

SOLAPUR UNIVERSITY, SOLAPUR
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A. I Sem-I and II) Semester Pattern
W.e.f. June 2013

1. Subjects for BBA

Each semester will have five theory papers and practical.

B.B.A First Year – Semester I

Subject code	Subject Code Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
101	Principles of Management	20	80	100	4
102	Business Communication Paper I	20	80	100	4
103	Financial Accounting	20	80	100	4
104	Business Economics (Micro)	20	80	100	4
105	Business Organisation & Systems	20	80	100	4
106	Practicals on Management- I	50	50	100	4
	Total	150	450	600	24

B.B.A. First Year – Semester II

Subject code	Subject code Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
201	Business Environment	20	80	100	4
202	Business Communication Paper II	20	80	100	4
203	Cost Accounting	20	80	100	4
204	Management of Business Services	20	80	100	4
205	Business Informatics	20	80	100	4
206	Practicals on Management- II	50	50	100	4
	Total	150	450	600	24

2.YEAR OF IMPLEMENTATION: New syllabus will be implemented from June 2013

3; PREAMBLE

4: GENERAL OBJECTIVES OF THE COURSE :

- (i) To provide adequate basic understanding about Management Education among the students.
- (ii) To prepare students to exploit opportunities created in the management Profession.
- (iii) To train the students in communication skills effectively for business purpose.
- (iv) To develop appropriate business skills in the students.
- (v) To make the students competent for providing themselves self-employment.
- (vi) To inculcate Entrepreneurial skills.

5:DURATION

The course shall be full time course w.e.f. June 2013. It shall be for three years.

6:PATTERN

Pattern of examination will be semester system

7:ELIGIBILITY FOR ADMISSION

- (i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream
- (ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iii) Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iv) MCVC(v) Every eligible candidate has to pass a Common Entrance Test to be conducted by university or college.

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

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

There will be written Examination of 80 marks 3 hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course.

8: PRACTICES AND MARKS

106 Semester I Practicals on Management –I 50 +50 =100

206 Semester II Practicals on Management –II 50+ 50 =100

306 Semester III Mini Project – I 50+ 50 =100

406 Semester IV Mini Project – II 50 +50 =100

506 Semester V Taxation 50 +50 =100

606 Semester VI Project Report 50 +50 =100

The Candidate has to obtain marks 40% marks in internal evaluation and 40% marks in University Exam (Viva-voce Exam) to declare as pass.

9: STANDARD OF PASSING

A Candidate must obtain minimum 40% of the marks in each University examination paper as well as in internal evaluation for passing in a particular subject.

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

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

10:MEDIUM OF INSTRUCTION

The medium of instruction shall be in English

Solapur University, Solapur.
Class – B.B.A.-I Sem-I
PRINCIPLES OF MANAGEMENT
Paper No. : 101

Total Marks – 100 University Exam. 80 Internal Assessment – 20
Objective – To develop understanding regarding basic concepts and functions of Management.

Unit No.	Name of the topic	Details	No. of periods
1	Management	Definitions of management, nature and importance of management, Functions- Planning, Organising, Staffing, Directing, Controlling. Levels of Management and its functions.	10
2	Planning	Meaning, Nature and Importance of Planning- Types of Plans, Steps in Planning	5
3	Organising	Nature and purpose of organising- Organisational Design and Organisational Structure, Types of organization structures, Power and Authority Authority and Responsibility, Delegation of Authority.	8
4	Staffing	Meaning, nature and purpose- Selection, training and performance appraisal,	7
5	Motivation	Motivation and human factors-Need – want satisfaction chain. Motivational techniques : Financial and Non-financial incentives. Theories of motivation : Maslow's Hierarchy needs theory, McGregor's theory X and Y. Theory Z by Ouchi.	15
6	Leadership	Definition of leadership, ingredients of leadership, trait approach to leadership, situational approach to leadership- Leadership Styles	10
7	Controlling	Meaning, Steps in Control Process, relationship between planning and controlling Types of Control- Feed forward control, Concurrent control & feedback control, Contemporary issues in control	15

Recommended Books :

- 1) *Management – Stephen P. Robins and Marry Coulter – Pearsons pub.*
- 2) *Management – Stoner , Freeman, Gilbert – Pearsons Pub.*
- 3) *Management – Michael*
- 4) *Essentials of Management – Weihrich and Koontz - Tata Mcgraw Hill*
- 5) *Management – L.M.Prasad.*

Solapur University, Solapur.
Class – B.B.A.-I Sem-I
Paper No. : 102
Business Communication

Unit No.	Name of the topic	Details	No. of periods
1	Introduction to Communication	Communication- Meaning , Objectives , Importance and Process, Essentials of good communication Communication barriers and Overcoming communication barriers	10
2	Types of Communication	Written, Oral , Face-to-face , Silence – Merits and limitations of each type	5
3	Business Letter	Need and functions of business letters , Planning & layout of business letter , Kinds of business letters , Essentials of effective correspondence	8
4	Drafting of business letters	Application for employment and resume, Placing and fulfilling orders, Enquiries and replies, Sales letters, Circular letters, Complaints and follow-up	14
5	Reporting to Management	Principles of writing reports for management, Types of reports Structures of report, Preparation of information highlights, Use of graphs, presentation of reports, Meetings – Circulars, notice, agenda minutes, drafting resolutions.	13
6	Common errors in business communication	Errors with pronouns, Errors with adjectives, Errors with verbs , Errors with adverbs , Errors with participles, Errors with prepositions.	10

Recommended Books:

- 1) *Business Communication* - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) *Media and Communication Management* - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) *Essentials of Business Communication* - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) *Business Communication (Principles, Methods and Techniques)* Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 5) *Business Communication* - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 6) *Business Correspondence and Report Writing* - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 7) *Business Communication* - M. Balasubrahmanyam - Vani Educational Books.

Solapur University, Solapur
B.B.A.-I Sem-
FINANCIAL ACCOUNTING
Paper No. : 103

Total Marks – 100

University Exam. 80

Internal Assessment – 20

- Objectives – a) To develop awareness about accounting as a language of business.
b) To impart basic accounting knowledge as applicable to business.

Unit No.	Name of the topic	Details	No. of periods
1	Accounting	Introduction, Meaning of Accounting, Procedural Aspects of Accounting – Objectives of Accounting – Functions of Accounting – Sub Field of Accounting – Accounting Concepts – Accounting Principles – Accounting Conventions, Fundamental Accounting Assumptions	10
2	Accounting Process and System	Nature of Accounting Transactions, Journal Entries, Posting of ledgers, Subsidiary books, Cashbook, Bank Reconciliation Statement.	15
3	Depreciation	Depreciation Concept, Objectives of depreciation, Causes of Depreciation, Depreciation Methods- Straight line, Written down.	15
4	Trial Balance	Trial Balance Introduction, Objectives of Preparing trial balance, Methods of Preparation, adjusted trial balance, rules of preparing trial balance. Preparation of trial balance	10
5	final accounts	Preparation final accounts for Proprietor	10

(Problems need to cover on following topics- journal Entry, ledger, Cashbooks, BRS, Depreciation, and Final Account)

Recommended books:

1. *Advance Accountancy – M.C.Shukla and Grewal*
2. *Advance Accountancy – S.C.Jain and K.L.Narang*
3. *Advance Accountancy – S.M.Shukla*
4. *Advance Accountancy – R.L.Gupta and M.Radhaswami.*

Solapur University, Solapur.
B.B.A.-I Sem-I
BUSINESS ECONOMICS –I (MICRO)
Paper No. : 104

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives

- a) To acquaint the students with concepts and techniques used in Micro Economic Theory.
- b) To enable them to apply this knowledge in business decision making.

Unit No.	Name of the topic	Details	No. of periods
1	INTRODUCTION OF ECONOMICS	Definitions Scope and Significance Micro and Macro Economics Business Economics and Business Decisions	7
2	CONSUMER BEHAVIOUR	Concept of Consumer Behaviour and Utility. Law of Diminishing Marginal Utility Law of Equi-Marginal Utility	5
3	DEMAND ANALYSIS	Concept of Demand, Types of Demand Demand Function and The Law of Demand Elasticity of Demand, Types, Methods of Measurement, Significance of Elasticity of Demand. Demand Forecasting- meaning, importance and method of demand forecasting	10
4	ANALYSES OF SUPPLY, PRODUCTION AND COST	Concept of Production Function Concepts of Cost – Fixed and Variable, Money and Real, Opportunity and Social, Short-run and Long-run Cost Curves. Revenue Curves – Total, Average and Marginal (Perfect Competition and Monopoly).	10
5	MONOPOLISTIC COMPETITION, OLIGOPOLY AND FREE MARKET ECONOMY	Types of market Monopolistic Competition – Features, Price Determination. Product Differentiation, Selling Cost Oligopoly – features, kinked demand Curve, price leadership. Free Market Economy – meaning, functioning and limitations.	14
6	DISTRIBUTION	Marginal Productivity Theory of Distribution. Rent – Modern Theory of Rent, Quasi – Rent. Wages – Minimum and Living Wages, Trade Union and Wages. Interest – Liquidity Preference Theory of Interest. Profit – Innovation Theory of Profit Risk and Uncertainty Theory of Profit.	14

REFERENCE BOOKS

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

Solapur University, Solapur.
B.B.A.-I Sem-I
Paper no. 105
BUSINESS ORGANISATION & SYSTEMS

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives

- a) To acquaint the students with various forms of business organization
- b) To make the students aware about developments in the business world.

Unit No.	Name of the topic	Details	No. of periods
1	Introduction of Business	Meaning, scope and evolution of commerce & industry, Industrial Revolution- its effects. Recent trends in business world. Concepts- Liberalization, Privatization and Globalization.	10
2	Business sectors & forms of business organizations	Business sectors -private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies – their features, relative merits, demerits & suitability	10
3	Merges & Acquisitions	Meaning, Types, Advantages, Legal procedural aspects in merger, Mergers in India.	10
4	Setting up a New Enterprise	Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc	15
5	Domestic Trade	Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy FDI in retail	15

Books Recommended:

1. *Modern Business Organization* by S. A. Sherlekar
2. *Industrial Organization Management: _Sherlekar, Patil, Paranjpe, Chitale*
3. *Business Organization and Management* By Jallo, Tata McGraw Hill
4. *Business Environment Text and Cases* By F. Cherunilam
5. *Organising and Financing of Small Scale Industry* By Dr. V. Desai
6. *Industrial Organization and Management* By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi
7. *Business Organization and Management* By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi

Solapur University, Solapur.
B.B.A.-I Sem-I
Practicals on Management-I
Paper No. : 106

Total Marks - 100

University Exam. 50

Internal Assessment - 50

Objectives

- a) To expose the student with current developments in business.
- b) To improve communication skill of the students.

Practicals

Student should maintain the Practical Book (Journal) for this subject. The practicals include following - .

- a) Communication Skills** - (10 speeches in one semester) (10 marks)
- b) News items related business** - (News items minimum of 100 words need to be read and analysed- Per Semester 10 news items) (10 Marks)
- c) Student should read 1 book related business, biographies/autographies, Industrious, Management books** (Other than regular subject) (10 Marks)
- d) Industrial visit Report** - Minimum two business units (20 Marks)

At the end of semester , examination will taken by the university

(One internal and One external examiner)

Examiners should ask the questions on the basis of Practical Book (Journal) maintained by the Students (50 Marks)

Solapur University, Solapur.
B.B.A.-I Sem-II

BUSINESS ENVIRONMENT

Paper No. : 201

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objective –

To develop understanding regarding business environment and its impact on business decision making. So enable manager can formulate the strategies to cope with existing and future environment.

Unit No.	Name of the topic	Details	No. of periods
1	Business Environment	Meaning, Definition, Importance- Micro and Macro factors of environment- Internal and External environment of business- Merits and Demerits of study of business environment.	10
2	Internal and Micro Environment-	Internal environmental Factors and its impact on business, Micro environmental factors and its impact on business	8
3	Economic Environment-	Meaning, Nature, Economic Factors, New economic policy and its impact of business environment. Impact of Liberalization, Privatisation and Globalisation	8
4	Technological Environment -	Features of technology- Impact of technology- Technology and Society- Technology and Economy – Status of Technology in India.	8
5	Social, Cultural, Nature components	Social Environment and its impact on business. Cultural Environment and its impact on business. Natural Environment and its impact on business. Social environment in India and China	9
6	Political and legal environment -	Political institution – legislature, Executive, Judiciary. Constitution of India – the Preamble, fundamental right, Directive principles, Nature and extent of State Regulation – Reasons of State Intervention, Extent of Intervention, Problems of control.	8
7	Demographic Environment	- Nature, Scope, Importance, Population size, factors of democratic environment.	7

Recommended Books :

1 Business Environment – K.Aswathappa

2 Business Environment - Freancis Cherunilam, Himalaya

3 Management Policy and Strategic Management, R.M.Srivastava

4 Industrial Health and Safety Management- A.M.Sarma

5 Business Policy : Azar Kazmi.

6 Corporate Planning – L.M.Prasad

7 Business Environment- Justin Paul.

Solapur University, Solapur.
B.B.A.-I Sem-II
BUSINESS COMMUNICATION-II
Paper No. : 202

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objective - To improve oral communication of students.

Unit No.	Name of the topic	Details	No. of periods
1	Oral Communication	Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - Radio Recording -	7
2	Application of Communication Skills	Group Decision-Making ,Conflict and Negotiations , Presentation and Interviews, Speeches , Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).	5
3	Oral Communication	Oral statements, preparation, delivery, public speaking, prepared and extempore speeches. Business interactions – Various situations in business world.. Talking to groups at work, exercises in-group communication. Interviews : Conducting interviews , giving Interviews	8
4	Communication in organization	Formal Channels : Downward, upward , Horizontal Informal Channels : Grapevine , Rumor etc. , Communication systems in organizations.	10
5	Seminar , Conferences and group discussions	Seminars – preparation for seminar, conducting seminars, organizing conferences. Group Discussions: Group size, parameters of evaluation, opening of topic, discussion , summary , observer's comments. Concepts of symposium , work-shops, orientation, refresher programs etc.	15
6	Modern office communication	Electronic communication – Telephone , EPBAX system, Tele-Conferencing , answering machines , E-mail , voice-mail , Fax , Internet , Audio – Visual aids etc.	15

Recommended Books :

- 1 *Basic Business Communication : Robert MaArcher , Ruth Pearson Amos Prentice Hall Inc.*
- 2 *Effective Business Communication :Murhy.*
- 3 *Excellence in Business Communication : Thill .*
- 4 *Handbook of Business Correspondance by : Frailey .*
- 5 *Business English & communication : Cleark .*
- 6 *Business communication : Pradhan & Thakur .*
- 7 *Business communication : Balsubramanium M.*
- 8 *Business Communication : Rayadu*

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B.B.A.-I Sem-II

Cost Accounting

Paper No. : 203

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objective - To impart basic cost accounting knowledge as applicable to business.

Unit No.	Name of the topic	Details	No. of periods
1	Introduction to cost Accounting	Meaning , Nature, Scope Advantages. Distinction between Financial & Cost Accounting , objectives of cost Accounting, costing, Cost Accounting, Advantages of cost Accounting.	7
2	Elements of cost	Cost Classification and cost elements, cost center, cost unit, cost control and cost reduction, Preparation of cost – Sheet.	5
3	Material Costing	Store Ledger, ABC Technique, Stock Level, Inventory Valuation, LIFO,FIFO, Simple Average and Weighted average Methods, Base Stock Method.	8
4	Labour costing	Labour turnover, Time Keeping and Time Booking, overtime and idle time, Remuneration and incentive.	5
5	Overheads	Introduction of Overheads, Allocation of overheads, Classification and Accounting of Overheads, absorption of overheads.	5
6	Budgets and Budgetary Control	Concept of Budgets and Budgetary Control, Objectives. Advantages, Types of Budget. Budget Manual. Preparation of various budgets (Cash Budget, Capital Budget, Functional Budget and Master Budget.)	15
7	Marginal Costing and Break – Even Analysis	Concept of Marginal Cost, Concept of Marginal Costing, Break-Even analysis. Decision Making & Practical application of Break-even Analysis.	15

Reference Books.

1. *Principles of Management Accounting-Manmohan,Goyal S.N.*
2. *Management Accounting - I.M. Pandey.*
3. *Management (Problems) Accounting - Khan & Jain.*
4. *Management Accounting - Nagrainam*
5. *Cost Accounting - Jawahar Lal - Tata McGraw hill.*
6. *Cost Accounting - Methods and Problems - B.K. Bhar - academic Publishers.*
7. *Practical costing (Self Tutor)- Gauri Shankar - Himalaya publishing .*

Solapur University, Solapur.
B.B.A.-I Sem-II
Management of Business Services
Paper No. : 204

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives - a) To create awareness about various services .

b) To develop understanding about management of services.

Unit No.	Name of the topic	Details	No. of periods
1	Meaning of Services	Concept – Goods and Services – Salient features of Services – Importance, Growth and Development of Service Sector in India – New Economic Policy and its impact on Service Sector Classification of Services : Infrastructure of Services – Business Oriented Services – Trade Services – Social and Personal Services and Public Services.	7
2	Service Marketing	Meaning – 7 Ps in Service Marketing – Service Product – Pricing the Service – Service Location and Channels of Services – Promotion and Communication of Services – People in services – Process in Services – Physical Evidence in Service – Nature and Problems in Service Marketing.	5
3	Management of Banking Service	Concept – Scope and Importance,– Product and Pricing Policies – Human Resource Management – Productivity and Profitability – Computerisation , Bank Marketing in Indian Environment.	8
4	Management of Insurance Service	Concept Scope and Importance, Types of Insurance Service – Pricing and Promotion, Organisational set up– Privatization of Insurance Services – Government Control and Protection of Customers Interest	10
5	Management of Hotel Services	Concept, Scope and importance – Profile of Services, Locational Decisions – Pricing Policies – H.R.M. and Customer Care – Promotion Policies,– Management of Hotel Services in India	15
6	Management of Telecommunication Services	concept, Scope , Importance, Product Mix, Pricing and Promotion, Introduction to Telecom Regulatory Authority of India (TRAI) , it's role and functions	15

REFERENCE BOOK

1. *Sasser, W.E., Olson, R., P., Wyokoff, D.D., "Management of Service Operations, Allyon & Bacon Inc. 1978.*
2. *Rao, A.V.S. "Services Sector Management in India, Allied Publishers, Hyderabad, 1986.*
3. *Shiv Shankar "Service Marketing".*
4. *Vasanti Venugopal Raghu V.N. "Service Marketing".*
5. *Reidenback E.R. & Pits, R.E., "Bank Marketing".*
6. *Seth Prem Nath, " Successful Tourism Management".*
7. *Colin J Coulson. Thomas Collier, "Service Management : Operating Decisions". Jha S.M. "Service Marketing", Himalaya Publishing House, Mumbai.*
8. *Kotler Philip (1996) "Marketing Management Analysis, Planning,*
9. *Implementation and Control", Prentice Hall of India Pvt. Ltd., New Delhi - 110 00*
10. *Retail Management - Suja Nair - Himalaya Publication.*

Solapur University, Solapur.
B.B.A.-I Sem-II
Information Technology for Business
Paper No. : 205

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objective - To familiarize the students with the innovations in information technology.

Unit	Name Of Topic	Details	No Of Periods
1	Introduction to Computer	Definition of Computer, Characteristics and types. Basic Computer Hardware: CPU, RAM, ROM, Storage Devices, And Input/output Devices.	10
2	Internet	Introduction to Internet, Email, WWW, Internet Service Provider, Internet Application in business scenario.	5
3	Software:	Concept of software, Types of software(application software, System software, general purpose software)	5
4	MS-Word	Overview: Page Setup, Margins, Tabs, Header and Footer, Saving Document. Formatting the Text	5
5	MS-Excel & MS PowerPoint	MS- Excel:- Introduction to spreadsheet, Arithmetic Functions, Formatting Cells MS PowerPoint :-Working with themes, Charts, Graphics and Tables, Animation: Using Animation for entry, exit, motion and emphasis	10
6	MIS	Introduction to MIS, difference between computer literacy and information system literacy. Information needs at different organization levels, Major types of information system in organization and relationship between them.	10
7	Database Management	DBMS: Introduction, Functions and Advantages of DBMS, RDBMS: Introduction difference between RDBMS & DBMS.	5
8	E-Commerce & ERP	Concept, Types and Applications of E-Commerce M-Commerce ERP: - Introduction to ERP, ERP basic features, ERP Implementation life cycle.	10

REFERENCE BOOK

1. *Introduction to computer: V. Rajraman (PHI)*
2. *Computer Fundamentals- P.K.Sinha and Priti Sinha-BPB Publication*
3. *MIS Text & Cases-Jawadekar W.S.-TMGH Publication*
4. *Management of information systems – Organisation and Technology by Kenenth C. Laudon, Jane P. Laudon.*
5. *Enterprise Resource Planning Leon Alexis TMGH Publication*
6. *Comdex Computer Kit: Windows XP with Office 2007 Vikas Gupta dreamtech press*
7. *E-Commerce-David Whitley TMGH Publication*
8. *E-Business & E-Commerce David Chaffey Pearson*
9. *Learning guide to The Internet Allen Douglas. W. BPB Publication*

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B.B.A.-I Sem-II
Practicals on Management - II
Paper No. : 206

Total Marks - 100
University Exam. 50
Internal Assessment - 50

Objectives

- a) To develop reading habit among the students.
- b) to improve the communication skills of the students.

Practical

Student should maintain the Practical Book (Journal)for this subject. The practicals include following - .

- a) Communication Skills** - (10 speeches in one semester) (10 marks)
- b) News items related business** - (News items minimum of 100 words need to be read and analysed- Per Semester 10 news items) (10 Marks)
- c) Student should read 1 book related business, biographies/autographies, Industrist, Management books** (Other than regular subject) (10 Marks)
- d) Industrial visit Report –**

Minimum two business units (20 Marks) At the end of semester , examination will taken by the university (One internal and One external examiner) Examiners should ask the questions on the basis of Practical Book (Journal) maintained by the Students (50 Marks)