a science, art and Profession
- 1.4 Principles of Management by Henry Fayol
- 1.5 Administration V/S Management

2. Processes of Management

(10)

- 2.1 Functions of Management
- 2.2 Levels of Management
- 2.3 Functions of Various Management Levels
- 2.4 Importance of Management
- 2.5 Role of Manager

3. Forecasting

(10)

- 3.1 Meaning and definition
- 3.2 Importance and characteristics of forecasting
- 3.3 Process of forecasting
- 3.4 Forecasting Techniques
- 3.5 Advantages & Limitations of forecasting

4. Planning

(10)

- 4.1 Meaning and Definition of Planning
- 4.2 Objectives of Planning
- 4.3 Steps in Planning Process
- 4.4 Types of Corporate Plans – Strategic & Operational Planning

4.5 Advantages and Limitations of Planning

4.6 Difference between planning & forecasting

5. Organization (10)

5.1 Meaning and Definition of organization

5.2 Principles of Organization

5.3 Advantages of Organization

5.4 Classification of Organization

5.5 Difference between Formal and Informal Organization

6. Co-ordination & Decision making (10)

6.1 Meaning and Definition of Co-ordination

6.2 Need of Co-ordination

6.3 Principles of Co-ordination

6.4 Meaning and Definition of Decision making

6.5 Process of Decision

6.6 Characteristics of good Decision making

Reference Books

1. Principles of Management: T. Ramasamy, Himalaya
2. Principles of Management: Dr.K Natarajan &Dr.K.P.Ganeshan. Himalaya
3. Management Process: Koontz & O'Donnell, Tata- McGraw hill publishers Delhi
4. Management of System: By A.K. Gupta & J.K. Sharma, Mac-Millan Publication, Delhi
6. Management & Organizational Behaviour – By P. Subba Rao, Himalaya publication
7. Business Organization & Management – By R.N. Gupta, Sultan Chand & Sons publication.



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A 1.2: Principles of Economics

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Principles of Economics.

- 1. Introduction to Principles of Economics. (10)**
 - 1.1. Economics: Meaning, Nature and Importance
 - 1.2. Concept of Micro economics
 - 1.3. Concept of Macro economics
 - 1.4. Basic Economic Problems
 - 1.5. Production Possibility Curve
- 2. Demand & Supply Analysis (12)**
 - 2.1 Ordinal Analysis of Demand & Equilibrium of Consumer (Indifference Curve)
 - 2.2 Concept of Price Effect, Income Effect & Substitution Effect.
 - 2.3 Determinants of Demand
 - 2.4 Price Elasticity of Demand & Its Relation to Revenue
 - 2.5 Law of Supply & Determinants of Supply
- 3. Equilibrium of Firm & Market (10)**
 - 3.1. Meaning of Equilibrium
 - 3.2. Characteristics OF Perfect Competition Market
 - 3.3. The Short Run & Long Run Equilibrium of Firm & Industry in Competitive Market
 - 3.4. Characteristics s of Monopoly Market
 - 3.5. The Short Run & Long Run Equilibrium of the Monopoly Firm
 - 3.6. Characteristics of Monopolistic Competition
 - 3.7. Characteristics of Oligopoly & Duopoly Market
- 4. Macroeconomic Frame work (08)**
 - 4.1. Basic Macroeconomic Issues
 - 4.2. Concepts of National Income

4.3. Full Employment & Unemployment

4.4. Circular Flow of National Income

5. Consumption, Saving & Investment Function (12)

5.1. Propensity to Consume (or) Consumption Function & Its Determinants

5.2. Average Propensity Consume (APC) & Marginal Propensity Consume (MPC)

5.3. Saving Function & Its Determinants

5.4. Average Propensity to Save & Marginal Propensity to Save (APS & MPS)

5.5. Investment Function & Its Determinants

6. Monetary Forces (08)

6.1. Demand for Money: Real & Nominal Money Balances

6.2. Determinants & Motives of Demand for Money

6.3. Concept of Supply of Money

6.4. Monetary Equilibrium, Interest Rate & G.D.P

6.5. Aggregate expenditure and Aggregate income

Reference Books

1. Modern Economic Theory - K.K. Dewett, S. Chand New Delhi
2. Principles of Micro Economics – H.L.vAhuja, S.Chand
3. Principles of Economics – N.Gregory Mankiw, Thomson
4. Macroeconomics Theory & Policy – H.L. Ahuja S. Chand
5. Macroeconomics – D.M. Mithani, Himalaya



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A1.3:-Professional Communication

60 + 40 Pattern: External Marks 60 +Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: -

- To impart the basic communication skills among students.
- To improve the English Language Proficiency of the Students.
- To develop confidence in Speaking English.

1. Basics of Communication

[10]

1.1 Meaning, Objectives & Importance communication

1.2 Process of communication

1.3 Types of Communication

1.3.1 Oral & Written

1.3.2 Internal & External

1.3.3 Verbal & Non verbal

1.3.4 Upward & Downward

1.4 Body Language & Gestures Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch, Space, Time, color, Vocalization

2. Barriers to Communication

[10]

2.1 Meaning of Barriers to Communication

2.2 Types of Barriers to Communication

2.2.1 Physical/Mechanical Barriers,

2.2.2 Language Barriers,

2.2.3 Socio-Psychological Barriers,

2.2.3 Cross-cultural Barriers

2.3 Overcoming Barriers.

3. English Proficiency

[10]

3.1 Tenses in a Nutshell –Structures of Present, Past & Future Tenses

3.2 Uses of Tenses in English

3.3 Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes

3.4 Vocabulary Building - Antonyms and Synonyms; Prefixes and Suffixes

3.5 Tactful Use of Language: Asking for action, talking about errors,

3.6 Techniques of Emphasis.

4. Routine Business Letters

[10]

4.1 Importance & Essentials of Business Letters

4.2 Parts of Business Letter

4.3 Types of letters

4.3.1 Application Letter

4.3.2 Complaint Letter

4.3.3 Inquiry Letter

4.3.4 Order Placing Letter

5. Email & Other Organizational Communication

[10]

5.1 Advantages & Characteristics of Emails

5.2 E-mail –Format

5.3 Drafting, Sending, Forwarding E-mails and reply to the E-mails

5.3 Internal communication: Notice, Circular, Memo

5.4 External Communication – Asking for Quotations, Correspondence with Banks & Financial Institutions

6. Presentation Skills

[10]

6.1 Nature & Importance of Presentation Skills

6.2 Planning the Presentation

6.2.1 Define the Purpose

6.2.2 Analyze the Audience

6.2.3 Analyze the Occasion

6.2.4 Choose a Suitable Title

6.3 Power Point Presentation (PPTs): Dos & Don'ts

6.4 Importance of Power Point Presentation (PPTs)

Reference Books

- 1 Effective Technical Communication By M Asharf Rizvi Tata McGraw-Hill Publisher
2. Communication for Business –Taylor & Chandra –Pearson
3. Business Communication –Rai & Rai -Himalay
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication –Lesikar & Flatley –Tata McGraw Hills
6. Business Communication –C.S. Raydu –Himalaya Publishing House



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A1.4: Fundamentals of Accounting

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives-

- To study the fundamental Accounting concepts, terms, jargons and learn the process of recording of financial transactions in the books of Accounts.
- To develop the foundation for higher studies in the field of accounting.

1. Introduction to Accounting: (theory only) (10)

- 1.1 Meaning and definition of Financial Accounting.
- 1.2 Objectives and scope of Financial Accounting,
- 1.3 Meaning and use of Book Keeping
- 1.4 Accounting v/s Book Keeping
- 1.5 Advantages and Limitations of Financial Accounting.

2. Basics of Accounting (theory only) (08)

- 2.1 Types of Accounting
- 2.2 Golden Rules of Accounting.
- 2.3 Double entry system in Accounting
- 2.4 Terms used in accounting :Debtors, Creditors, Bill Receivable, Bills Payable, Credit Note, Debit Note ,Petty Cash, Contra Entry, Trade Discount ,Cash Discount, Suspense A/c
- 2.5 Users of accounting information

3. Recording of transactions: (theory & practical problems) (12)

- 3.1 Accounting Process from Journal to Final Accounts
- 3.3 Journals & Journal Entries
- 3.4 Subsidiary Books
- 3.5 Cash Book & Problems on Preparation of Cash Book
- 3.6 Ledger
- 3.7 Balancing of Ledger – Balance c /d and Balance b/d (Opening & Closing Balance)
- 3.8 Rectification of Errors: meaning

3.9 Types of Errors

3.10 Problems on Rectification of Errors

4. Preparation of final accounts: (theory only) (10)

4.1 Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietor

4.1.1 Pro-forma of Trading Accounts

4.1.2 Pro-forma of Profit & Loss Accounts

4.1.3 Pro-forma of Balance sheet

4.2 Importance of final accounts to the Businessman, Government, Creditors and other stakeholders of Business.

5. Conceptual Frame work: (theory only) (10)

5.1 Brief review of Accounting Standards in India

5.2 Accounting Standards-concept, objectives and Scope

5.3 Accounting Principles, Conventions and Concepts

5.4 Accounting Policies

6. Corporate Banking: (theory only) (10)

6.1 Bank Pass Book,

6.2 Cheque-meaning and Types

6.4 Discounting of Cheques, Dishonour of Cheque

6.4 Current Account & Savings Accounts (CASA)

6.5 Bank Overdraft, (BOD)

6.6 Cash Credit (CC)

6.7 Internet Banking: meaning & Advantages

6.8 Plastic Money: Debit Card & Credit Card

6.9 RTGS: Real Time Gross Settlement

6.10 NEFT: National Electronic Fund Transfer

Reference Books

1. Financial accounting: By Jane Reimers (Pearson Education)
2. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
3. Financial Accounting for Management: By Amrish Gupta (Pearson Education)
4. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
5. Fundamentals of Accounting: S.K Paul



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A1.5: Information Technology for Business

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Information technology & its applications.

- 1. Introduction to Information Technology (10)**
 - 1.1. Introduction to computer, generations, Working of computer
 - 1.2. Characteristics of Computer
 - 1.3. Impact of using computer on –health, public safety, labour force & environment
 - 1.4. Classification of computer by- Size, Purpose & Technology
 - 1.5. Applications of computer
- 2. Computer Hardware & Software (10)**
 - 2.1. Meaning of Hardware & Software
 - 2.2. Input devices (Pointing Devices, Touch Screen , Scanner, Keyboard, Mouse)
 - 2.3. Output devices (Plotter, Printer, Speaker)
 - 2.4. Classification of Computer Software(System, Application & Programming)
 - 2.5. Memory Concepts(RAM, ROM, Hard Disk, CD)
- 3. Computer Network (10)**
 - 3.1. Introduction, Advantages of computer Network
 - 3.2. Network Topology
 - 3.3. OSI reference Model
 - 3.4. Internetwork (Intranet, Extranet & Internet)
 - 3.5. Applications & Services of Internet
- 4. Microsoft Word (10)**
 - 4.1. Create a New Document Using Template, Wizard & Working With Text
 - 4.2. Open an Existing Document, Save the Document In Different formats ,Print the Document
 - 4.3. Find and Replace Text,

- 4.4. Spelling and Grammar Checking, Use Autocorrect to Improve Your Typing,
- 4.5. Character Formatting, Paragraph Formatting, Page Formatting,
- 4.6. Multicolumn News Letter, Styles, Themes, and Templates,
- 4.7. Create Tables, Mail Merge, Labels & envelopes
- 4.8. Insert Graphics Into A Document, Insert A Symbol, Add A Watermark ,Add a Header or Footer

5. Microsoft Excel (10)

- 5.1. Create a New Workbook & Enter Data Into A Worksheet,
- 5.2. Copy and Move Formulas, Insert And Delete Rows And Columns
- 5.3. Enter Excel Functions, Use Excel's Function Wizard, Sort & Filter Data
- 5.4. Add A Chart To A Worksheet, Insert Graphics Into A Worksheet
- 5.5. Conditional Formatting
- 5.6. Pivot Chart & Pivot Table

6. Microsoft PowerPoint (10)

- 6.1. Create New Presentation & Insert Text & Pictures into Presentation
- 6.2. Print A Presentation, Open An Existing Presentation
- 6.3. Change a Presentation's Background,
- 6.4. Animate Text
- 6.5. Insert a Chart into a Presentation, Insert Graphics into a Presentations
- 6.6. Action Buttons in Presentation

Reference Books

- 1. Information Technology in Business- Amir Manzoor
- 2. Fundamentals of computer - V. Raja Raman (PHI Publication)
- 3. Fundamentals of MS Office 2007 – Gretchen Douglas, Mark Connell
- 4. Sams Teach Yourself Microsoft Office 2007 All in One – Greg Perry



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A1.6:-Practicals on Professional Communication

60 + 40 Pattern: External Marks 60 +Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: -

- To impart the practical aspects of communication skills among students.
- To improve the English Language proficiency of the Student
- To develop confidence in Speaking English.

Note-

Students are required to maintain Journals and carry the Journals during the Viva-voce for the external Examination of NMU.

List of Practical Assignments:

- 1. Assignment No. 1 Non Verbal Communication (NVC) (8)**
 - a. Facial Expression
 - b. Gestures
 - c. Postures
- 2. Assignment No. 2 Use of English Language and Grammar (8)**

Prepare Worksheets of the following:-

 - a. 15 sentences using different tenses with options in brackets
 - b. 15 Sentences using different Punctuation marks
 - c. 30 Antonyms
 - d. 30 synonyms
 - e. 30 Prefixes
 - f. 10 Suffixes
- 3. Assignment No. 3 Conversion Skills (12)**

Perform & Write the following conversions in English

 - a. Conversation between Teacher and a student about Career Counseling
 - b. Conversation between Principal /Director and a student for getting a bona fide certificate.
 - c. Conversation between College Librarian and a student regarding issue of Communication Skills book to prepare for the examination.
 - d. Conversation between Mobile Card holder and Customer Care executive for obtaining information about various data plans.
 - e. Conversion between a customer and railway reservation authorities regarding

train reservation booking.

f. Conversion between Employer and Employee for leave.

4. Assignment No. 4 Written Communication (12)

a. Letter Writing-

i. Application Letter to the Director/Principal

1. for leave

2. For Approval of Annual Gathering Budget

b. Complaint Letter

i. To E-commerce company for damaged Laptop

ii. To Sport Shop for delay in delivery of Cricket Kit.

c. Enquiry Letter

i. Inquiry about Personality Development Workshop to Ace Grooming Institute.

ii. Inquiry about Vocational Courses in Computer Institute.

d. Notice:

i. Prepare a notice to inform all students about the Study Tour of your College.

ii. As a class coordinator prepares a notice to inform the students about organizing Fresher's Party /Farewell Party.

5. Assignment No.5 (8)

e-mail Drafting

i. Draft an Email for Purchase Order to a Supplier of Books

ii. Draft an Email for giving details about a Seminar.

6. Assignment No.6 Preparation of Power Point Presentation (12)

Prepare a PPT presentation about 10 Slides and Present before the class from any of the following topics:

i. Global Warming and its effects in future

ii. Arranged Marriage or Love Marriage

iii. Helmet or Hell Mate: Choice is yours

iv. Make in India

v. Demonetization

vi. Swatchha Bharat Abhiyan

(Topics are suggestive but not limited to above; Presentation can be made individually or by a group of two students. It is desirable to have different topics for each group)



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: I

Paper: A1.7: Practicals on Office Automation

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

To impart practical knowledge & applicability of theoretical concepts with routine examples

List of Practicals

1. Create, delete, rename, copy, paste & move the Folder
2. Create resume in MS Word
3. Create greeting card using various shapes in MS word
4. Create Labels in MS word
5. Create Multicolumn newsletters using custom watermark in MS word
6. Create mail merge in MS word with proper letter
7. Create Time table in MS Excel
8. Create Mark sheet in MS Excel
9. Create Pie & Column Chart in MS Excel
10. Create Pivot Chart & Table based on Student Data
11. Create simple Presentation in Power point using animation, graph & design
12. Create Presentation using action button & hyperlink
13. Create Presentation Using Slide Master

Semester II



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A2.1: Organizational Behaviour

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To study Human behavior at work
- To get knowledge of Individual & Interpersonal perspectives
- To get in depth knowledge of motivation, leadership and organizational change

1. Introduction to Organizational Behavior (OB) (10)

- 1.1. Meaning and definition of OB
- 1.2. Nature & Scope
- 1.3. Approaches to OB and key elements of OB
- 1.4. Disciplines contributing to O.B

2. Attitude, Personality and Learning (10)

- 2.1. Attitudes
 - 2.1.1. Meaning and definition
 - 2.1.2. Types of Attitudes
 - 2.1.3. Functions of Attitudes
- 2.2. Personality
 - 2.2.1. Definition & Concept.
 - 2.2.2. Determinants of Personality
 - 2.2.3. Personality Traits
 - 2.2.4. Personality Attributes
- 2.3. Learning:
 - 2.3.1. Meaning & Definition
 - 2.3.2. Theories of Learning
 - 2.3.3. Methods of shaping behavior

3. Interpersonal Relationship (10)

- 3.1. Concept of conflict
- 3.2. Features of Conflicts.
- 3.3. Aspects of Conflicts (Functional and Dysfunctional)
- 3.4. Types of Conflicts: (Individual, Interpersonal & Intergroup)

4. Motivation (10)

- 4.1. Meaning & Definition
- 4.2. Types of Motives
- 4.3. Theories of Motivation
 - 4.3.1. Hierarchy of needs Theory

- 4.3.2. Motivation-Hygiene Two Factor theory
- 4.3.3. Vroom's Expectancy theory
- 4.3.4. Goal Setting Theory
- 4.3.5. Financial and non-Financial incentives

5. Change Management (10)

- 5.1. Forces for change
- 5.2. Factors in Organizational change
- 5.3. Planned Change
- 5.4. Human response to change
- 5.5. Resistance to change
- 5.6. Managing resistance to change

6. Leadership (10)

- 6.1. Meaning, importance & Functions of Leadership
- 6.2. Traits of Leadership
- 6.3. Theories of Leadership:
 - 6.3.1. Likert's System of 4
 - 6.3.2. Charismatic Leadership Theory
 - 6.3.3. Transformation Leadership Theory
 - 6.3.4. Ohio State Leadership Quadrants and Management Grids

Reference Books

1. Organization Behavior – Stephen Robbins, Vohra - Pearson
2. Organization Behavior(ORGB): A south Asian perspective – Nelson, Quick, Khandelwal – Cengage Learning
3. Organization Behavior – Margie- Paraikh- Tata McGraw Hill
4. Organization Behavior – Neeru Vasisth - Taxmann
5. Organization Behavior – Suja R. Nair, Himalaya Publications
6. Organization Behavior – S.S. Khanka – S Chand
7. Organization Behavior – V.S.P.Rao – Excel Publication
8. Organization Behavior – K. Ashwathappa - Himalaya
9. Human Relations and Organisational Behaviour (5/e) - Dwivedi – Macmillan



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A 2.2: Managerial Economics

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Managerial Economics.

1. Introduction to Managerial Economics (10)

- 1.1. Meaning, Nature & Scope of Managerial Economics
- 1.2. Nature of the Firm
- 1.3. Objectives of Firm
- 1.4. Managerial Economic and Micro Economics
- 1.5. Managerial Economic and Macro Economics
- 1.6. Application of Economics in Managerial Decision Making

2. Demand Forecasting (10)

- 2.1 Usefulness of Demand Forecasting
- 2.2 Methods of Demand Forecasting
 - 2.2.1 Expert Opinion
 - 2.2.2 Survey Techniques
 - 2.2.3 Trends in Economic Data
 - 2.2.4 Liner Trend Analysis
- 2.3 Reliability of Demand Forecasting

3. Production Function & Cost Function (10)

- 3.1. Law of Variable Proportion
- 3.2. Laws of Return to Scale
- 3.3. Isoquants (or) Equal Product Curves
- 3.4. Short Run & Long Run Cost Concepts & Cost Curves
- 3.5. "L" Shape Cost Curve

4. Pricing Policies (12)

- 4.1. Cost-Plus Pricing (Hall & Hitch Approach)

4.2. Pricing of Multiple Products

4.3. Transfer Pricing

4.4. Going Rate Pricing

4.5. Peak load Pricing

5. National Income Determination & Change in It (8)

5.1. The Determination of Equilibrium level of National Income

5.2. Under Employment & Full Employment Of National Income

5.3. Meaning of Investment, Importance of Investment

5.4. Concept of Investment Multiplier, Process of Income Multiplication & its Limitations

6. Macroeconomic Problems & Macroeconomic Policies (10)

6.1. Macroeconomic Problems

6.1.1. Problems of Inflation & Stagflation

6.1.2. Problems of Growth: Benefits & Cost of Growth

6.1.3. Balance Of Payment: Causes & Effects of Disequilibrium of Balance of Payment

6.2. Macroeconomic Policies: Monetary Policy & Fiscal Policy

6.2.1. Goals of Macroeconomic Policy

6.2.2. Concept of Monetary Policy

6.2.3. Tools of Monetary Policy

6.2.4. Concept of Fiscal Policy

6.2.5. Fiscal Policy to Control Inflation

Reference Books

1. Modern Economic Theory - K.K. Dewett, S. Chand New Delhi
2. Principles of Micro Economics – H.L. Ahuja, S.Chand
3. Principles of Economics – N. Gregory Mankiw, Thomson
4. Macroeconomics Theory & Policy – H.L. Ahuja S. Chand
5. Macroeconomics – D.M. Mithani, Himalaya
6. Managerial Economics by Gopal Krishna, Himalaya



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A2.3: Business Ethics and Corporate Governance

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to make the students more clear about the importance of ethics in business and practices of good corporate governance.

- 1. Introduction to Ethics (10)**
 - 1.1. Definition and Nature of Ethics
 - 1.2. Distinction between Morality and Ethics
 - 1.3. Kohlberg and Gilligan Theories
 - 1.4. Four Critical Principles of Ethics
 - 1.5. Concept of Belief, Values, Types and Sources of Values, Attitude, Virtue Ethics
- 2. Business Ethics Overview (10)**
 - 2.1. What is business ethics?
 - 2.2. Levels of Business ethics
 - 2.3. Myths about business ethics
 - 2.4. Ethics and Market Structure- Ethical issues in Perfect Competition, Monopoly and Oligopoly
- 3. Ethics and Business (10)**
 - 3.1. Ethical responsibility Vs Social Responsibility
 - 3.2. Code of Conduct in business, Ethical Dilemmas
 - 3.3. Major Unethical Business Practices
 - 3.4. Ethical issues in Business Functional area: Marketing and Advertising, Human Resource Management, Finance and accounting, Production and Operations Management.
- 4. Ethical Decision Making in Business (10)**
 - 4.1. Determinants of Ethical Decision-Making in Business
 - 4.2. Ethical Models For Making Business Decisions

4.3. Constraints in Ethical Decision-Making and Implementation

4.4. A framework for Good Ethical Decision-Making in Business

5. Corporate Governance (10)

5.1. Introduction

5.2. Distinction between Corporate Management and Corporate Governance

5.3. Nature, Characteristics, Purpose and Principles of Corporate Governance

5.4. Structure and Process of Corporate Governance

5.5. Issues and Trends in Corporate Governance

6. Corporate Social Responsibility (10)

6.1. Concept

6.2. Types and Nature

6.3. Need

6.4. CSR Programmes of Some Indian Companies

Reference Books

1. Business Ethica and Corporate Governance, B. N. Ghosh, McGraw-Hill
2. Business Ethics an Indian Perspective, Ronald D. Francis, Mukti Mishra, Tata McGrawHill
3. Business Ethics, Joseph Weiss, Cengage learning
4. Corporate Governance, A.C. Fernando, Pearson



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A2.4: Financial Accounting & Costing

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

- To give the practical knowledge of accounting to the students.
- To make the students competent in preparation of Accounts for the Business Entities.

Section-I Financial Accounting

- 1. Recording of Accounting Transaction (Theory and Practical Problem) (10)**
 - 1.1 Types of Accounts and Golden Rules of Accounting
 - 1.2 Journal: Problems on Journal Entries.
 - 1.3 Types of Journals: Cash Book, Sales Book, Purchase Book, Debtor Book, Creditor Book, Petty Cash Book, Bills Receivable Book and Bill Payable Book
 - 1.4 Ledger: Concept, Pro-forma
 - 1.5 Problems on Ledger Preparation
 - 1.6 Cash Book: Types
 - 1.7 Problems on Preparation of Cash Book
- 2. Preparation of Final Accounts: (Theory and Practical Problem) (10)**
 - 2.1 Trial Balance: - Concept, Objectives and Pro forma
 - 2.2 Problems on Preparation of Trading, Profit and Loss and Balance-sheet (Horizontal Format- i.e. Regular Format)
- 3. Bank Reconciliation statement (Theory and Practical Problem) (10)**
 - 3.1 Meaning and concept
 - 3.2 Scope & Benefits of Bank Reconciliation Statement
 - 3.3 Reasons of Difference between the balance of Cash Book and Pass Book
 - 3.4 Preparation of Bank Reconciliation Statement
- 4. Accounting For Investment (Theory and Practical Problem) (10)**
 - 4.1 Preparation of Investment Account for Fixed Income Bearing Securities.
 - 4.2 Cum-Interest Purchase and Sale, and Computation of Profit There-From.
 - 4.3 Ex-Interest Purchase And Sale of Securities, And Computation of Profit There-from.

Section-II Cost Accounting

- 5. Fundamentals of Cost Accounting (Theory) (10)**
 - 5.1 Cost, Expense, Loss: Meaning
 - 5.2 Costing, Cost Accounting: Concept
 - 5.3 Cost Unit, Cost Centre: Meaning
 - 5.4 Elements of Costs, Direct & Indirect Costs
 - 5.5 Types of Costs on the basis of various criteria
 - 5.6 Advantages and Limitations of Cost Accounting

5.7 Difference between Financial Accounting, Cost Accounting and Management Account

5.8 Meaning of Cost Sheet

5.9 Meaning of Prime Cost, Factory Cost, Selling & Distribution Cost and Total Cost i.e. Cost of Production

5.10 Simple problem on preparation of Cost Sheet **(Practical Problem)**

6. Materials Control (Theory & Practical Problem) (10)

6.1 Meaning of Material

6.2 Economic Order Quantity (EOQ): Meaning & Calculations **(Problem)**

6.3 Different Level of Materials & their Calculation- Maximum Level, Minimum Level, Average Level, Reorder Level, Danger Level **(Problem)**

6.4 Pro forma / Formats of:

6.4.1 Purchase Requisition

6.4.2 Purchase Order

6.4.3 Bin Cards

Reference Books

1. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
2. Accounting Made Easy: By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
3. Fundamentals Of Accounting, Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikas Publishing House, New Delhi
4. Financial Accounting – Jawaharlal & Shrivastava – S. Chand & Sons
5. Accounting for Managers - Vijay Kumar – TMH
6. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A2.5: Marketing Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Marketing Management.

- 1. Introduction to marketing (10)**
 - 1.1. Nature, Scope and Importance
 - 1.2. Definition, Evolution, Marketing Orientations (Concepts)
 - 1.3. Marketing Process, Developing the Marketing Mix, The role of marketing mix in planning and strategy
 - 1.4. Ethical Issues in Marketing - Ethical Behaviour, Understanding Ethical Conduct, Marketing Related Ethical Issues, Encouraging Ethical Behaviour
- 2. Marketing Environment and Marketing Research (10)**
 - 2.1. Meaning, Concept, Importance of Environmental Analysis
 - 2.2. Micro-environment and Macro-environment
 - 2.3. Indian Marketing Environment-Changes in Economic System, Opportunities in Rural Market, Emergence of Organised Retailing
 - 2.4. Marketing Research- Meaning, Objectives, Scope and Process
- 3. Market Segmentation (10)**
 - 3.1. Concept, Bases for segmentation
 - 3.2. Targeting Market Segment
 - 3.3. Concept of Product Positioning and Differentiation
- 4. Product and Price (10)**
 - 4.1. Product- Meaning, Classification, levels, Product Life Cycle
 - 4.2. Product Decisions-Individual, Line and Mix, Brand-Meaning and Types
 - 4.3. Pricing- Objectives, Factors Affecting and Strategies
- 5. Place and Promotion (10)**
 - 5.1. Place (Channel of Distributions)- Meaning, Functions, Levels,

5.2. Selection of Channels (Channel Design), Channel Conflicts and Control,

5.3. Wholesaling-Types and Functions

5.4. Promotion Mix, AIDA Model,

5.5. Integrated Marketing Communication (IMC) process,

5.6. Promotion Strategies-Push, Pull and Combined, The Five Ms of Advertising, Sales Promotion- Objectives, Types

6. Consumer Behaviour (10)

6.1. Meaning, Models

6.2. Characteristics influencing Buying behaviour, Buying Process (Decision Making), Buying Motives, Types Buyer behaviour, New Product buying decision

6.3. Business Market- Characteristics, Buying Decisions of Organisational Buyer, Organisational Buying Process and Factors Influencing

Reference Books

1. Marketing Management- Dr. K Karunakaran, Himalaya Publishing House
2. Marketing Management- S.A. Sherlekar, Himalaya Publishing House
3. Marketing Management (Text and Cases)- SHH Kazmi, Excel Books
4. Principles of Marketing (A South Indian Perspective)- Philip Kotler, Gary Amrstrong, Prafulla Agnihotri, Ehsan, Pearson
5. Marketing Management – RajanSaxena – Tata McGraw Hill



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A2.6: Practicals on Web Designing & Publishing

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective: To understand the basics of web designing with the help of small real life examples.

List of Practicals

1. Create web page using basic HTML tags
2. Create an animated web page by using Marquee Tag
3. Create web page using different List tag.
4. Create web page using Anchor Tag (Internal Link and External Link)
5. Create web page to design time table of your college using Table tag.
6. Create Web page with different images
7. Create web page inserting audio and video files.
8. Design a web page using Frames and Frameset Tag.
9. Design a simple Webpage of College Admission Form.
10. Design simple website for your college.
11. Design web page by using entity reference tag



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2017-18

Semester: II

Paper: A2.7: Practicals on Learnings from Business Leaders

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To provide an opportunity to the students to 'learn by example' from great leaders belonging to the business world

Instructions:

A practical journal is to be maintained by the students. The 40 marks are assigned for internal and the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear/ attend at least 10 minutes presentation based on journal at the viva voce. The college /Institute teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of business leaders to be studied is given below; this list is indicative but not limited to. The students are expected to study at least 20 leaders based on the following points, however, creativity in carrying out these practical on the part teacher will be appreciated.

List of Leaders

1. Rahul Bajaj
2. Ratan Tata
3. Chanda Kochar
4. Kumar Mangalm Birla
5. Narayan Murthi
6. Azim Premji
7. Adi Godrej
8. Naina Lal Kidwai
9. Kiran Mazumdar-Shaw
10. Brijmohan Lall Munjal
11. Shiv Nadar
12. Ritesh Agarwal
13. Bhavarlalji Jain
14. Anand Mahindra
15. Mukesh Ambani
16. Sunil Bharti Mittal
17. Sachin and Binny Bansal
18. Uday Kotak
19. Bhavish Aggarwal
20. Vithal Kamat
21. Shantanurao Kirloskar
22. Dilip Shanghvi
23. Anu Aga
24. Naresh Goyal
25. Kishore Biyani
26. Badrinath Barwale

The following points can be studied about the leaders

1. Early life
2. Company Profile
3. Career
4. Their personal experiences
5. Aims, and visions of these leaders
6. What is their thought process?
7. Style of conducting their businesses?
8. How they arrive at complex business decisions?
9. Major achievements
10. Succession Planning
11. Behind the success, Role / Contribution of Family Members
12. My Learning lessons from the leader

✚ Students are expected to read biographies and success stories of the leaders from various web sources and books

Semester III

w.e.f. 2018-19



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

Paper: A3.1: Mathematics and Statistics for Managers

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To impart the required knowledge of Mathematics and statistics for managerial activities among students

1. Mathematical Logic

(10)

1.1. Meaning of Statement

1.2. Primitive and Compound Statements

1.3. Truth Values of a Statement

1.4. Law of Excluded Middle

1.5. Logical Operations: Negation, Conjunction & Disjunction Implication, Double Implication, Equivalence

1.6. Equivalence of Logical Statements

1.7. Truth Tables & Construction of Truth Tables

1.8. Tautology and Contradiction

1.9. Argument: Valid And Invalid Arguments

2. Sets

(10)

2.1. Meaning of a Set

2.2. Methods of Describing a Set

2.2.1. Tabular Form

2.2.2. Set Builder Form

2.3. Types of a Set:

2.3.1. Finite Set, Infinite Set, Empty Set, Subset, Universal Set,

2.3.2. Equal Sets, Overlapping Sets, Disjoint Sets, Complementary Set.

2.4. Operations on Sets

2.4.1. Union of Sets

2.4.2. Intersection of Sets

2.4.3. Difference of Sets

2.5. Demorgan's Laws (Without Proof)

2.6. Venn Diagrams

2.7. Cartesian product of Two Sets

2.8. Statement of Following Laws (Without Proof) Relating To Union and Intersection of Sets :- Idempotent Laws (ii) Identity Laws (iii) Commutative Laws (iv) Associative Laws (v) Distributive Laws

3. Matrices (10)

3.1. Meaning of a Matrix, Order Of Matrix

3.2. Types of Matrix

3.2.1. Zero Matrix, Column Matrix, Square Matrix, Diagonal Matrix,

3.2.2. Scalar Matrix, Unit Matrix

3.2.3. Symmetric Matrix, Skew-Symmetric Matrix,

3.2.4. Transpose of a Matrix: Singular Matrix & Non -Singular Matrix.

3.3. Algebra of Matrices:-

3.3.1. Equality of Matrices

3.3.2. Multiplication of Matrix by A Scalar

3.3.3. Addition of Matrices, Subtraction of Matrices

3.3.4. Multiplication of Matrices

4. Introduction to Statistics (10)

4.1. Meaning of Statistics

4.2. Importance and Limitations of statistics

4.3. Meaning of data, Raw data, Primary data, Secondary data

4.4. Variable and attribute, Types of variable: - districts and continuous

4.5. Meaning of Population and sample

4.6. Introduction to methods of sampling: - simple random sampling and stratified random sampling

5. Measures of central tendency (10)

5.1. Meaning and central tendency

5.2. Statement of measures of central tendency: - arithmetic mean, geometric mean, harmonic mean, median and mode

5.3. Computation of these measures of central tendency for given raw data

5.4. Partition values: - quartiles, deciles and percentiles

5.5. Computation of partition values for given raw data

6. Classification and Tabulation of Data & Use of Excel (10)

6.1. Meaning of classification and tabulation

6.2. Distinction between classification and tabulation

6.3. Construction of table: one way and two way tables 2

6.4. Classification of raw data according to values of a variable

6.5. Steps by Step procedure to use Mathematical, Statistical & Numerical Functions
(Simple numerical problems illustrating commercial application)

Reference Books

1. Business Mathematics Sancheti & Kapoor Sultan Chand & Co. New Delhi
2. Business Mathematics & Analytics Anand Sharma Himalaya Publishing
3. Business Mathematics Dr.Ramnath Dixit and Dr.Jinendra Jain Himalaya Publishing
4. Business Mathematics & Statistics: Punaini, Pearson Education
5. Business Statistics C M Chikkodi & B G Satyaprasad Himalaya Publishing
6. Business Statistics S P Gupta Sultan Chand & Co.NewDelh



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

Paper: A3.2: Corporate Accounting & Costing

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: -

- To give the Basic understanding of Corporate Accounting and Costing.
- To make familiarize with the knowledge of Issue of shares, Redemption of preference shares and redemption of debentures.
- To understand how to prepare the cost sheet, store ledger and calculation of Material and Labour remuneration.

Section I-Corporate Accounting

1. Accounting Standards (AS) and International Financial Reporting Standards (IFRS) (8)

1.1 Meaning & Objectives of Accounting Standards

1.2 Accounting Standards (AS)

AS-1 Disclosure of Accounting Policies, AS-2 Valuations of Inventories, AS-4 Contingencies and Events Occurring after the Balance Sheet Date, AS-5 Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies, AS-6 Depreciation Accounting, AS-10 Accounting for Fixed Assets

1.3 International Financial Reporting Standards (IFRS): Meaning & Objectives of IFRS, IFRS 1 –First Time Adoption of International Financial Reporting Standards

2. Issue of Shares & Debentures (Theory and Problem) (12)

Issue of Shares

2.1. Meaning of Issue of Shares

2.2 Process of Issue of shares

2.3 Kinds of shares:

2.4 Equity shares & Preference Shares,

2.5 Concept of Issue of Shares at Par, Premium & at discount

2.6 Concept of Pro rata Allotment of Shares, Equal Subscription, Over Subscription and Under Subscription.

2.7 Concept of DEMAT A/c and ASBA Account

2.8 Calls in arrears, Forfeiture of Shares, Re issue of shares.

2.9 Bonus Issue, Right Issue of Shares (Theory)

2.10 Issue of Debentures (Theory and Problem)

2.10.1 Issue of Debentures: at Par, at Premium, at Discount

2.10.2 Types of Debentures

2.10.3 Accounting Treatment and Procedures (Practical Problems)

3. Profit prior to incorporation (Theory and Problem) (10)

3.1 Pre Incorporation Period and Post Incorporation Period

3.2 Steps for ascertainment of profits prior to incorporation,

3.3 Methods of computing profit or loss prior to incorporation, cut-off date, Basis of Apportionment (Sales Ratio, Time Ratio, Pre & Post Expense or Income etc.)

(Simple problems on profit prior to and post incorporation)

4. Company Final Account (Theory and Problem) (12)

4.1 Preparation and presentation of Final Accounts of Joint Stock as per Companies Act, 2013 requirements;

Provisions and Reserves, Determination of Managerial Remuneration, Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund.-

{Note: Since The Schedule III of Companies Act permits only Vertical form of presentation of Final Account., hence it is expected in Vertical Format & Schedules.}

Section II- Costing

5. Material Control (Theory and Problem) (10)

5.1 Importance of Materials accounting and control in Industry

5.2 Different Level of Materials:

5.3 Economic Order Quantity (EOQ), Maximum Level, Minimum Level, Average Level, Reorder Level, Danger Level

5.4 Procedure and documentation of Purchasing and Storekeeping

5.5 Pro forma / Formats of: Purchase Requisition, Purchase Order, Bin Cards,

5.6 Inventory Pricing Methods:

5.6.1 FIFO, LIFO, Simple Average Method: Advantages & Disadvantages

5.6.2 Problems on Preparation of Store ledger under FIFO, LIFO, Simple Average Method

6. Labour (Theory and Problem) (8)

6.1 Importance of Labour in Industry

6.2 Labour Time Recording: Time Keeping & Time Booking

6.3 Meaning of Labour Remuneration, Incentives and Bonus

6.4 Methods of Labour remuneration

6.4.1 Time Rate, Piece Rate & Differential Piece Rate

6.4.2 Halsey Plan and Rowan Plan. (Problems)

Reference Books

- 1) Corporate Accounting by Dr S. N Maheshwari, Vikas Publishing house
- 2) Corporate Accounts by M.C Shukla, T.s Grewal & S.C Gupta, S. Chand &co ltd
- 3) Fundamentals of Cost Accounting, Dr. S.N. Maheshwari, Sultan Chand & Sons
- 4) Management and Cost Accounting by R.S.N Pillai , S chand Publications
- 5) Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

A3.3: Business & Corporate Laws

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:-

- To acquaint the students with the Fundamental Acts of Business Law such as Contract Act, Sales of Goods Act and Negotiable Instruments.
- To give the knowledge about Incorporation, Procedures, documentation & Management of company

Business Laws

1. Indian Contract Act, 1872 (10)

- 1.1. Meaning of Proposal Offer, Agreement & Contract
- 1.2. Essential of a Valid Contract
- 1.3. Kinds of Contract
- 1.4. Performance of Contract: Meaning & Conditions
- 1.5. Discharge of Contract: Meaning & Conditions
- 1.6. Breach Contract: Meaning & Conditions

2. Indian Sale of Goods Act, 1930 (10)

- 2.1. Contract of Sale: Meaning & Essential Conditions
- 2.2. Difference between Sale and Agreement to Sell
- 2.3. Conditions and Warranties: Meaning & Difference
- 2.4. When condition is treated as Warranty
- 2.5. Unpaid Seller: Meaning & Rights
- 2.6. Performance of Contract of Sale
- 2.7. Sale by Auction

3. Negotiable Instruments Act, 1881 (10)

- 3.1. Meaning & Characteristics Of Promissory Note, Bill Of Exchange And Cheque.
- 3.2. Holder and Holder in Due Course, Privileges of Holder In Due Course
- 3.3. Crossing and Endorsement of Negotiable Instrument
- 3.4. Dishonor of Negotiable Instruments, Notice Of Dishonor, Dishonor Of Cheque and its Effects

Corporate Laws

4. Incorporation of Company (10)

- 4.1. Meaning of Company
- 4.2. Characteristics of Company
- 4.3. Difference between Sole traders, Firm & Company

4.4. Formation of Company (as per companies act 2013): Procedure & Documents Required For Incorporation

4.5. Memorandum of Association & Article of Association: Meaning & Clauses

4.6. Commencement of Business by Private and Public Company

4.7. Concept of corporate personality & Lifting of Corporate Veil.

4.8. Types of Companies

4.8.1. Private Company, Public Company, One Person Company, Indian company, Foreign Company, Chartered Company, Company Limited by Shares and Company Limited by Guarantee.

4.9. Doctrine of Ultra-Vires

4.10. Lifting of Corporate Veil

4.11. The Doctrine of Constructive Notice

4.12. Doctrine of Indoor Management

5. Control & Management of Companies Affairs (10)

5.1. Directors & Managing Director: Meaning

5.2. Duties & Liabilities and Responsibility of Directors

5.3. Company Secretary: Roles and Responsibility

5.4. Kinds of Meetings: Annual General Meeting (AGM), Extra Ordinary General Meeting (EOGM)

5.5. Notice and Agenda of General Meeting

5.6. Business to be transacted in Meeting: Ordinary Business & Special Business

5.7. Resolutions: Board Resolution, Ordinary Resolution and Special Resolution

5.8. Election and Role of Chairman of General Meeting.

5.9. Recording and Signing Of Minutes

6. Winding up of a Company (10)

6.1. Modes of Winding Up

6.2. Compulsory Winding Up Under an Order of Court

6.3. Voluntarily Winding Up

6.4. Voluntarily Winding Up Under Supervision of Court Book

Reference Books

1. Business Law- Rohini Goel - Taxmann
2. Business Law for Managers - P.K.Goel, - Biztantra, Innovations in Management.
3. Business Law Including Company Law – Gulshan & Kapoor New Age International
4. Commercial Laws- R.C. Chawla, K.C.Garg, Kalyani Publisher
5. Mercantile Law – N.D. Kapoor – Sultan Chand



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

Paper: A3.4: Management of Small Scale Industries

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to enable the students to understand various aspects in the management of small scale industrial units.

1. Small Scale Industry:

(10)

- 1.1. Meaning, Definition and importance of Small Scale Industry in Indian Economy.
- 1.2. Role of small scale industry in India
- 1.3. Small Scale Industry under five years plans
- 1.4. Products reserved for small scale industrial units.
- 1.5. Problems of SSI Units- Managing the S.S.E, Problems and Issue relating to financial Management, Operations Management, Marketing Management etc.

2. Factors influencing entrepreneurial development and motivation (10)

- 2.1. Role of culture in entrepreneurial development.
- 2.2. Entrepreneurial development program (EDP), Managing the problems faced by entrepreneurs
- 2.3. Development of women entrepreneurs-with reference to SHGs
- 2.4. Options available to entrepreneurs, -ancillary, franchising and outsourcing. Cases on takeover, mergers and acquisitions in India and at global level.
- 2.5. Social Entrepreneurship-Definition, importance and social responsibilities NGOs

3. Entrepreneurial Project Development

(10)

- 3.1. Idea generation – sources and methods
- 3.2. Identification and classification of ideas.
- 3.3. Environmental Scanning and SWOT analysis
- 3.4. Preparation of project plan –Points to be considered
- 3.5. Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan
- 3.6. Project formulation –project report significance and contents
- 3.7. Project appraisal –Aspects and methods : (a) Economic oriented appraisal (b) Financial appraisal (c) Market oriented appraisal
- 3.8. Technological feasibility, Managerial competency

4. Incentives and subsidies: (10)

- 4.1. Meaning of incentives and subsidies
- 4.2. Incentives and Subsidies in Maharashtra State.
- 4.3. Nature and Types of Subsidies
- 4.4. Types of Incentives under Packaged Incentives Scheme.

5. Finance and Production Planning: (10)

- 5.1. Financial requirements
 - 5.1.1. Structure and management of fixed and working capital
 - 5.1.2. Sources of capital
 - 5.1.3. Financial institutions problems in financing a small scale unit
- 5.2. Production Planning:
 - 5.2.1. Size of plant
 - 5.2.2. Production mix
 - 5.2.3. Costs of production
 - 5.2.4. Production facilities and their optimum utilization procurement of raw material
 - 5.2.5. Problems involved Role of Government in supplying machinery and raw materials.

6. Marketing and Manpower planning: (10)

- 6.1. Marketing Planning:
 - 6.1.1. Meaning and concept of Marketing planning
 - 6.1.2. Process of Marketing Planning
 - 6.1.3. Policies of Marketing Planning
- 6.2 Manpower Planning
 - 6.1.4. Meaning and concept of Manpower planning
 - 6.1.5. Steps in Manpower planning
 - 6.1.6. Need and Importance Manpower planning

Reference Books

- 1. Entrepreneurial Development: C.B. Gupta and N.P. Srinivasan
- 2. Management of small scale industry, Himalaya Pub. House, Sultanchand.
- 3. How to succeed in small scale industry, Vikas Pub. House, New Delhi
- 4. Scientific Management of small scale industry: N. Singh, Lay and public house, Mumbai; and subsidies - Need for incentives
- 5. Management of small scale industries: R.K. Khan, Sultan chand
- 6. Legal requirements for an industrial unit at work: Sudarshan Lal, Navarang, New Delhi.
- 7. Management Development institute, small scale industries an assessment of institutional assistance - Case studies of select states in India.



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

Paper: A3.5: Management Information System & ERP

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

To create an awareness of the role of information systems in business and to get an introduction to management information system

- 1. Introduction to MIS (10)**
 - 1.1. Concept, evolution and meaning of MIS
 - 1.2. Information system for competitive advantage, Systems approach to problem solving
 - 1.3. Types of System, Subsystems
 - 1.4. Challenges in the development of MIS, MIS function in an organization
- 2. Information and Managerial Effectiveness (10)**
 - 2.1. Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic, Data V/s Information
 - 2.2. Levels of management and information needs of management, Process of generation of information, Quality of information
 - 2.3. Components of an information system, Information systems for finance, marketing, manufacturing, research and development and human resource areas.
- 3. Information Systems (10)**
 - 3.1. Types of information systems, Users of information systems
 - 3.2. Transaction processing systems, Decision support systems, Executive support system, Geographical information system, Expert system
- 4. System Analysis and design (10)**
 - 4.1. Concept of system analysis design (SAD), need for system analysis
 - 4.2. Process of SAD , MIS and system analysis , Phases of system development life cycle
- 5. Introduction to ERP (10)**

5.1. . Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System

5.2. ERP Tools and Software, ERP Implementation Lifecycle

5.3. ERP Vendor Selection, Factors for the Success of an ERP Implementation

6. SAP Introduction (10)

6.1. Meaning of SAP, Models Evolution of SAP, Advantages and disadvantages of SAP

6.2. Different versions of SAP

6.3. SAP R/3 Architecture and Application Modules

Reference Books

1. Management Information System: Jawadekar W.S, Tata McGraw Hill
2. ERP Ware: ERP implementation Framework: V.K.Garg & N.K.Venkitakrishnan, Prentice Hall
3. Management Information Systems, O'Brien James, Tata McGraw Hill
4. Business Information Systems- Kumar, Muneesh, Vikas Publishing House
5. Management Information Systems- Sadagopal, S, Prentice Hall
6. Management Information System - by C S V Murthy, Himalaya Publishing House



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

Paper: A3.6: Practicals on Management of Small Scale Industries

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- **The objective of this subject is to enable the students to understand the practical aspects of working in DIC, MIDC and Banks.**

Instructions:

A practical journal is to be maintained by the students. The 40 marks are assigned for internal and the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear/ attend at least 10 minutes presentation based on journal at the viva voce. The college /Institute teacher will function as the Internal Examiner and the External Examiner will be appointed by the University.

Guidelines

- 1. Practicals can be attempted by students individually or in a group of two students**
- 2. The students are expected to visit the following Offices & study the Practical aspects**
 - ✓ Visit to District Industrial Centre (DIC) in Jalgaon or Dhule or Nandurabar
 - ✓ Visit to MIDC offices in Jalgaon or Dhule or Nandurabar
 - ✓ Visit to any Nationalized Bank which are linked with DIC offices Practical Training
- 3. Preparation of File**
 - ✓ **Students are expected to prepare a file for the practicals nos. 1, 2 and 3**
 - ✓ **For all the practicals students are required to study the following aspects**
 - a. Introduction
 - b. Scheme details
 - c. Eligibility criteria
 - d. Requirement of Documents and procedure
 - e. Conclusion

 ***Creativity in carrying out these practical on the part teacher will be appreciated.***

Practical No 1

Visit to District Industrial Centre (DIC) in Jalgaon or Dhule or Nandurabar

1. To analyze Prime Minister's Employment Generation Programme (PMEGP) scheme and its eligibility.
2. Seed Money Scheme (SMS) of DIC and its eligibility criteria.
3. District Industries Centre Loan Scheme
4. Analysis any 2 incentives schemes under packaged incentives scheme of DIC.

Practical No 2

Visit to MIDC office in Jalgaon or Dhule or Nandurabar

1. To study the facilities provided by the MIDC to the entrepreneurs.
2. To analysis of cluster-wise/ sector-wise industries in MIDC's in Jalgaon or Dhule or Nandurbar Districts.

Practical No 3

Visit to any Nationalized Bank which are linked with DIC office

To analyze the actual case studies in which Bank have sanctioned the loan. (Which include Documents requirement, Loan Amount, Rate of Interest, under which subsidy and scheme the loan given, etc)

Practical No 4

Visit any small scale industry availing any of above facilities / incentives and prepare a report.



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: III

Paper: A3.7: Practicals on Advanced Excel

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Total Practicals: 10 (Require 60 hours)

Objective:

- To study the formatting and practical applications of Microsoft Office Excel by using different features.

(Note: Microsoft Excel Version 2010 and above is to be used)

1. Create an excel spreadsheet to create marks statement of students using basic formatting features
 - Format Font, Format Text Size, Bold / Italic / Underline, Format Text Color, Format Cell Borders, Format Cell Background, Format Text Alignment, Wrapping Text, Merge / Unmerge Cells, Format Numbers & Dates
2. Create an excel spreadsheet for student list with marks details & calculate total, average, percentage, conditional and mathematical function.
3. Create an excel spreadsheet to show summery of class & highlight top 10 of each subject, fail students using conditional formatting
 - Highlight Cells, Top / Bottom Values, Data Bars, Color Scales, Icon Sets, Identify Duplicate Values, New Rules, Using Formulas, Clear Rules, Manage Rules
4. Create spreadsheet for present salesman progress report of year using various graphs
 - Create a Chart, Change Chart Type, Format Chart Title, Format Chart Legend, Format Chart Plot Area, Format Gridlines, Format Axis, Format Chart Area, Format Chart Colors
5. Create spreadsheet for employee details (Empno, Ename, city, department, and date of birth, salary, and location) apply sorting& filter on data.
 - Sort Data on Single Column & Multiple Columns, Apply a Data Filter, Filter by Selected Cell, Remove a Data Filter, Sort Data with Filter
6. Create spreadsheet for stock market analysis of 10 companies for 5year, and represent this data using Sparkline.
 - Insert a Sparkline Group, Change Sparkline Type, Change Sparkline Data, Format Sparkline
7. Create spreadsheet for area wise salesman report & apply pivot table & prepare pivot table.
8. Create spreadsheet for product detail (prod_id, name, rate) & create another spreadsheet for sales order sheet using lookup functions.
9. Create spreadsheet to demonstration for inbuilt excel function like Math, Date, Text and logical functions
10. Create spread sheet for importing data from text file, CSV file, Access file & export excel data into CSV File.

Semester IV



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A4.1: Business Research Methods

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: To develop a sound conceptual framework for understanding research in management

- 1. Introduction to Research (10)**
 - 1.1. Meaning, Scope and Significance, Type of Research Studies, Research process
 - 1.2. Characteristics of good research, Importance of Research in Management Decisions
 - 1.3. Research Method V/s Research Methodology
 - 1.4. Defining Research Problems, Sources of research problem
 - 1.5. Research Ethics
- 2. Research Design (10)**
 - 2.1. Concept of Research design: Types of Research design
 - 2.2. Research design in case of different research studies
 - 2.3. Hypothesis testing: meaning, types, process of testing hypothesis
- 3. Measurement & Scaling techniques (10)**
 - 3.1. Definition attitude, Measurement Scales: Nominal, Ordinal, Interval, Ratio
 - 3.2. Tests of Sound Measurement: Validity, Reliability, Practicality
 - 3.3. Scaling Techniques: Rating Scales, Ranking Scales.
- 4. Sample Design (10)**
 - 4.1. Sampling Design- Census & Sample Surveys
 - 4.2. Steps in Sampling Design, Types of Sample designs
 - 4.3. Probability & Non Probability sampling techniques
- 5. Data Collection (10)**
 - 5.1. Meaning and significance of data, Types of data collection
 - 5.2. Methods used for collection of different data types.
 - 5.3. Guidelines for constructing questionnaire
 - 5.4. Importance of pilot study

6. Interpretation and report writing

(10)

6.1. Interpretation: meaning, Techniques of interpretation

6.2. Report writing- significance, types of reports, Layout of SIP report,

6.3. Precautions for writing report, norms for using tables, chart and diagrams,
Appendix norms for using Index and Bibliography.

Reference Books

- 1.** Research Methodology- C R Kothari, Vishwa Prakashan
- 2.** Business Research Methods- William G Zikmund, Thomson.
- 3.** Research Methods- William M C Trochim, Biztantra.
- 4.** Marketing Research- A Parasuraman, Dhruv Grewal, Biztantra
- 5.** Methodology of Research in Social Sciences- O R Krishnaswami, M Ranganatham, HPH.



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A4.2: Direct and Indirect Taxes in India

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- Awareness about basic concepts of Total Income Tax Calculations
- Ability to calculate Income from Salary, House Property and Business/Profession.
- Basic understanding of indirect taxation including VAT (Sales Tax) and Service Tax and recently adopted GST.

Note – The Academic Year of the examination shall be the Assessment Year for study of different provisions of the Acts.

Direct Taxes

- 1. Basic concepts:** [10]
 - 1.1. Income and Agricultural income,
 - 1.2. Assesses & PAN, Assessment year and Previous Year, Person
 - 1.3. Heads of Income
 - 1.4. Gross total income
 - 1.5. Residential status of Individual, HUF, Firm and Company
 - 1.7. Deductions U/s 80C, 80D, 80DD, 80E
- 2. Income from Salary:** [10]
 - 2.1. Basis of Charge
 - 2.2. Definition of Salary and Different forms of Salary
 - 2.3. Different forms of Allowances
 - 2.4. Perquisites and retirement benefits,
 - 2.5. Deductions U/s 16
 - 2.6. Computation of Salary Income (Simple Practical Problems)
- 3. Income from House Property:** [10]
 - 3.1. Basis of Charge
 - 3.2. Net Annual Value
 - 3.3. Computing income from a let out house property (Simple Practical Problems)
 - 3.4. Compute taxable income from Self Occupied Property (Simple Practical Problems)
 - 3.5. Deductions U/s 24
- 4. Income from Business and Profession:** [10]
 - 4.1. Basis of Charge
 - 4.2. Block of Assets
 - 4.3. Permissible Deductions and Disallowable expenses

- 4.4. Computation of Taxable Business income (Simple Practical Problems)
- 4.5. Computation of Taxable Income from Profession (Simple Practical Problems)

Indirect Taxes

- 5. Goods & Service Tax (GST)-I** **[10]**
 - 5.1 Introduction to Goods & Service Tax (GST)
 - 5.2 Objectives & Scope of GST
 - 5.3 Merits and Demerits of GST
 - 5.4 Meaning of GST and one country one tax
- 6. Goods & Service Tax (GST)-II** **[10]**
 - 6.1 Types of GST
 - 6.2 GST Council: Rights & Constitution of GST Council
 - 6.3 Registration under GST
 - 6.4 GST rate Structure

Reference Books

1. Students' Guide to Income Tax, Vinod K. Singhania Kapil Singhania - Taxmann Publications, New Delhi.
2. Income Tax: Law and Practice - N Hariharan – Tata Mcgraw Hill
3. Income Tax Law & Accounts, Mehrotra : Sahitya Bhavan, Agra.
4. Law and Practice of Income in India Bhagavati Prasad ;, New Age International Publishers, New Delhi.
5. Direct Taxes - Dr. Girish Ahuja & Ravi Gupta Bharat Publications
6. Direct Taxes - T. N. Manoharan , Snow White Publications.
7. Indirect Taxes : V. K. SAREEN and MAYA SHARMA, Kalyani Publishers.
8. Indirect Taxes : V. S. DATEY – Taxmann Publications.
9. Service Tax : Law, Practice & Procedure – C. Parthasarathy, Sanjiv Agrawal – Snow White Pub. Pvt.Ltd., Mumbai
10. Government of India- Income Tax Manual
11. Income Tax Act and Latest Finance Act
12. Handbook on Goods and Service Tax : Taxman Publication
13. Handbook on Direct & Indirect Taxes: G. Shekhar :Paduka Publication



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A4.3: Human Resource Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The course aims to provide inputs to the students regarding importance of HRM and its concepts, principles and various functions.

1. Concept and Scope of Human Resource Management (10)

- 1.1. Meaning and Definition of Human Resource Management.
- 1.2. Personnel Management v/s Human Resource Management.
- 1.3. Aims & Objectives of Human Resource Management.
- 1.4. Importance & Scope Human Resource Management.
- 1.5. Strategic Human Resource Management.
- 1.6. Role of H.R. Manager and HRM in Indian Context.

2. Human Resource Planning (10)

- 2.1. Meaning and Definitions, Steps in HRP.
- 2.2. Objectives, functions of Human Resource planning.
- 2.3. Factors affecting to Human Resource planning.
- 2.4. Process of Human Resource planning.
- 2.5. Human Resource Forecasting Techniques.
- 2.6. Human Resource planning- problems and Limitations.

3. Recruitment and selection (10)

- 3.1. Meaning, introduction, objectives of recruitment.
- 3.2. Internal and external sources of recruitment with merits and demerits.
- 3.3. Factors affecting recruitment.
- 3.4. Process of recruitment and selection.
- 3.5. Techniques of recruitment, traditional and modern techniques.
- 3.6. Interviews: Types of interviews, limitations of interview.

4. Placement, Training and development (10)

- 4.1. Placement: Meaning and process.

- 4.2. Importance of Placement.
- 4.3. Concept and Meaning of training and development.
- 4.4. Need and importance of training and development.
- 4.5. Process of training and development.
- 4.6. Development Programmes.

5. Performance Appraisal (10)

- 5.1. Introduction, meaning, need for performance appraisal.
- 5.2. Introduction to the Methods of performance appraisal.
- 5.3. Components and types of performance appraisal.
- 5.4. Process of performance appraisal.
- 5.5. Limitations of performance appraisal.
- 5.6. Making performance appraisal effective.

6. Human Resource Information System (HRIS) and e-HRM (10)

- 6.1. Introduction to HRIS as application in HRM.
- 6.2. Components of HRIS.
- 6.3. Advantages and Limitations of HRIS.
- 6.4. Nature of e-HRM.
- 6.5. e-HR Activities – e-Recruitment, e-Selection, e-Performance Management, e-Training and Development, e-Compensation Management, e-Payroll.

Reference Books

- 1. Human Resource Management- K. Aswathappa, Tata McGraw Hill.
- 2. Human Resource Management- Dr. S.S. Khanka, S. Chand.
- 3. Personnel & HRM – A. M. Sharma, Himalaya Publishing House.
- 4. Essentials of Human Resource Management and IR - P. Subba Rao, Himalaya P.House
- 5. Personnel Management – C.B. Mamoria and S. V. Gankar.
- 6. Personal Management:- Edwin Fillppo - M.Graw Hill Delhi.
- 7. Human Resource Development & Management: - By Biswanath Ghosh.



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A4.4: Production and Materials Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To develop understanding of production and materials management

1. Introduction to Production Management (10)

- 1.1. Historical Evolution of Production Management
- 1.2. Production – Meaning, Objectives and Functions of Production Department
- 1.3. Manufacturing Systems

2. Production Planning & Control (10)

- 2.1. Planning - Meaning, Objectives
- 2.2. Controlling - Meaning, Objectives
- 2.3. Production Planning & Control- Meaning, Objectives and Importance
- 2.4. Product Design & Product Development
 - 2.4.1. Product Design - Meaning & Characteristics of a Good Product
 - 2.4.2. Product Development, Factors Responsible for Product Development
- 2.5. Routine & Scheduling- Meaning, Importance, CPM & PERT

3. Plant Location & Plant Layout (10)

- 3.1. Plant Location & Factors Influencing selection of a Plant Location, Alfred Weber's Theory of Industrial Location
- 3.2. Plant Layout Meaning & Objectives
- 3.3. Factors Affecting Plant Layout
- 3.4. Types Of Plant Layout- Product or Line Layout, Functional & Process Layout, Stationary & Strata Layout, Mixed Layout, Service organisation layout

4. Material Management (10)

- 4.1. Meaning, Objectives
- 4.2. Purchase – Objectives and Purchase Procedure- Centralised & Decentralised

4.3. Material Handling – Meaning, Objectives, Principles, Material Handling Equipment, Guideline for effective of material handling equipment

4.4. Material Requirement Planning (MRP)

4.5. Functions of Stock Keeper

4.6. Standardization-

5. Quality Control (10)

5.1. Concept of Quality Control, Factor affecting Quality Control

5.2. Total Quality Management (TQM)- Elements of Total Quality Management, Tools & Technique

5.3. Quality Circles – Objectives, Characteristics of Quality Circles, Advantage

5.4. Six Sigma

5.5. Inspection – Objective, Functions

5.6. Statistical & Automated Control – Introduction, Use

5.7. Meaning & Objective of Work study

5.8. Meaning & Objective of Method Study

5.9. Meaning & Objective of Work Measurement

5.10. Techniques of Work Measurement- Time Study, Motion Study

6. Inventory Control & Productivity (10)

6.1. Meaning & Objectives

6.1.1. Various Stock Level -Minimum Stock Level, Maximum Stock Level, Reorder Stock Level, Average Stock Level, Danger Stock Levels

6.2. Economic Order Quantity and ABC Analysis

6.3. Productivity- Concepts, Importance & Factors Effecting On Productivity, Technique to Improve Productivity, Measurements of Productivity, Distinguish Between Production & Productivity

Reference Books

1. Production & Operations Management–K. Ashwathappa & K. Shridhar Bhat- Himalaya
2. Production & Operations Management–Kanishka Bedi–Oxford Press
3. Operations Management: Theory and Practice, 2e - Mahadevan – Pearson
4. Production & Operations Management - N.G. Nair–TataMc Graw Hill
5. Production & Operations Management–Upendra Kachru–Excel Books



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A 4.5: Financial Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

- To understand the Concept of Financial Management.
- To enable the students to acquire necessary skills to deal in Financial and Managerial Techniques

1. Financial Management (10)

- 1.1 Meaning, Nature, Objectives and Scope of Financial Management
- 1.2 Relationship of Finance Function with other disciplines
- 1.3 Functional Areas of Finance
- 1.4 Time Value of Money and Concept of Risk & Return
- 1.5 Role of Finance Manager

2. Financial Statements and Financial Analysis (10)

- 2.1 Concept of Financial Statement
- 2.2 Importance & Objectives of Financial Statements
- 2.3 Types of Financial Statements- For Public and For Management
- 2.4 Statutory Provisions Regarding Financial Statements
- 2.5 Technique of Financial Statement Analysis

3. Management of Working Capital (10)

- 3.1 Meaning, Significance and Sources
- 3.2 Factors Affecting to Working Capital
- 3.3 Disadvantages of insufficient Working Capital
- 3.4 Ascertainment of Working Capital (Practical Problems)

4. Fund Flow and Cash Flow (10)

- 4.1 Concept and Meaning of Fund Flow and Cash Flow Statements
- 4.2 Significance of Fund Flow and Cash Flow Statements
- 4.3 Preparation of Fund Flow and Cash Flow Statements

5. Ratio Analysis (10)

- 5.1 Meaning and Significance of Ratio
- 5.2 Limitation of Ratio Analysis
- 5.3 Types of Ratios
- 5.4 Practical Problems on Liquidity Ratio, Profitability Ratio and Solvency Ratio

6. Budget and Budgetary Control

(10)

6.1 Meaning, Principles and Kinds of Budget

6.2 Objectives, Importance and Limitations of Budgetary Control

6.3 Practical Problem on Cash Budget and Flexible Budget

Reference Books

1. Financial Management – By Dr. R. M. Srivastava, Pragati Prakashan Meerut.
2. Financial Management Principles and Practice – By G. Sudarsana Reddy, Himalaya Publishing House
3. Financial Manage Management – By P.V. Kulkarni, Himalaya Publishing House.
4. The Indian Financial System – By Bharati V. Pathak, Dorling Kindersley (India) Pvt. Ltd.
5. Investment Analysis and Portfolio Management – By Prasanna Chandra, Tata Mcgraw Hill Publishing
6. Principles of Management Account – By S.N. Maheshwari, Sultan Chand & Sons
7. Management Account & Financial Control – By S.N. Maheshwari, Sultan Chand & Sons.
8. Cost and Management Accounting – By M.E. Thukaram Rao, New Age International (P) Ltd.
9. Cost Accounting And Financial Management – By Ravi M. Kishore, Taxman Pub. Pvt. Ltd.
10. Financial Management- By Sudarshana Reddy, Himalaya Publishing House



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A4.6: Practicals on Tally ERP

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:-

- To make the student competent in Business Accounting and Preparation of Financial statement in Tally ERP

Assignment 1: Introduction to Tally

(10)

1.1 Introduction to Tally

1.2 Versions & Features of Tally

1.3 Introduction to Gate way of Tally

1.4 Vouchers in Tally -Purchase, Sales, Contra Voucher, Receipt, Payment vouchers.

1.4 Trial Balance and Financial Statements in Tally- P & L A/c, Balance Sheet

1.5 Stock items & stock groups in Tally

1.6 VAT Features in Tally

Assignment: 2 Creation of Company

(10)

Creation, Deletion and alteration of company

Create a Company **BBA Friends Pvt. Ltd.** With following details

Enter the hypothetical details e.g. Address, State, PAN No. etc.

Select Accounts with Inventory option, Use 1-4-20XX (Current Financial Year) as the date of Commencement of business.

Assignment 3: Alteration & Deletion of Company

(10)

A. Alteration of Company details:-

Alter the Following Details BBA Friends Pvt. Ltd.

Address & contact no. and save the alterations.(Show Pop-up Menu before saving changes).

B. Deletion of the Company:-

Create a Company BBA Temporary Friends Pvt. Ltd. With following details

Enter the hypothetical details e.g. Address, State, PAN No. etc.

Now, delete the company. (Show Pop-up Menu before deletion)

Select Accounts with Inventory OR only Accounts option, Use current financial year as the year of commencement and then delete the Company

{Note :- Assignment no. 2 and 3 students are required to take print out before saving the information of Creation ,Alteration and Deletion of companies}

Assignment: 4. Creation of Ledger & Group**(10)**

Creation of Ledger Accounts, assigning the proper groups and opening Balances of those accounts as on 31March,20XX in the books BBA Friends Pvt. Ltd. as per the following the information.

(Note: Instructors & Students are required to take the current financial year for accounting entries)

Sr.No.	Date	Ledger Name (To Be Created)	Groups (To be assigned)	Opening Balances(Rs.)
1.	1-April-20XX	Cash A/c	Already Existing in Tally	5,00,000
2.	1-April-20XX	Mr.X A/c	Sundry Debtors	50,000
3.	1-April-20XX	Mr.Y A/c	Sundry Creditors	20,000
4.	1-April-20XX	Mr.Z A/c	Sundry Creditors	30,000
5.	1-April-20XX	Capital Account	Capital Account	10,00,000
6.	1-April-20XX	SBI Bank A/c	Bank A/c	5,20,000
7.	1-April-20XX	Plant & Machinery A/c	Fixed Asset A/c	20,00,000
8.	1-April-20XX	Land & Building A/c	Fixed Asset A/c	30,00,000
9.	1-April-20XX	Furniture & Fixture A/c	Fixed Asset A/c	5,00,000
10.	1-April-20XX	SBI Loan A/c	Bank Loan A/c	1,00,000

Assignment: 5 - Journal Entries in Tally**(10)**

Journalize the following (by Using Proper Vouchers in Tally) in the books of **BBA Friends Pvt. Ltd.** along with their appropriate narrations:-

(a) Paid Rs.30,000 as Salary for the month of April on 1st May,20XX

(b) Paid Telephone bill Rs.2,000 through SBI Bank Cheque No. 543210 on 5th May,20XX

(c) Received a cheque Rs. 20,000 from Mr.X (Cheque No.700001) which is deposited in SBI Bank A/c (No.SBIIND123456789) on 8th May,20XX

(d) Purchased Machinery of Rs.50,000 through SBI BANK Cheque No 123456 on 1st June, 20XX

(e) Purchased goods of Rs.1,70,000 from Mr.Y for Cash on 1st Aug,20XX

Create 3 hypothetical stock items; specify rates per unit and total amount.

(f) Sold Goods of Rs.2,00,000 for cash to Mr. X on 10th June,20XX

Take any one stock item from entry (e) above for sale, Specify hypothetical prices.

Note:- In above transactions students need to create Purchase & Sales A/c i.e. Ledgers , other Ledgers are already created in Assignment No. 3.

Assignment: 6 Final Accounts & Report Preparation in Tally (10)

Considering the transactions in Assignment no. 2,3,4,5 above, Show Trial Balance, Trading Accounts & Profit & Loss Accounts and Balance sheet as on 31st March,20XX for BBA Friends Pvt. Ltd.

Reference Books

1. Tally.ERP 9: Basic Accounts, Invoice, Inventory by Asok K. Nadhani (Author)
2. Tally ERP 9 (English) Paperback – 2014 by Mr. Tarang (Author)
3. Excel With Excel (English) Author: Rajesh Seshadri
4. Excel 2010 in Simple Steps Paperback –by Kogent Learning Solutions Inc.
5. Auditing – N. D. Kapoor
6. Auditing- G. Shekhar
7. Tax Base Software

Websites:

1. <http://www.tallysolutions.com/>
2. <http://tallyerp9book.com/>
3. www.sinewave.co.in



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2018-19

Semester: IV

Paper: A4.7: Practicals on Tax Base Software

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

- To study how to calculate the tax by using Tax Base Software and use it actual business.

Note: - The Academic Year of the study shall be the Assessment Year for different provisions of the Act.

1. Assignments: Creation of Group & Assessee :

- 1.1. Creation of different types of groups and creating the master of data for the assessee
- 1.2. Creation of different assessee such as individual, business firms, partnership firms etc. Display & printing of individual assessee data or complete master list

2. Assignments based on - "Income from Salary"

- 2.1. Make the entries for income tax return of a salaried individual for the last financial year. Assume incomes from monthly salary & bank interest.
- 2.2. Make the entries for income tax return of a salaried individual for the last financial year. Assume incomes from monthly salary & bank interest and show IT provision for housing loan. Consider principal component as well as interest for the entries.

3. Assignments based on - "Income from House Property"

- 3.1. Make the entries for an individual for the last financial year. Assume the income only from house property & bank interest.
- 3.2. Make the entries for a salaried individual for the last financial year. Assume incomes from a salary, bank interest & house property. Also consider that an individual have two houses. Both the houses are self-occupied.

4. Assignments based on - "Income from Business and Profession"

- 4.1. Make the entries for business income tax return for the last financial year.
- 4.2. Make the entries for business income tax return for the last financial year. Assume income from business, Also consider a loan for a business machinery income tax return.

5. Assignment on Computation of Net Total Income

- 5.1 Preparation on Computation Sheet of Assessee showing Gross Total and Net Taxable income based on incomes from Salary, House Property and Business or Profession.

Reference Books

Tax Base Software: LAN and Single User & www.sinewave.co.in

Semester V

w.e.f. 2019-20



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

SEMESTER: V

Paper: A5.1: International Business Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the International Business Management.

- 1. Introduction to International Business (10)**
 - 1.1. Concept of International Business
 - 1.2. Need & Importance of International Business
 - 1.3. Factors leading to growth of IB
 - 1.4. Advantages & Challenges of Globalization
 - 1.5. Difference between Internal & International Trade
- 2. International Business Environment (10)**
 - 2.1 Environment of International Business & Its Significance
 - 2.2 Economic Environment
 - 2.3 Social/Cultural Environment
 - 2.4 Political Environment
 - 2.5 Regulatory Environment
 - 2.6 Religion
 - 2.7 Language
- 3. International Entry Strategy (10)**
 - 3.1. The International Location Selection Process
 - 3.2. Location Determinants
 - 3.3. Timing of Entry
 - 3.3.1 Early-Mover Advantages
 - 3.3.2 Early-Mover Disadvantages
 - 3.4. Entry Mode choices
 - 3.4.1 Trade –Related Entry Modes
 - 3.4.2 Transfer – Related Entry Modes

3.4.3 FDI- Related Entry Modes

4. International Marketing & Supply Chain (12)

4.1. Concept of International Marketing

4.2. Importance of International Marketing

4.3. Drivers of International Marketing

4.4. International Supply Chain

4.4.1 Concept of Global Supply Chain

4.4.2 Global Sourcing

4.4.3 Customizing the Supply Chain

4.4.4 Packaging

4.4.5 Transportation Modes

5. Risks Management & Assets Protection (8)

5.1. Concept of Risk Management

5.2. Foreign Exchange Risk

5.3. Political Risk

5.4. Intellectual Property Rights

6. Global Trade & Investment (10)

6.1. World Trade Organization

6.2. Functions of WTO

6.3. WTO & India

6.4. TRIMS & TRIPS

6.5. Concept of Foreign Direct Investment

6.6. Need of Foreign Direct Investment

6.7. Determinants of FDI

Reference Books

1. International Business - Francis, PHI Publication
2. International Business – Oded Shenkar & Yadong Luo, Wiley Publication
3. International Business – Vyuptakesh Sharan, Pearson
4. Business Environment – Shaikh Saleem, Pearson
5. International Business – P. Subbarao, Himalayaa Publishing



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

SEMESTER: V

Paper: A5.2: Entrepreneurship Development

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: To make the student understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneurs.

- 1. Understanding Entrepreneurship (10)**
 - 1.1. Concept of Entrepreneurship, Types of entrepreneurship, Qualities of an Entrepreneur, Classification of Entrepreneurs
 - 1.2. Factors influencing Entrepreneurship, Functions of Entrepreneur
 - 1.3. Factor affecting entrepreneurial growth: economic & non-economic factors
 - 1.4. Ethics and Social Responsibility of an Entrepreneur
- 2. Entrepreneurship Development Program (10)**
 - 2.1. Entrepreneurial Development Programs (EDP), Role, relevance, and significance
 - 2.2. Role of Government in organizing EDPs, Stages of EDP
 - 2.3. Problems of EDP
- 3. Entrepreneurship Development and Government (10)**
 - 3.1. Role of Central Government and State Government in promoting Entrepreneurship
 - 3.2. Introduction to various incentives, subsidies and grants
 - 3.3. Export Oriented Units, Fiscal and Tax concessions available.
- 4. Women Entrepreneurship (10)**
 - 4.1. Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs
 - 4.2. Role Models of Woman Entrepreneurs
 - 4.3. Women Entrepreneurs Problems and Prospects
- 5. Creating and starting the venture (10)**
 - 5.1. Preparation of a Business Plan, Elements of a Business Plan
 - 5.2. Kinds of Business plans and overview of different aspects
 - 5.3. Selection of types of organization
 - 5.4. International entrepreneurship opportunities.

6. Small Business

(10)

- 6.1.** Concept & Definition, Role of Small Business in the modern Indian Economy,
- 6.2.** Steps for starting a small industry, registration as SSI, advantages and problems of SSIs
- 6.3.** Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSI

Reference Books

- 1.** Dynamics of Entrepreneurial Development and Management- Vasanth Desai, Himalaya Publishing House
- 2.** Entrepreneurial Development- N.P. Srinivasan & G.P. Gupta, Sultanchand & Sons
- 3.** Entrepreneurship Development, Robert D. Hisrich, Michael P. Peters, Tata McGraw Hill edition
- 4.** Entrepreneurship: New Venture Creation- Holt, David H, Prentice Hall
- 5.** Entrepreneurship Development small business Enterprises – Poornima Charantimath, Pearson Publication



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

SEMESTER: V

Paper: A5.3: Case Studies in Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To enhance analytical skills of students and to depict thorough knowledge of the subject and develop decision making abilities.
- To Increase the understanding of what managers should and should not do in guiding a business to success.
- To identify strategic issues that need to be addressed, evaluating strategic alternatives, and formulating workable plans of action.
- To gain in-depth exposure to different industries and companies, thereby acquiring something close to actual business experience.

The students have to select and discuss **minimum 15 cases** related to below subjects,

A1.1	Principles of Management
A2.1	Organizational Behavior
A2.5	Marketing Management
A3.3	Human Resource Management

Note:

Students should maintain **Journal File** of all Cases with its discussion / Solution.

Reference Books

Reference Books includes Text and Cases in all Subjects



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'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

SEMESTER: V

Elective Paper: Financial Management

A5.4(A): Banking and Insurance

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To develop the capability of students for knowing banking concepts & operations
- To give through knowledge of banking operations
- To introduce the concepts of Life & General Insurance, Transport Travel & Tourism

Banking

1. Evolution of banking (10)

- 1.1. Origin of the Word Bank
- 1.2. Meaning and definition of bank.
- 1.3. Evolution of banking in the west.
- 1.4. Evolution of banking in India

2. Functions of Bank (10)

2.1. Primary Functions

- 2.1.1. Accepting deposits: Demand Deposits: Current & savings; Time deposits – Recurring & Fixed deposits
- 2.1.2. Granting Loans & Advances- Term loan, Short-term credit, Overdraft, cash Credit, Purchasing & discounting of bills

2.2. Secondary Functions

- 2.2.1. Agency functions - payment & collection of Cheques, Bills & Promissory notes, Execution of standing instructions, Acting as a Trustee, Executor
- 2.2.2. General Utility Functions: Safe Custody, safe deposit vaults, Remittances of Funds, Pension Payments, and Acting as a dealer in Foreign exchange

2.3. Methods of Remittances

- 2.3.1. Demand drafts, bankers, Cheques
- 2.3.2. Mail transfer, Telegraphic transfer
- 2.3.3. Electronic Funds Transfer

3. Procedure for opening & operating of deposit account (10)

- 3.1. Procedure for opening of Deposit account: Know your Customer Norms (KYC norms), Application form, Introduction, Proof of residence, Specimen signature & Nomination: Their importance. No. frills Account
- 3.2. Procedure for operating Deposit account: Pay - in- slips, Issue of pass book, (Current Savings or Recurring deposits), Issue of Cheque book, Issue of fixed deposit receipt, Premature encashment of fixed deposits & loan against fixed deposit. Recurring deposits: Premature encashment & loan against fixed deposit
- 3.3. Closure of accounts, Transfer of accounts to other branches
- 3.4. Types of account holders
 - 3.4.1. **Individual account holders** – Single or joint, Illiterate, Minor, Married women, Pardahnashin woman, Non-residents accounts
 - 3.4.2. **Institutional account holders**- sole Proprietorship firm, joints stock company Hindu Undivided family, Clubs, Associations & Societies & Trusts

Insurance

4. **Introductions to Insurance** **(10)**
 - 4.1. Meaning & Definition of insurance type Evolution and Importance of Life & general Insurance.
 - 4.2. Role of Life Insurance & general Insurance in Pre & Post independents period – Government approach towards Insurance sector.
5. **General Insurance** **(10)**
 - 5.1. Meaning - type- need- Scope - Principles- Functions of general Insurance.
 - 5.2. Organisation & Administration of general insurance in India.
6. **Life Insurance** **(10)**
 - 6.1. Meaning- Need-& Principles of life insurance.
 - 6.2. Type of major policies

Reference Books

1. Introduction to Banking: Vijayaragavan Iyengar – Excel Books
2. Banking Theory & Practice (19th Ed.): K.C. & Lekshy Shekhar, Vikas Publication
3. Management of Banking & Financial System by Paul – Pearson
4. Insurance- Principles & Practices- M.N. Mishra, S. Chand Publications
5. Principles & Practice of Insurance, Dr.A.Murthy, Margham Publications
6. Banking and Insurance, Jyotsna Sethi and Nishwan Bhatia, PHI Learning Pvt. Ltd.
7. Banking and Insurance: Principles & Practices, Neelam C. Gulati, Excel Books
8. Banking And Insurance, O.P. Agarwal, Himalaya Publishing House



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Elective Paper: Financial Management

A 5.5(A): Capital, Money & Commodity Market

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- The objective of this subject is to develop a basic and working knowledge of the student about Stock Market, Money Market and Commodity Market

1. Basics of Stock Market

(10)

- Meaning of Share & Share Capital
- Types of share
- Equity Shares, Preference Shares, Bonus Shares, Right Shares, Employee Stock Option
- Stock Markets in India, History of Stock Markets in World
- BSE & NSE: History of BSE and NSE, Securities Exchange Board of India (SEBI)
- Listing & Delisting on BSE & NSE,
- SENSEX, NIFTY Indices
- Difference between Share & Stock

2. Trading Mechanism in Stock Market

(10)

- Meaning of Share & Share Capital
- DEMAT A/C
- Brokers, Sub-brokers
- Brokerage: Delivery and Intraday Charges
- Sale and Purchase of Shares and Short Sale
- Procedure to Open DEMAT A/c
- Depositories in India: NSDL & CDSL
- Large Cap, Mid Cap and Small Cap
- Contract Note
- Securities Transaction Tax
- T+2 Trading Settlement
- BOLT (BSE On-Line Trading)
- NEAT (National Exchange for Automated Trading)
- Insider Trading and Punishment In SEBI Act, 1992

3. Segments in Stock Markets

(10)

- Equity Segment:
 - Equity Trading
 - Trading of Equity Share & Preference Share
- Derivatives Trading:

- Meaning of Derivatives
- Derivatives Contract: Futures & Options and Call & Put Options
- c. Commodity Market
 - Meaning of Commodities
 - Difference between Capital Market and Money Market
 - Difference between Capital Market and Commodity Market

4. Capital Market Investment Institutions (10)

- a. Domestic Financial Institutions (DFI),
- b. Qualified Institutional Buyers (QIB),
- c. Foreign Institutional Investors (FII) ,
- d. Private Equity (PE),
- e. Venture Capital (VC),
- f. Qualified Foreign Investors (QFI),
- g. Mutual Funds

5. Commodities Market Operations (10)

- a. History of Commodity Market in India
- b. Products, Participants and Functions
- c. Structure of Commodity exchanges,
- d. Instruments available for Trading
- e. Commodity Exchanges: MCX, NCDEX & London Metal Exchange
- f. Commodities Traded on Stock Exchanges Platform-NCDEX, MCX-SX
- g. Few commodities Traded on NCDEX : Gold, Paper Gold , Silver, Crude Oil, Metals

6. Introduction to Money Market (10)

- a. Nature Characteristics of Money Market
- b. FIMMDA (Fixed Income, Money Market and Derivatives Association
- c. Money market Instruments:
Commercial Paper, Certificates of Deposits, Bills of Exchange, Treasury Bills (T-Bills), Bill Discounting, Factoring

Reference Books

1. M.Y. Khan : Indian Financial Systems; Tata McGraw Hill
2. Taxmann : SEBI Manual
3. Shashi K Gupta : Financial Institutions and Markets ; Kalyani Publishers
4. Indian Institute of Securities Markets and Products; Taxmann Publications
5. Dr. S Gurusamy : Capital Markets, Tata McGraw Hill Education
6. Niti Nandini : Commodity Markets, Tata McGraw Hill Education Private Limited,
7. Bharat Kulkarni : Commodity Markets and Derivatives, Excel Books.
8. Taxmann : Sumit Agrawal & Robin Baby's Commentary on SEBI Act



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Elective Paper: Marketing Management

A5.4(B): Customer Relationship Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Customer Relationship Management.

- 1. Consumer Behaviour (10)**
 - 1.1. Concept and Need for studying Consumer Behaviour
 - 1.2. Factors Influencing buying behaviour
 - 1.3. Consumer decision making process
 - 1.4. Consumer Reference Groups
 - 1.5. The family Life Cycle
 - 1.6. Organizational Buying Vs Consumer Buying
- 2. Introduction to Customer Relationship Management (12)**
 - 2.1 Definition of CRM & Its Applications
 - 2.2 History of CRM
 - 2.3 The Purpose & Benefits of CRM
 - 2.4 CRM & Marketing
 - 2.5 Factor Responsible for growth of CRM
 - 2.6 Challenges in Implementing CRM
 - 2.7 Developing CRM
 - 2.8 Customer Retention Management
- 3. Consumer And Relationship Marketing (08)**
 - 3.1. Relationship Marketing - Meaning
 - 3.2. Evolution of Relationship Marketing
 - 3.3. Purpose of Relationship Marketing
 - 3.4. Key Principles of Relationship Management
 - 3.5. Difference between CRM & Relationship Marketing

4. Customer Satisfaction (10)

- 4.1. Customer Satisfaction – Meaning & Definition
- 4.2. Importance of Customer Satisfaction.
- 4.3. Components of Customer Satisfaction
- 4.4. Factors affecting Customer Satisfaction
- 4.5. Measuring Customer Satisfaction
- 4.6. The Need to Measure Customer Satisfaction
- 4.7. Customer Satisfaction Models

5. Customer Loyalty (10)

- 5.1. Definition of Customer Loyalty
- 5.2. Advantages of Customer Loyalty
- 5.3. Determinants of Customer Loyalty
- 5.4. Factors Affecting Customer Loyalty
- 5.5. Creating Customer Loyalty : The Customer Loyalty Grid
- 5.6. Examples of Customer Loyalty Programme in India

6. Service Quality (10)

- 6.1. Defining Service Quality
- 6.2. Service Marketing Mix
- 6.3. Factors influencing customer expectation and perception
- 6.4. Service Quality Dimension
- 6.5. Types of Service Quality
- 6.6. Service Quality Gaps
- 6.7. Measures for Bridging Service Quality Gaps

Reference Books

- 1. Customer Relationship Management: Concept & Cases – Alok Kumar Rai, PHI Dehli
- 2. Customer Relationship Management – Baran, Galka & Strunk, Thomas South -Western
- 3. Customer Relationship Management – R.K. Sugandhi, New Age International Publishers
- 4. Customer Relationship Management : Concept & Application – Alok Kumar,Shina & Sharma, Biztantra
- 5. Customer Relationship Management – Kristin Anderson & Kerr McGraw-Hill Professional



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Elective Paper: Marketing Management

A5.5(B): Retail Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To provide a theoretical input of retail management

1. Introduction to Retail

(10)

- 1.1. Definition, Functions of a retailers, Global retail market- Issues and challenges
- 1.2. Concept of organised retail, evolution of retail in India
- 1.3. Drivers of retailing in India
- 1.4. Challenges of retail development in India

2. Theories and Business Model in retail

(10)

- 2.1. Theories of retail development-Environmental, cyclical, conflict
- 2.2. Retail life cycle
- 2.3. Business Models in Retail- Classification based on Ownership and Merchandise offered
- 2.4. Services Retail

3. Retail Consumer and Strategy

(10)

- 3.1. Retail Consumer- Need for studying, Factors influencing retail shopper, customer decision making process
- 3.2. Retail Strategy- Concept, strategy in retail perspective, International expansion
- 3.3. Store Site Selection- types of retail location, steps to choose retail location methods of evaluating trading area
- 3.4. Retail Franchising- Concept, types, advantages and disadvantages

4. Merchandise Management

(10)

- 4.1. Concept
- 4.2. Factors affecting Buying, Merchandiser-role and responsibilities
- 4.3. Process of Merchandising Planning

4.4. Retail Pricing- Policies / Strategies

4.5. Category Management-Concept and Process

5. Managing Retail (10)

5.1. Significance of Human Resource Management in retail

5.2. Key Components of Retail Operations

5.3. Elements of store design

5.4. Visual Merchandising

6. Servicing the retail customer (10)

6.1. Concept and Importance of customer service

6.2. Steps in customer service

6.3. Customer relationship management

6.4. Role of personal selling

6.5. Retail Selling Process

Reference Books

1. Retailing Management Text and Cases, Swapna Pradhan, McGraw Hill
2. Retail Management, Suja R. Nair, Himalaya Publishing House
3. Retail Marketing, Dr. S. Banumathy and Mrs. M. Jayalakshmi, Himalaya Publishing House



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Elective Paper: Human Resource Management

A5.4(C): Recruitment and Selection

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Human Resource Planning, Designing Jobs, Recruitment process and Induction of Employees in Human Resources Management.

- 1. Job Analysis and Design** (10)
 - 1.1. Concept and need of Job analysis
 - 1.2. Process of Job analysis
 - 1.3. Methods of Data collection
 - 1.4. Concept of Job design
 - 1.5. Factors affecting of Job design
 - 1.6. Methods of Job redesign
- 2. Recruiting Employees** (10)
 - 2.1. Meaning and Definition
 - 2.2. Factors affecting recruitment
 - 2.3. Sources of recruitment
 - 2.4. Recruitment Process
 - 2.5. Recruitment Practices in India
 - 2.6. Methods and Techniques of recruitment
- 3. Employee Selection** (10)
 - 3.1. Meaning, Nature and Definition of Selection
 - 3.2. Selection Process/Method
 - 3.3. Selection Tests- Aptitude, Achievement, Situational. Personality
 - 3.4. Selection Interview
 - 3.5. Reference checks, Selection Decision, Physical Examination, Job Offer, Contracts of Employment

3.6. Barriers to effective selection

4. Employee Orientation (10)

4.1. Need and Objectives of Orientation

4.2. Orientation Policy and Contents

4.3. Orientation Programme

4.4. Requisites of an effective Programme

4.5. Orientation Checklist and Evaluation

4.6. Placement

5. Career Planning and Development (10)

5.1. Concepts of Career and Career Planning

5.2. Career Stages

5.3. Career Planning Process

5.4. Career Development

5.5. Career Management

6. International Human Resource Management (10)

6.1. Global Recruitment

6.2. Global Selection Process

6.3. Expatriates

6.4. Performance Appraisal

6.5. Training and Development

6.6. Compensation and Benefits

Reference Books

1. Human Resource Management- K. Aswathappa, Tata McGraw Hill.
2. Human Resource Management- Dr. S.S. Khanka, S. Chand & Sons
3. Personnel & HRM – A. M. Sarma, Himalaya Publishing House.
4. Essentials of Human Resource Management and IR - P. Subba Rao, Himalaya P.House
5. Human Resource Management - Gary Dessler & Biju Varkkey - Pearson Prentice Hall
6. Recruitment and Selection- N. K. Chadha, Galgotia



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Elective Paper: Human Resource Management

A5.5(C): Industrial Relations

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

- The objective of this subject is to develop a basic understanding about the Industrial Relation
- Know the provisions related the act.
- Know the laws related to Industrial Disputes and Machinery to resolve it

1. Introduction to Industrial Relation (10)

1.1. Industrial Relations

1.2. Industrial Relations: Definitions, Importance, Scope

1.3. Trade union-growth, objective, function & role

1.4. Features of trade union

2. Industrial Disputes (10)

2.1. Nature of industrial dispute

2.2. Causes of industrial conflicts

2.3. Collective bargaining

3. Workers Participation in Management (10)

3.1. Workers participation in management

3.2. Forms and levels of participation

3.3. Benefit of workers participation in management

4. The Industrial Dispute Act, 1946 (10)

4.1. Introduction

4.2. Authorities under the act or machinery for settlement of industrial disputes
conciliation

4.3. Strike and lockout,

4.4. lay-off and retrenchment

5. The Factories Act, 1948

(10)

5.1. Introduction

5.2. Provisions regarding the health of workers

5.3. Provisions regarding safety [Sec. 21 to 40]

5.4. Provisions regarding welfare [40-B]

6. The Maharashtra Recognition of Trade Unions and Prevention of Unfair Labour Practices Act, 1971 Maharashtra Act No. 1 of 1972

(10)

6.1. Extent, commencement and application

6.2. Authorities under the act

6.3. Recognition of unions-The process

6.4. Obligation and rights of recognised unions other unions and certain employees

6.5. Illegal strikes and lock-outs

Reference Books

1. Labour Industrial Laws –Dr.V.G.Goswami, Central Law Agency
2. Labour Laws- Taxmann, Taxmann
3. Labour Laws- S.D.Geet, Nirali Prakashan
4. Industrial Relation- T.N.Chabra, R.K.Suri, Dhanpat Rai & Co
5. Industrial Jurisprudence & Labour Laws- A.M.Sharma, Himalayan Publications



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Paper: A5.6: Practicals on Employability Skills-I

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

To make a final year students capable of obtaining jobs.

Instructions: A practical journal is to be maintained by the students for 40 marks and the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear/ attends at least 10 minutes presentation based journal at the viva voce. The college /Institute teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practical is attached. However, creativity in carrying out these practical on the part teacher will be appreciated.

Practical's on Employability Skills - I

1. SWOT - Analysis

- Preparing Technical(domain based) SWOT
- Strategy to Work on Technical Strength & Weakness
- Preparing Behavioural SWOT-Analysis via Peer Assessment process
- Strategy to Work on Behavioural Strength & Weakness Peer Assessment process
- Submitting Individual SWOT sheets for Technical & Behavioural strengths & Weakness
- Selling your self- Self Introduction via presentation on personal Strength & Weakness

2. Resume Drafting

- Difference between Resume /Bio-Data/Curriculum Vitae
- Study different formats of Resume- Chronological- Functional-Combination
- Drafting individual Career Objective via brainstorming and counseling
- Making actual Resume
- Preparation of Reference Sheet

3. Writing Skills-I

- **Application Writing-**
 - ✓ For early leave/
 - ✓ Leave of Absence/
 - ✓ Specific Purpose- For e.g. – “*Issuance of Transfer Certificate*”
 - ✓ Job Application

4. Reading Skills-I

- **English Newspaper reading & review**
 - ✓ **To be performed in pair**
 - ✓ **Power point presentation on** – The News read(can be any particular segment like ; Sports, Business, politics , Entertainment, Philosophical
 - ✓ The highlights
 - ✓ Individual analysis & Interpretation of the news picked
 - ✓ Final analysis report by the faculty based on Video Assessment is desirable

(Recommended Newspapers: Times of India/The Hindu /The Telegraph/Indian Express/ Hitwaad)

5. Quiz & Debate-On current topics

- Participation in pairs (**For Quiz**)
- Participation based on For OR Against the topic in case of **Debate**

6. Creativity Enhancement

- 5minutes play (Group Activity ; Minimum members 5 in a group, Heterogenous mix is recommended)
- Theme of the play may be : Inspirational/Informational/Entertainment /Social Appeal



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: V

Paper: A5.7: Practicals based on e-Commerce

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective

- To make acquainted the students with Indian e-Commerce industry.

List of Practicals

1. Study on Internet connectivity components line VSAT, Broadband, IP Sharer, hub and Switch
 2. E-mail - Creating an e-mail account, sending and receiving e- mail. Options available on screen of e- mail.
 3. Chatting - Study of messenger services (Online messaging)
 4. Build e-Commerce Community for Data Sharing.
 5. Study of different e-Shops (B2C) such as
 - ✚ Flipkart.com, OLX.com, policybazaar.com, foodpanda.in, olacabs.com, magicbricks.com, carwale.com, kayak.co.in, travelguru.com, netmeds.com
 6. Study of different B2B websites
 - ✚ alibaba.com, indiamart.com, exportersindia.com
 7. Study of Government E-Marketplace (GeM) initiative (gem.gov.in)
 8. Study of e-Governance. Study any two e-Governance projects of Govt. of India
 9. Study of e-Banking. Making an e-Banking Transaction
 10. Study of e-Reservation. How to reserve e-Ticket
 11. Making any e-Commerce transaction through Mobile phone / Websites / Third party
 - ✚ PAYTM, Airtel Payments Bank, PhonePe, BHIM app
- ✚ **Note: The websites mentioned here are indicative but not limited to, similar websites can be studied.**

Semester VI



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Paper: A6.1: Management of Services

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about Management of Services.

1. Introduction to Services (10)

- 1.1. Definition, Concept-Goods and Services: A comparative Analysis
- 1.2. Salient Features / characteristics
- 1.3. Marketing of Services, Significance of Service Marketing
- 1.4. Behavioral profile of users, Marketing Information System
- 1.5. Service Scenario in India

2. Nature of Services and Service consumption (10)

- 2.1. A Service –Based Business Logic
- 2.2. Classification Scheme for Services
 - 2.2.1. High-touch / high-tech Services
 - 2.2.2. Discretely / continuously rendered services
- 2.3. Consumption of services: Process and outcome consumption
- 2.4. Management customer in a Physical Goods context
- 2.5. Management customer in a Service context

3. Management of Service Marketing-I (10)

- 3.1. Introduction to the Seven P's (7P's)
- 3.2. Product-The First P
 - 3.2.1. Service Product –Concept,
 - 3.2.2. Service Life Cycle
 - 3.2.3. Service Design: A general Framework
 - 3.2.4. Service Quality
- 3.3. Place-The Second P
 - 3.3.1. Transcending physical constraints of location
 - 3.3.2. Channel Management Issues

4. Management of Service Marketing-II (10)

4.1. Promotion-The Third P

- 4.1.1. Promotion Objectives
- 4.1.2. Promotion Plan- Media Selection,
- 4.1.3. Special Consideration in Promotion of Services

4.2. Price-The Fourth P

- 4.2.1. Major criteria involved in pricing a service
- 4.2.2. Different approaches in Pricing

4.3. People-The Fifth P

- 4.3.1. People-Key to service business
- 4.3.2. Recruiting Employees, HR Functions
- 4.3.3. Measuring Productivity of People

5. Management of Service Marketing-III (10)

5.1. Physical Evidence-The Sixth P

- 5.1.1. Service scapes
- 5.1.2. Designed for employees and for Customers
- 5.1.3. The importance of Design

5.2. Process-The Seventh P

- 5.2.1. Blueprinting, Technology
- 5.2.2. BPR, Managing the waiting process
- 5.2.3. Complaint Management and Service Recovery
- 5.2.4. Order Taking and Order Fulfilment

6. Services (10)

6.1. Bank Services- Concept, Marketing Mix

6.2. Personal Care Services- Concept, Marketing Mix

6.3. Telecommunication Services- Concept, Marketing Mix

Reference Books

1. Service Management and Marketing- Christian Gronroos, Wiley
2. Service Marketing Text and Cases- Rajendra Nargundkar, McGrawhill
3. Service Marketing- S.M. Jha, Himalaya Publishing House
4. Principles of Marketing (A South Indian Perspective)- Philip Kotler, Gary Amrstrong, Prafulla Agnihotri, Ehsan, Pearson
5. Marketing Management – RajanSaxena – Tata McGraw Hill



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Paper: A6.2: Family Business Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: Develop a working knowledge in addressing concerns in management, governance and relational dynamics in family firms.

1. Introduction to Family businesses (10)

- 1.1. Definitions of Family business, What constitutes a family business? Economic impact of Family Business
- 1.2. The Nature, Importance, and Uniqueness of Family Business, Special strengths, family business culture and values, commitment, Knowledge, Flexibility in work, time and money, Long-range thinking
- 1.3. Dilemmas and challenges for family businesses, Resistance to change, Business challenges, Succession, Emotional issues, Successful sectors for family businesses

2. Family Dynamics (10)

- 2.1. Family business dynamics: Family culture, organizational culture, and cultural blur in family firms, The family vessel Concept
- 2.2. Family business people: Founders, Women in family businesses, Husband and wife teams, In-laws, Multifamily ownership, Non-family employees, Managing conflicts in family firms. Family unity and a positive family
- 2.3. Family business systems: Seeking a balanced approach, Introducing the ownership dimensions. Family business life cycles stages, Ownership transitions
- 2.4. Hindu undivided family, role of karta, Succession Laws, Dissolution of HUF, Rights of daughters.

3. The family's relationship (10)

- 3.1. Developing a strategic vision and building teamwork: Articulating values and shared vision, Effective business families, how families add value: the family-business interaction factor

3.2. Ingredients of successful planning: Family emotional intelligence, Establishing open communication, Family Meetings, The benefits of family meetings, Family Councils, and Family Offices, Family retreats, Family constitutions

3.3. The family employment policy, Ownership and family policy making, Guidelines for policy making, the family contribution, Designing family governance.

4. Family Wars and Conflicts (10)

4.1. Meaning and Nature of the Family Wars and Conflicts,

4.2. The root causes of Conflicts Ingredients, & personal conflicts, Conflicts as Process & Relationship, Consequences of family wars, Rewards, Fairness and Cheating, Warning signs of Family wars

4.3. Concept of Selfish family, Nepotism in the family structure, Scapegoating, Conflict Resolution

5. Managing succession (10)

5.1. The succession paradox, Resistance to succession planning, The founder, The family, Employee and environmental factors.

5.2. Leading the transition – Start planning early, Encourage intergenerational teamwork, Develop a written plan, Involve everyone and obtain outside help, Establish a training process, Plan for retirement, Decide when to retire and stick to it. Selecting the right successor - Whom to choose? What if no one fits the bill?

5.3. Incumbent generation leadership: governance and resolution of the past. Succession in older family businesses - Second to third generation, Third to fourth generation

6. Change and Adaptation (10)

6.1. The Future of Family Business, Continuity and culture, Three states of evolution - The future state, The present state, The transmission state.

6.2. Continuity and family management ownership structures, The future: can the family business compete and thrive? Agility in the face of change, Competition and value creation, Tapping the next generation,

6.3. Intrapreneurship: Intergenerational growth in entrepreneurial families, Global opportunities, Positive-Sum dynamics through family and enterprise leadership, Family firm recourses for the future.

Reference Books

1. HBR – The family business; Paper “Correlates of success in family business transitions”, Morris et al., 1997, JBV
2. Family business: The essentials by Peter Leach, Profile books Ltd.
3. Family Business by Ernesto J. Poza
4. Management of Succession in Family-Owned Business. Edited by Pramod Verma. The ICFAI University Press, Hyderabad. 2007. ISBN: 978-81-314-1185-8
5. Family Wars: Classic Conflicts in Family Business and How to Deal with Them. By - Grant Gordon and Nigel Nicholson. Kogan Page, London. 2008. ISBN: 978-0-7494-5457-9
6. Unleashing your Entrepreneurial Potential. By – Raghu Nanadan. Response Business Book from Sage, New Delhi. 2009. ISBN: 978-81-7829-908-2



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Paper: A6.3: Cyber Security & Laws

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

- To introduce the student with information security, security threats and control
- To study and understand the basic concepts of cryptography, network security and cyber laws.

1 Overview of Cyber World and Cyber Laws in India (10)

- 1.1. Meaning of Data & Information
- 1.2. Internet and Online Resources
- 1.3. Importance of Information Security
- 1.4. History Cyber Laws in India
- 1.5. Objectives of Information & Technology Act,2000
- 1.6. Scope of Cyber Law- E-commerce, online contracts, Intellectual Property Rights(IPRs),E-Governance ,Cyber Crimes
- 1.7. Distinction between Cyber Crime and Other Crimes in general

2 Cyber Networks (10)

- 2.1 Computer, Computer Network and Cyber: Meaning
- 2.2 Types of Computer Network: LAN, WAN, MAN
- 2.3 Virtual Private Networks (VPN) - Meaning, Types
- 2.4 Computer Network Peripherals: Router, Hub, Fire Walls, Gate Way
- 2.5 Cyber Network Securities: Meaning & Need

3 Modes of Network Security (10)

- 3.1 Cryptography: meaning
- 3.2 Types of Cryptographic Systems,
- 3.3 Encryption and Decryption
- 3.4 Physical Security to Network- Meaning & Needs,
- 3.5 Biometrics System: Meaning & Benefits of Biometrics Systems
- 3.6 Criteria for selection of Biometrics.
- 3.7 Use Finger Prints Technology in Network Security

4 E-Commerce, M-Commerce & E-Governance (10)

- 4.1 E-Commerce & M-commerce: Meaning, Difference and Advantages
- 4.2 Modes of Payment in E-Commerce & M-Commerce- Cash on Delivery, Internet Banking, Debit & Credit Card Payment, E-Wallet-Wallet
- 4.3 Security Threats to E Commerce & M-Commerce

- 4.4 E-Governance: Meaning & Scope
- 4.5 Importance of E-Governance
- 4.6 Security Threats to E-Governance
- 4.7 Digital Signature: Meaning & Scope
- 4.5 Requirement of Digital Signature System

5 Social Networking & Cyber Crime (10)

- 5.1 Meaning of Social Networking
- 5.2 Advantages & Disadvantages of Social Networking
- 5.3 Social networking Sites and their impact on youngsters.
- 5.4 Crimes related to Social Networking

6 Cyber Crime & Punishments (10)

- 6.1 Cyber Crime: Meaning
- 6.2 Types of Cyber Crime
 - 6.2.1 Email Tracing and Tracking,
 - 6.2.2 Hacking
 - 6.2.3 Virus, Worms attacks
 - 6.2.4 Phishing
 - 6.2.5 Cyber Pornography
 - 6.2.6 Cyber Terrorism
- 6.3 Cyber Criminals and their Objectives
- 6.4 Few Provision related to Offences & Punishment under Information Technology Act, 2000.

Reference Books

1. Cyber Law : Pawan Duggal :Universal Publication
2. Cyber Law- Indian And International Perspectives On Key Topics Including Data Security, E-Commerce, Cloud Computing And Cyber Crimes Hardcover
3. Information Technology Law and Practice (Law & Emerging Technology Cyber Law & E-commerce, Reprint): Vakul Sharma
4. Computer Networking: A Top - Down Approach by James F. Kurose



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Elective Paper: Financial Management

A6.4(A): Auditing Practices

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

OBJECTIVE:

- To study the various concept of Audit, Auditing Techniques and tools to the students.
- To understand the compliance requirement of Auditing & Assurance Standards.
- To study Auditing procedure of company & other entities and understand the importance of Audit Report.

1. Introduction to Audit:

(10)

1.1 Audit: Meaning, Nature & Scope of Audit

1.2 Objectives of Audit - Advantages and Limitations of Audit,

1.3 Distinguish Between: Auditing & Accounting

1.4 Distinguish between Auditing and Investigation.

1.5 Frauds & Errors: Meaning

1.5.1 Types of Errors: Commission, Omission, Principle and Compensating

1.5.2 Types of Fraud: Window Dressing, Deflection

1.5.3 Distinguish Between Frauds & Errors

2. Audit Evidence & Types of Audit:

(10)

2.1 Meaning, Need & Modes of obtaining Audit Evidence

2.2 Meaning & Advantages of Internal Audit

2.3 Meaning & Advantages of Statutory Audit

2.4 Distinguish Between Internal Audit & Statutory Audit

2.5 Meaning & Importance of Balance Sheet Audit

2.6 Meaning & Importance of Tax Audit

2.7 Meaning & Importance of Cost Audit

2.8 Government Audit

3. Audit Planning, Working Papers and Internal Control

(10)

3.1 Meaning of Audit Process and Audit Techniques

3.2 Meaning and objectives of Audit Planning

3.3 Factors to be considered in Audit Planning

3.4 Meaning & Importance of Audit working Papers

3.5 Ownership & Custody of Audit Working Papers

- 3.6 Meaning & Importance of Audit note Book
- 3.7 Meaning & Objectives of Internal Control
- 3.8 Distinguish between Internal Control & Internal Check

4. Company Auditor & Audit Report (10)

- 4.1 Provisions Regarding Qualifications, Disqualifications, appointment & removal of auditor as per the Companies Act, 2013
- 4.2 Rights, Duties and Liabilities of Company Auditor
- 4.3 Professional Conduct and Ethics for Company Auditors
- 4.4 Audit report:
 - 4.4.1 Meaning, Importance and Contents of audit report,
 - 4.4.2 Types of Audit Report: Qualified and Unqualified Report, Disclaimer of Opinion and adverse opinion.

5. Auditing & Assurance Standard (10)

- 5.1 Meaning & Importance of Audit & Assurance Standards
- 5.2 SA 200 -Basic Principles Governing an Audit.
- 5.3 SA 200A –Objectives & Scope of Audit of Financial Statements
- 5.4 SA 230- Audit Documentation
- 5.5 SA 240 -Auditor’s responsibility to consider Frauds & Errors in an Audit of Financial statements

6. EDP Audit & Government Audit (10)

- 6.1 Meaning & Features of EDP Audit
- 6.2 White box Approach & Black Box Approach of Audit
- 6.3 Problems in Shifting from Manual Audit to EDP Audit
- 6.4 CAATs- Computer Assisted Audit Techniques
- 6.5 Meaning of Government Audit
- 6.6 Performance Audit & Propriety Audit
- 6.7 Comptroller & Auditor General (C&AG) : Duties & Powers

Reference Books

- 1. Contemporary Auditing : Kamal Gupta
- 2. Auditing Practices N.D.Kapoor
- 3. Practical Auditing T.N.Tandon
- 4. Auditing R.G.Saxena (Himalaya Publications)
- 5. Practical auditing Spicer & Pegler
- 6. Principles and practices of Auditing Jagdish Prakash
- 7. Principles of Auditing Ghatalia
- 8. Auditing: Paduka Publication, G. Shekhar



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Elective Paper: Financial Management

A6.5(A): Investment Banking

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives:

- To develop the basic and working level knowledge of the students regarding stock market in India and across the world.
- To provide the knowledge about Issues of Shares ,Mechanism and also about Financial and trading Institutions and regulatory body in Stock Market ,Stock Market History in World and In India

1. Stock Market History in World and In India (10)

1.1 Role & Importance of Stock Markets in Economy

1.2 Stock Markets in World & India

1.2.1 World Stock Markets: History & Role, NYSE, NASDAQ, LONDON STOCK EXCHANGE, SHANGHAI ,HANG SENG

2. Investment Banking (10)

2.1 Meaning of Investment Banking

2.2 Role of Investment Banker.

2.3 Who can be Investment Banker?

2.4 Merchant Banker: Meaning

2.5 Role of Lead Merchant Banker to the Issue

3. Primary and Secondary Stock Market (10)

3.1 Primary Markets: Meaning

3.2 Issues of Shares on Stock Markets

3.2.1 Initial Public Offer (IPO)

3.2.2 Follow on Public Offer / Further Public Offer (FPO)

3.2.3 Offer for Sale,

3.2.4 Private Placement,

3.2.5 Preferential Allotment,

3.2.6 Institutional Placement Procedures (IPP),

3.2.7 Qualified Institutional Placement (QIP),

3.2.8 Rights Issue,

3.2.9 Bonus Issue

3.3 Secondary Markets

3.3.1 Meaning of Secondary Market

3.3.2 Listing of Share

4. Issue of Shares: Important Concepts (10)

- 4.1 Meaning of Prospectus, Contents of Prospectus
- 4.2 Types of Prospectus: Red Herring Prospectus, Shelf Prospectus, Red Herring prospectus
- 4.3 Meaning of Offer and Offer for Sale
- 4.4 Due Diligence Report
- 4.5 Underwriter and Underwriting obligations
- 4.5 Book-building
- 4.6 Green-shoe Option
- 4.7 Listing Agreement

5. Capital Market Instruments (10)

- 5.1 Equities & Preference Shares
- 5.2 Shares with Differential Voting Rights (DVR)
- 5.3 Non Convertible Debentures (NCD), Partly-and Fully-Convertible Debentures (PCD, FCD)
- 5.4 Indian Depository Receipts (IDR)
- 5.5 Global Depository Receipts (GDR)
- 5.6 American Depository Receipts (ADR)

6. SEBI and Insider Trading and Corporate Governance: (10)

- 6.1 SEBI: Functions and Role
- 6.2 Price Sensitive Information: Meaning
- 6.3 Insider Trading: Meaning and Consequences on stock Market Prices
- 6.4 Provision in SEBI Act, 1992 for Punishment against Insider Trader
- 6.5 Corporate Governance: Meaning
- 6.6 Importance & Need of Corporate Governance in Corporate

Reference Books

1. M.Y. Khan : Indian Financial Systems; Tata McGraw Hill
2. Taxmann : SEBI Manual
3. Shashi K Gupta : Financial Institutions and Markets ; Kalyani Publishers, 4863/2B, Bharat Ram Neeti Gupta Road, 24, Daryaganj, New Delhi -110002 Nishja Aggarwal
4. Indian Institute of : Securities Markets and Products; Taxmann Publications
5. Dr. S Gurusamy : Capital Markets, Tata McGraw Hill Education Private Limited, 7 West Patel Nagar, New Delhi-110008
6. Niti Nandini : Commodity Markets, Tata McGraw Hill Education Private Limited, 7 West Chatnani Patel Nagar, New Delhi-110008
7. Bharat Kulkarni : Commodity Markets and Derivatives, Excel Books,
8. Taxmann : Sumit Agrawal & Robin Baby's Commentary on SEBI Act

Websites:

www.sebi.gov.in, www.nse-india.com, www.bseindia.com, www.rbi.org.in,
www.mca.gov.in, www.iica.in, www.corporateprofessionals.com



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Elective Paper: Marketing Management

A6.4(B): e-Commerce and Digital Marketing

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objectives: The objective of the course is to acquaint the students with E-Business in competing International markets.

1. Introduction to e-Commerce (10)

- 1.1. Concept of e-Commerce, Traditional Commerce V/s e-Commerce, International e-Commerce
- 1.2. The internet, origin of Internet, Commercial use of the internet, Growth of internet and web, Economic forces and E-Commerce
- 1.3. Transaction cost and role of E-Commerce, Value chains in e-Commerce, Role of e-Commerce. Economics and social impact of e- Business, opportunities and Challenges of Ecommerce

2. Internet Terminology (10)

- 2.1. Local Area Network (LAN), Ethernet: IEEE 802.3
- 2.2. Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet, TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML
- 2.3. Client server computing, Domain Name System (DNS), IP addresses, Internet protocol

3. e-commerce Infrastructure (10)

- 3.1. Structure and organization of E-Business, Inter Organization (B2B) E-Commerce, Intra- Organizational Ecommerce, Business to Consumer (B2C) E-Commerce.
- 3.2. EDI, EFT, Electronic Payment Systems, Industry applications like online banking and other business applications. Electronic Payment Technology, Digital Cash, Electronic check, On-line Credit Card

4. Security in Electronic Business (10)

- 4.1. Security Issues in e-business: Security Overview, Electronic Commerce Threats

4.2. Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates

4.3. Securing e-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure(PKI) for Security

5. Introduction to Digital Marketing (10)

5.1. E-business: Definition, Components of e-business, steps in building an e-business application, Online web site design to promote online sales of a product or service

5.2. Use Google SITES free resources for designing website.

5.3. e-commerce: Definition, Types, Internet shopping, Advertising in e-commerce, E-commerce for service industry, use of social media for promotion.

6. Digital marketing tools (10)

6.1. Web Marketing, Search Engine Optimisation (SEO), Online Advertising Social Media Marketing (Facebook & LinkedIn)

6.2. Micro Blogging – Twitter, Mobile Marketing, Email Marketing

6.3. Video & Audio (Podcasting) Marketing

Reference Books

1. Introduction to e-Commerce- Rayport, Jeffrey F and Jaworksi, Bernard J, Tata McGraw Hill
2. E-Commerce, Murty, C.V.S., Himalaya Publications
3. Understanding e-Commerce, Kosiur, Prentice Hall of India
4. E-Security and You, Oberoi, Sundeep, Tata McGraw Hill
5. Marketing 4.0: Moving from Traditional to Digital- Philip Kotler, Wiley publication
6. The Art of Digital Marketing- Dodson, Wiley publication



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Elective Paper: Marketing Management

A6.5(B): Product and Brand Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

- To increase understanding of the important issues in Product Policy and Brand Management
- Learning how to develop, maintain and grow product and Brand

1. Product Policy Management (10)

- 1.1. Product- Definition, Classification
- 1.2. New Product-Market Strategies
- 1.3. Product Decisions and other Management Functions
- 1.4. Product Manager- Roles and responsibilities, relationship with other departments
- 1.5. Marketing organisations- Product- focused and Market Focused

2. Developing Product Portfolio (10)

- 2.1. Product life cycle and Marketing Strategy, PLC-extension
- 2.2. BGC Portfolio Matrix
- 2.3. GE Portfolio Matrix
- 2.4. Developing (Elements) product strategy

3. New Product Development and its phases (10)

- 3.1. Introduction, Characteristics of Successful product development
- 3.2. Approaches to new products- product modification, line extensions, Adding a product variant and dropping a product variant
- 3.3. New product development process
- 3.4. Launching the product- The launch cycle, launch mix, the launch techniques, launch timing, tracking the launch-Control system and tracking

4. Future Trends and Product management (10)

- 4.1. Product Development- Barrier to Success-Internal and External
- 4.2. Strategies to deal with barriers

4.3. Direction for future research in product management

4.4. Product development and Social Responsibility

5. Brand Management (10)

5.1. Definition and Meaning of Brand, Brand and the product

5.2. Advantages and benefits of Branding

5.3. Branding Decisions- Branding Decisions, Brand Sponsor Decision, Brand Name Decision, Brand Strategy Decision and Brand Repositioning decision

5.4. Concept of Brand Equity, Brand Equity as output in input-output model

6. Brand Identity (10)

6.1. Concept

6.2. Inner and Outer core of Brand Identity

6.3. Brand Identity Perspectives- Brand as a Product, Brand as an Organisation, Brand as a Person and Brand as a Symbol

6.4. Brand Identity Prism, Brand Elements

Reference Books

1. Product Policy and Brand Management, A.K. Chitale & Ravi Gupta, PHI
2. Product Management, Donald R. Lehmann, Tata McGrawhill
3. Product Management, M. Shiv Kumar, Himalaya Publishing House
4. Marketing Management- Dr. K Karunakaran, Himalaya Publishing House
5. Marketing Management- S.A. Sherlekar, Himalaya Publishing House
6. Marketing Management (Text and Cases)- SHH Kazmi, Excel Books



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Elective Paper: Human Resource Management

A6.4(C): Training and Development

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Training and Development in Human Resources Management.

- 1. Human Resource Demand & Supply (10)**
 - 1.1. Demand Analysis
 - 1.2. Models and Techniques of manpower demand forecasting
 - 1.3. Status of existing manpower
 - 1.4. Requirement of manpower in relation to Technological advancement
 - 1.5. Sources of supply of manpower.
- 2. Training and Development (10)**
 - 2.1. Scope and Objectives of training
 - 2.2. Nature and Significance of training
 - 2.3. What is training?
 - 2.4. Types of training
 - 2.5. Benefits of training Philosophy of training.
- 3. Training Need Analysis (10)**
 - 3.1. Identification of training needs
 - 3.2. Environment for training
 - 3.3. Areas of training
 - 3.4. Responsibilities for providing training
 - 3.5. Training Calendar and Facilities for training.
- 4. Training Design (10)**
 - 4.1. Perspectives for Designing Training
 - 4.2. Designing a training programme
 - 4.3. Objectives, components and methods of training designs

4.4. Training Process

4.5. Training of trainers (TOT).

5. Training Methods and Techniques (10)

5.1. Approaches to Training

5.2. On the Job Training and Off the Job Training

5.3. Training Methodology – Case Study, Management Games, Brain Storming, Role Play,
In- Basket exercises, Group Discussion

5.4. Teaching aids and techniques

5.5. Audio-visual aids, Cross cultural training.

6. Skills of an Effective Trainer (10)

6.1. Communication skills

6.2. Knowledge

6.3. Training styles

6.4. Power of Body Language

6.5. Developing creativity.

Reference Books

1. Training and Development, Dr. B. Janakiram, Bizmantra Publication
2. Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication- Pearson Education
3. Personnel Management and Human Resources – N.C. Jain & Saakshi (Allied Publisher)
4. Effective Human Resource Training and Development Strategy – Dr. B. Rathan Reddy Publication – Himalaya Publication House
5. Human Resource and Personnel Management – Text and cases, K. Aswathappa, Publication - McGrawHill Publishing co. ltd
6. Human Resource Management- Gary Dessler & Biju Varkkey, Pearson Prentice Hall, 2009
7. Cross Cultural Management by Madhavan Oxford University Press
8. Essentials of Human Resource Management & Industrial Relations- P Subbaro, Himalya Publications, 2012



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Elective Paper: Human Resource Management

A6.5(C): Performance Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

The objective of this subject is to develop a basic understanding about the Performance Management of Employees in Human Resources Management.

1. Basics of Performance Management (10)

1.1. Introduction, Concept and perspective to Performance Management

1.2. Definition of Performance Management

1.3. Characteristics, Objectives, Principles of Performance Management

1.4. Advantages of Performance Management

1.5. Determinants of Job Performance

1.6. Personality and Job performance : 5 Factor Model

2. Performance Management System (10)

2.1. Performance Management System

2.2. Objective and Functions of Performance Management System

2.3. Characteristics of Effective Performance Management System

2.4. Competency-based Performance Management System

2.5. Electronic Performance Management

3. Performance Management Process (10)

3.1. Performance Planning

3.2. Performance Execution

3.3. Performance Assessment

3.4. Performance Review

3.5. Renewal & Re-contracting

4. Performance Managing (10)

4.1. Meaning and Definition Performance Managing

4.2. Characteristics of Performance Managing

4.3. Objectives of Performance Managing

4.4. Importance of Performance Managing

4.5. Process of Performance Managing

5. Performance Appraisal (10)

5.1. Meaning, Definition, Characteristics, Objectives

5.2. Methods of Performance Appraisal -

5.2.1. Field Review Method

5.2.2. Forced Distribution Method

5.2.3. Critical Incident Method

5.2.4. Management by Objectives (MBO)

5.2.5. 360 degree Feedback

5.3. Performance Appraisal Interview

5.4. Potential Appraisal

5.5. Advantages and Disadvantages of Performance Appraisal

5.6. Common Pitfalls of Performance Appraisal

6. Performance Monitoring (10)

6.1. Meaning and Definition of Performance Monitoring

6.2. Characteristics, Objectives and Importance of Performance Monitoring

6.3. Process of Performance Monitoring

6.4. Performance Management Documentation

6.5. Annual Stocktaking

6.6. Performance Management Audit

Reference Books

1. Performance Management – A. S. Kohli & T. Deb - Oxford University Press
2. Performance Management - Herman Aguinis.- Pearson
3. Performance Management - Chadha, Macmillan
4. Human Resource Management- K. Aswathappa, Tata McGraw Hill.
5. Human Resource Management- Dr. S.S. Khanka, S. Chand & Sons
6. Personnel & HRM – A. M. Sharma, Himalaya Publishing House.
7. Essentials of Human Resource Management and IR - P. Subba Rao, Himalaya P.House
8. Human Resource Management - Gary Dessler & Biju Varkkey - Pearson Prentice Hall



North Maharashtra University, Jalgaon

'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Paper: A6.6: Practicals on Employability Skills-II

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

To make a final year students capable of obtaining jobs.

Instruction:

A practical journal is to be maintained by the students for 40 marks and the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear/ attends at least 10 minutes presentation based journal at the viva voce. The college /Institute teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practical is attached. However, creativity in carrying out these practical on the part teacher will be appreciated.

1. Video Resume

- Creating a 2 minute video resume
- Contents- Self Introduction/ Career aspirations/Technical (Domain Strength)/Project Done/Achievement and awards/ Contact Details(Phone number /Email Id)

(The practical shall be kept in digital format and be presented at the time of Viva Voce)

2. Writing Skills -II

- **Email Writing-**
 - ✓ Parts of email Writing
 - ✓ Functions used and importance
 - ✓ Do's & Don'ts of Email Writing
 - ✓ Actual Drafting of E-mails

3. Reading Skills-II

- Book Reading & Review (Minimum Two Books(Success Literature/Fictional/Non-Fictional)
- Power point Presentation on the book

(Contents- Characters in the book, Story line (Plot), Major learnings/Information)

4. Group Discussion-

- Topics related to current topics
- Topics - National issues/ Argumentative/ Factual

- Individual assessment of the participants including assessment of their knowledge and Body language is desirable

5. Personal Interview

- **Pre-Interview Preparations**
 - ✓ Grooming & Etiquettes
 - ✓ Filing of Credentials
- **Preparation Facing Personal Interview Questions**
 - ✓ Handling the domain /technical round
 - ✓ Handling the HR rounds
- Actual Mock Personal Interview with One to one Analysis

6. 3C -report Preparation

- Allotment of company to a group of Student(Max.3)
- Research on COMPANY /CUSTOMER & COMPETITORS
- Presentation of 3C report by students group
- Formation of 3C gallery in the premises is desirable



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'A' Grade NAAC Re-Accredited (3rd Cycle)

Faculty of Commerce & Management

New Syllabus: B.B.A. 2019-20

Semester: VI

Paper: A6.7: Project Report based on elective

External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 hours

Objective:

1. To enhance analytical skills of students and to depict thorough knowledge of the domain subject and develop decision making abilities through study of various types of issues that need to be addressed, evaluating strategic alternatives and formulating remedial plans of action as recommendations.
2. To Increase the understanding of what managers should and should not do in guiding a business to success

PROJECT WORK:

1. Each student shall have to carry out the project work based on HR/Marketing/Finance as Elective Domain using Business/Management Research Methodology.
2. A project may be carried out at any outside organization or on a sub system of an organization.
3. The project work should be carried out individually. No group work is allowed in the Project work. The project title should not be repeated.
4. The topic of the project should be decided with the consultation & guidance of an internal guide-teacher of the institute/college. The project should be necessarily innovative and problem solving. No teacher shall be entrusted with more than 15 students for guidance and supervision.
5. The student should clearly mention the Need of Project, Research Methodology, Findings, Recommendation, Conclusion, etc.
6. The student has to write a report based on the actual work undertaken during the **Summer vacations (after Semester-IV exams) for 5 weeks**, based on the selected Elective Group at the specific selected enterprise/ organization or sub system and get it certified by the concerned teacher that the Project report has been satisfactorily

completed and submit TWO typed copies of the same to the Head / Director of the institute /Principal of the college.

7. One copy of the report submitted by the student shall be forwarded to the University by the Institute.
8. No student will be permitted to appear for Viva-Voce examinations, unless and until the project report is submitted within the stipulated time.