

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester V

(w.e.f. From June 2012)

Subject- International Business (Subject Code- 501)

Total Mark- 100

University Exam.80

Internal Exam.20

1. International Business:

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

2. International Economic Environment.

Business, Social, Cultural, technological, économique and political environnement. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

3. Modes of Entering International Business.

Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

4. International Organization.

Introduction & function of GATT, WTO, EEC, SAARC, IMF & World Bank.

5 .Balance Of payment- Definition, Concept ,Adverse & favorable balance of payment ,measures to disequilibrium

6. Direct Foreign Investment:

Reason of Direct foreign investment, foreign investment, instruments, G.D.R. A.D.R. strategies of Direct Foreign Investment Institutions and their roll in Capital Market. International liquidity and S.D.R., I.M.F., World Bank.

Reference Books

1. Frame Works – International Business – II Edition
By Roger Benneet – Financial Times management – Pitman Publishing, London.
2. International Business – Text and cases.
By P. Subba Rao, Himalaya Publishing House.
3. International Trade and Export Management.
By Francies Cherunilam, Himalaya Publishing House,

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester V

(w.e.f. From June 2012)

Subject- Marketing Research

(Subject Code- 502)

Total Mark- 100

University Exam.80

Internal Exam.20

1. **Marketing Research** – Definition, Nature and Importance. Application of Marketing Research, Limitations, Formulation of Research Problem, Research process.
2. **Data Collection** – Nature, Importance , Primary Data , Secondary Data, Evaluation of Secondary Data , sources of Secondary data, collection of Primary data – Observation – Methods of Observation , Questionnaire-Designing Questionnaire, choice of survey Method.
3. **Sampling design** – Nature , importance , Census and Sample Survey, Implication of Sample design, Steps in Sample design, criteria of Selecting a sampling procedure, Characteristics of Good sample design, Different types of sample design.4
4. **Processing and analysis of Data** – Processing Operations, Problems in processing, statistics in research, elements and types of analysis.
5. **Sampling fundamentals** – Need for Sampling, some fundamental definitions, Sample – Population – Sample size – Sampling unit , determining sampling size
6. **Report Writing** – Research Report format, Body of Report, Report Writing and chapter Scheme.

Reference books

1. Marketing Management – Philip kotler
2. Marketing Research – G.C. Beri – Tata McGrew Hill.
3. Research Methodology – C.R. Kothari – New Age International Publication.
4. Research Methodology in Management – Dr. V.P. Michel – Himalaya Publication.
5. Marketing Research- Nargundkar

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester V

(w.e.f. From June 2012)

Subject- Financial Management - I

(Subject Code- 503)

Total Mark- 100

University Exam.80

Internal Exam.20

- 1. Nature of Financial Management** – Meaning, Nature Scope, Objectives of Financial Management, Functions of Finance Manager
- 2. Financial Plan** – Financial Plan, Steps in financial planning, principles for formulating financial plan, Limitations of financial plan
- 3. Sources of Long Term and Medium Term Finance** - Shares, Debentures, Term loan, Public Deposits, Retained Earnings, Concept of venture capital.
- 4. Working Capital Management** –Concept of Working Capital, Need of Working Capital, Determents of Working Capital, Computation of working Capital , Practical Problems.
- 5 Management of Cash** – Motives of holding Cash, Objectives of Cash Management, Factors determining cash need, Preparation of Cash Budget, Practical Problems.
- 6 Inventory Management** – Objectives of Inventory Management, Inventory Management Techniques.- ABC Analysis, EOQ, Various levels.

Reference Books

1. Financial Management – M. Y. Khan and P.K.Jain – Tata McGraw – Hill
2. Financial Management – P.V.Kulkarni & B.G. Sattyaprasad – Himalaya Publishing House
3. Financial Management – I. M. Pandey
4. Basic Financial Management – Dr. Satish M. Inamdar – Himalaya Publishing House

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester V

(w.e.f. From June 2012)

Subject- HUMAN RESOURCE MANAGEMENT - I

(Subject Code- 504)

Total Mark- 100

University Exam.80

Internal Exam.20

- 1. Human Resource Management:** Meaning, Nature, Importance Function of Human Resource. Role of HR Manager, Characteristics and Qualities of HR Manager, Challenges of HRM in the 21st Century.
- 2. Human Resource Planning:** Meaning, Definitions, Importance and Factor affecting .Human resource planning at different level
- 3. Job Design & Job Analysis:** Concept, importance, factors affecting job Design & job Analysis. Job Description Job Evaluation, Job specification.
- 4. Recruitment:** Objectives, Sources of Recruitment- External & Internal & Modern, Factors affecting recruitment.
- 5. Selection:** Meaning, Essentials & Significance, selection procedure, Factors affecting selection decision & Selection procedure.
- 6. Training & Development:** Training Needs and Objectives, Training Methods, Advantages of Training, management Development - Concept, Essential Ingredients, Methods of Management Development

Reference Book:

1. Human Resource Management Ian Beardwell and Len Holden
2. Personal and Human Resource Management: P. Subba Rao
3. Managing Human Resource: Arun Monappa
4. Human Resource and Personal Management : K. Aswathappa
5. Human Resource Management: Biswajeet Patanayak
6. Management of Human Resource: R.S. Dwivedi

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester V

(w.e.f. From June 2012)

Subject- Production Management-I .

(Subject Code- 505)

Total Mark- 100

University Exam.80

Internal Exam.20

1. Production Management - Concept , Scope , importance, objective Classification of Production System.

2. Plant Location –Concept, need for selecting Suitable location, Factors affecting plant location.

3. Plant Layout – Nature Objective, types of layout, factors affecting plant layout,

4. Factory Building- Concept, Consideration of building Design, Types of building, Modern Concept

5. Plant maintenance- Meaning & importance, Objectives Classification of Maintenance Activity. Organization for plant maintenance department.

6. Inspection and quality control - Introduction, importance, Inspection, cost of quality. .

Reference Book:

1. K. K. Ahuja : Production Management – C.B. S. Publishers and Distributors, Sahadara Delhi.

2. K. Ashwathappa : Production Management – Himalaya Publishing House.

3. S. K. Singh : ISO9000 and Total Quality Management – Commonwealth Publishers, Ansari Road, New Delhi.

4. Girdhar J. Gyani: Training Manual on ISO 9000 and TQM – Raj Publishing House, Jaipur.

5. Industrial Engineering & Management – O.P. Khanna ,Dhanapat Rai Publication

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester V

(w.e.f. From June 2012)

Subject- Taxation

(Subject Code- 506)

Student should maintain the Journal for this subject. The Journal must include the following :

- | | |
|---|----------|
| a) Important Exemptions u/s 10 | 15 Marks |
| b) Deductions under Chapter VI A (Section 80 C to 80 U) | 15 Marks |
| c) Residential Status | 05 Marks |
| d) Important Definitions | 10 Marks |
| e) Assessee-wise description of ITR –I to ITR –V | 05 Marks |

College will give marks out of 50 on the basis the student's performance in above areas.

At the end of the semester, University will appoint a panel for oral examination. A panel will consist of 2 members- i.e. One Internal and One External. A panel will be appointed by the university. Questions will be based on the basis of Journal maintained by the student. (50 Marks)

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester VI

(w.e.f. From June 2012)

Subject- Business Law

(Subject Code- 601)

Total Mark- 100

University Exam.80

Internal Exam.20

1. The Indian Contract Act – 1872

Definition – Nature and contract – Classification – Offer and acceptance – Capacities of parties to contract – Consideration – Free consent – Legality of objects – Agreement declared void. Performance of contract – Discharge of contract – Remedies for Breach of contract.

2. The Indian Partnership Act.

Definition and Characteristics of Partnership – Types of partnership and kind of partners – Relation of Partners i.e rights and liabilities of partners – Dissolution of partnership firms and it's consequences.

3. The Companies Act – 1956

Definition and Characteristics of Companies, Kinds of Companies, Memorandum of Association – Articles of Association Prospectus – Share Capital, Meeting of Companies, Proceeding and resolution – winding up of companies.

4. The Consumer Protection Act 1986

Definition of Complaint, Complaint and consumer – provisions relating to consumers disputes – Redressal Machinery.

Reference Books

1. Indian Contract Act, 1872 : Student Edition : D.F.Mulla, N.M.Tripati Private Limited, Mumbai.
2. Elements of Mercantile Law including Industrial Law : N.D.Kapoor, Sultan Chand Publications.
3. Principles of Mercantile Law : R.P.Maheshwari and S.N.Maheshwari.
4. Commercial & Industrial Law, A.K.Sen and J.K.Mitra.
5. Mercantile and Industrial Law, Davar.
6. The Consumer Product Act, 1986, Government Publication Base Act.

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester VI

(w.e.f. From June 2012)

Subject- MARKETING MANAGEMENT- II

(Subject Code- 602)

Total Mark- 100

University Exam.80

Internal Exam.20

1. **Product Decisions** - Concept of Product, Levels of Product, Product Mix Decisions, Product Line Decisions, Individual Product Decisions, Branding, Product Life-cycle - Stages and Strategies.
2. **Pricing Decisions** - Meaning, Factors influencing Product Pricing Decisions, Methods of Pricing.
3. **Place Decisions** - Meaning, Channels of Distribution, Logistic Management
4. **Promotion Decisions** - Meaning, Steps in Promotion Mix , Elements of Promotion Mix - Advertising, Publicity, Sales Promotion, Personal Selling, Direct Marketing and Public Relations.
5. **People-** Introduction, Importance, Types of service personal – Contact personal ,Support Personal, Development of employees , Role of Front line Staff
6. **Physical Evidence-** Introduction, Physical facilities- Essential evidence, Peripheral evidence. Physical Environment- Ambience ,Space ,Décor. Social setting- Employee Appearance. Role of Physical Evidence, Guidelines for Physical Evidence Strategy

Reference Books

1. Marketing Management : Philip Kotler,
2. Marketing Management : Rajan Saxena,
3. Marketing Management : Joseph P.Guiltinan & Gordon W.Paul,
4. Marketing Management : V.S.Ramaswami & S.Namakumari.
5. Services Marketing – Vasanti Venugopal, Himalaya Publication
6. Services Marketing- S.M. Jha
7. Marketing Management : Dr.K.N.Sontakki,

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester VI

(w.e.f. From June 2012)

Subject- FINANCIAL MANAGEMENT -II

(Subject Code- 603)

Total Mark- 100

University Exam.80

Internal Exam.20

1. Analysis and Interpretation of Financial statements. Ratio Analysis – Meaning and Interpretation, Types of Ratios – liquidity Ratios, Capital structure Leverage Ratios, Profitability Ratios, Practical Problems.

2. Capital Structure, cost of Capital and Valuation - Capital Structure Theories, Net Income Approach, Net Operating Income (NOI) Approach , Modigliani Miller (MM) Approach, Traditional Approach, Practical Problems.

3. Capital Budgeting – Meaning, Importance, Methods of Capital budgeting - Pay back Period, ARR, Net Present Value,

4. Management of Earnings- Dividend policy, Factors determining dividend policy, Choosing the dividend policy, Forms of dividend payment, Retained Earnings, Factors affecting retained earnings, .

5. Financial Markets- Concept of Capital Market and Money Market , Features of Capital & Money Market, Capital Market- Primary Market & Secondary Market

6. Stock Market – Functions of Stock Market, Introduction to BSE/NSE.

Reference Books

1. Financial Management – M. Y. Khan and P.K.Jain – Tata McGraw – Hill
2. Financial Management – P.V.Kulkarni & B.G. Sattyaprasad – Himalaya Publishing House
3. Financial Management – I. M. Pandey
4. Basic Financial Management – Dr. Satish M. Inamdar – Himalaya Publishing House
5. Financial Markets and Financial Services- Vasant Desai –Himalaya Publishing House
6. Financial Management by – Prassana Chandra- Tata McGraw- Hill

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester VI

(w.e.f. From June 2012)

Subject- HUMAN RESOURCE MANAGEMENT - II

(Subject Code- 604)

Total Mark- 100

University Exam.80

Internal Exam.20

1. Compensation Management- Components of Remuneration, Factors affecting Wage and Salary levels, Variable Compensation, Incentive Schemes.
2. Performance Appraisal- Need, Methods of Performance Appraisal
3. Promotion, Transfer and Demotion- Meaning & Importance.
4. Employee Separation- Exit Policy, Voluntary Retirement Schemes, Lifetime employment without guarantee, Layoff, retrenchment Employee Benefits and Services- Factors influencing Benefits and Services,
5. Employee Security Benefits, Old-age and Retirement Benefits,
6. Employee Health and Safety- Importance, objectives Accident Prevention, Safety Engineering

Reference Books

1. Human Resource Management : Ian Beardswell and Len Holden.
2. Human Resource Management : S.S.Khankar.
3. Human Resource Management and Personnel Management : K.Asawathappa
4. Management of Human Resources : R.S.Dwivedi.
- 5 Essentials of Human Resource Management and Industrial Relations : P.Subba Rao.
6. Managing g Human Resources : Arun Monappa.
7. Personnel - The Management of Human Resources : Stephen S.Robbins.

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester VI

(w.e.f. From June 2012)

Subject- Production Management - II

(Subject Code- 605)

Total Mark- 100

University Exam.80

Internal Exam.20

1. **Production Planning and control** – Meaning, Need, objectives functions of production & planning, Limitations of . Production Planning and control.
2. **Purchasing** – Objective, Importance ,Nature, Functions of Purchasing Department, Make or Buy decisions
3. **Production Quality** – Quality Certification Systems ,Total quality Management, ISO 9000,JIT, & other standard
4. **Material Management** & Material handling– meaning, Objectives and importance of material management . Meaning of material handling ,Selection & maintenance of material handling equipment, types of equipment.
5. Stores Management – Store building and layout, issue of material from stores, storage and preservation
6. **Inventory management**- Meaning, definition ,Function Principles & techniques of inventory management

Reference Book:

1. K. K. Ahuja : Production Management – C.B. S. Publishers and Distributors, Sahadara Delhi.
2. K. Ashwathappa : Production Management – Himalaya Publishing House.
3. S. K. Singh : ISO9000 and Total Quality Management – Commonwealth Publishers, Ansari Road, New Delhi.
4. Girdhar J. Gyani: Training Manual on ISO 9000 and TQM – Raj Publishing House, Jaipur.
5. Industrial Engineering & Management – O.P. Khanna ,Dhanapat Rai Publishication
6. Reuben Ray – Stores Management- Himalaya Publishing House

Solapur University, Solapur

Semester Pattern Syllabus

Class BBA-III Semester VI

(w.e.f. From June 2012)

Subject- **PROJECT- WORK**

(Subject Code- 606)

Total Mark- 100

University Exam.50

Internal Exam.50

Objective : To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

- (a) Field Work,
- (b) Library Work,
- (c) Placement with an Organization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the month of January.

The guidelines for the project report are as follows” –

Declaration from the student that his research work is not copied from any other existing reports.

Certificate of the guide : The guide should certify that the research work is original and completed satisfactorily under this guidance.

The Chapter Scheme for the Project Report will be as follows:

Chapter-1: Introduction to the Study

- 1.1 Introduction
- 1.2 Objectives and Importance of the Study
- 1.3 Scope and Limitations of the Study
- 1.4 Research Methodology,

Chapter-2 : Introduction to the Organization

- 2.1 Introduction to the Industry
- 2.2 Brief History of the Organization
- 2.3 Subsidiaries, Associates of the Company
- 2.4 Departments/Manufacturing Process
- 2.5 Important Statistical Information
- 2.6 Future Prospects
- 2.6 Organization Structure

If the student is completing a project in an organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this Chapter.

Chapter 3: Theoretical Background

Basic Concepts Necessary theoretical inputs may be added to support the research work.

Chapter-4 : Data Analysis and Interpretation

Chapter-5 : Findings and Observations

Chapter-6 : Conclusions and Suggestions

Appendix

Bibliography

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report. The guide has every discretion to change the Chapter as per requirements.

Notes:

(1) There should be a proper linkage between objectives, data and interpretation, findings and suggestions.

(2) Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.

(3) Color ink should not be used for text.

(4) Page numbers are compulsory.

Project Report will be assessed by the internal teacher out of 50 marks and there will be a viva-voce examination carrying 50 marks. University will appoint viva-voce committee, consisting of 3 members, 2 members being external and one member being internal. The viva-voce will be conducted before the annual examination. The Chairman has to submit viva-voce marks to the University immediately after the viva-voce.

The student should defend his project work before the viva-voce Committee. If any student fails in his viva-voce examination, the viva-voce committee should submit the reasons in writing to the University.