

# Solapur University, Solapur

## BBA-II –CGPA Syllabus

(w.e.f. June 2015)

### B.B.A. Second Year – Semester III

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Credit
301	Business Statistics	30	70	100	4
302	Marketing Research	30	70	100	4
303	Foundation of Human Skills	30	70	100	4
304	Management of SME	30	70	100	4
305	IT in Management	30	70	100	4
306	Mini Project I	50	50	100	4
	Total	200	400	600	24

### B.B.A. Second Year – Semester IV

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Credit
401	Event Management	30	70	100	4
402	Business Economic – II (Macro)	30	70	100	4
403	Organisational Behaviour	30	70	100	4
404	Entrepreneurship Development	30	70	100	4
405	Marketing Management I	30	70	100	4
406	Mini Project II	50	50	100	4
	Total	200	400	600	24

## BBA Semester-III Subjects

Paper Name: Business Statistics									
Paper Code: 301									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Marketing Research									
Paper Code: 302									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Foundation of Human Skills									
Paper Code: 303									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Management of SME									
Paper Code: 304									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: IT in Management									
Paper Code: 305									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Mini Project I									
Paper Code: 306									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Oral/ Viva		100	UA	20	50	Marks System
						CA	20	50	Marks System

## BBA Semester-IV Subjects

Paper Name: Event Management									
Paper Code: 401									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Business Economic – II (Macro)									
Paper Code: 402									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Organisational Behaviour									
Paper Code: 403									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Entrepreneurship Development									
Paper Code: 404									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Marketing Management I									
Paper Code: 405									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Theory		100	UA	28	70	Marks System
						CA	12	30	Marks System

Paper Name: Mini Project II									
Paper Code: 406									
TLM	Hrs	Credits	AM	Min	Max	AT	Min	Max	Evaluation System
Lectures	4	4	Oral/ Viva		100	UA	20	50	Marks System
						CA	20	50	Marks System

**Abbreviations:** TLM – Teaching Learning Method; AM – Assessment Method; AT: Assessment Type; UA – University Assessment; CA – College Assessment; Hrs- Contact Hours per Week; Min – Minimum Marks; Max – Maximum Marks

### Credit System Structure for B.B.A- II Semester III

Code	Subject	Hrs/Week			Paper Marks	U A	CA	Credits	Total
		L	T	P					
301	Business Statistics	4	-	-	100	70	30	4	
302	Marketing Research	4	-	-	100	70	30	4	
303	Foundation of Human Skills	4	-	-	100	70	30	4	
304	Management of SME	4	-	-	100	70	30	4	
305	IT in Management	4	-	-	100	70	30	4	
306	Mini Project I	4	-	-	100	50	50	4	
Total		24	-	-	600			24	24 credits

Abbreviations: L: lectures, T: Tutorials, P: Practicals; UA: University Assessment by End Semester Examination; CA: College assessment by Internal Continuous Examination; UA (University Assessment): University Theory paper shall be of 70 marks for 3.00 hrs duration; CA (College Assessment): The internal examination for Theory and Practical course.

## Credit System Structure for B.B.A- II Semester IV

Code	Subject	Hrs/Week			Paper Marks	U A	CA	Credits	Total
		L	T	P					
401	Event Management	4	-	-	100	70	30	4	
402	Business Economic – II (Macro)	4	-	-	100	70	30	4	
403	Organisational Behaviour	4	-	-	100	70	30	4	
404	Entrepreneurship Development	4	-	-	100	70	30	4	
405	Marketing Management I	4	-	-	100	70	30	4	
406	Mini Project II	4	-	-	100	50	50	4	
Total		24	-	-	600			24	24 credits
BBA-II									
Sem.-III					600			24	24
Sem.-IV					600			24	24
Total					1200			48	48 credits

Abbreviations: L: lectures, T: Tutorials, P: Practical; UA: University Assessment by End Semester Examination; CA: College assessment by Internal Continuous Examination; UA (University Assessment): University Theory paper shall be of 70 marks for 3.00 hrs duration; CA (College Assessment): The internal examination for Theory and Practical course.

**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class – BBA-II Semester –III (w. e. f. June 2015)**  
**Subject - Business Statistics**  
**(Subject Code: 301)**

**Total Marks: 100**

**University Exam: 70**

**Internal Exam: 30**

**Objective:** To develop understanding of the statistical tools used for business decisions.

<b>Unit No.</b>	<b>Name of the Topic</b>	<b>Details</b>	<b>No. of Periods</b>
1.	<b>Introduction to Statistics</b>	1.1 Definition, importance & scope of statistics in Business 1.2 Concept of statistical population with illustration 1.3 Concept of sample with illustrations 1.4 Methods of Sampling (Only Theory)	6
2.	<b>Data Condensation and Graphical Methods</b>	2.1 Meaning of Primary and Secondary Data 2.2 Attributes and variables 2.4 Discrete and continuous variables 2.5. Frequency distribution 2.6 Graphical representation	6
3.	<b>Concepts of Central Tendency</b>	3.1 Mean (A.M, Weighted A.M., Combined mean) 3.2 Median & Mode	10
4	<b>Measure of Dispersion</b>	4.1 Concept of dispersion, Absolute & Relative Measures of Dispersion 4.2 Range, Coefficient of range 4.3 Mean Deviation, Quartile Deviation, Variance 4.4 Standard Deviation, Coefficient of Variation	12
5	<b>Correlation (For ungrouped data)</b>	5.1 Meaning of Bivariate Data 5.2 Concept of Correlation (Positive, Negative) 5.3 Measures of Correlation a) Scatter Diagram b) Karl Pearson's Coefficient of Correlation 5.4 Properties of Correlation Coefficient	12
6	<b>Regression (for ungrouped data)</b>	6.1 Concept of regression 6.2 Lines of Regression by Least squares Method 6.3 Properties of regression coefficient.	8
7	<b>Index Numbers</b>	7.1 Need of Index numbers 7.2 Construction of Index Numbers a) Unweighted Indexes b) Weighted Indexes (Laspeyres', Paasche's Price Index & Fisher's Ideal Index)	6

**Books Recommended:**

1. **Fundamentals of statistics: S.C.Gupta**
2. **Statistical methods – S.P.Gupta**
3. **Business Statistics – Sancheti and Kapoor**
4. **Business and Statistics – Suranjan Saha**

**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class BBA-II Semester III (w.e.f. June 2015)**  
**Subject- Marketing Research**  
**(Subject Code- 302)**

**Total Marks: 100**

**University Exam: 70**

**Internal Exam: 30**

- 1. Marketing Research** – Definition, Nature and Importance, Application of Marketing Research, Limitations, Research process, Errors in Research Process. (10)
- 2. Data Collection** – Nature, Importance, Primary Data, Secondary Data, sources of Secondary data, Evaluation of Secondary Data, Collection of Primary data, Observation, Methods of Observation, Questionnaire, Designing Questionnaire. (10)
- 3. Sampling Fundamentals** – Need for Sampling, Some fundamental definitions- Population, Sample, Sampling Frame, Sampling unit, Sample Size, Determining sampling size. (10)
- 4. Sampling Design** – Nature, importance, Census and Sample Survey, Steps in Sample design, Criteria of Selecting a sampling procedure, Characteristics of Good sample design, Different types of sample design. (14)
- 5. Processing and Analysis of Data** – Processing Operations, elements and types of analysis, statistics in research. (10)
- 6. Interpretation & Report Writing** – Interpretation, Report Writing, Oral Reporting, Written Reports, Preparation of Report. (6)

**Reference books**

1. Marketing Research – G.C. Beri – Tata McGraw Hill.
2. Research Methodology – C.R. Kothari – New Age International Publication.
3. Marketing Research- Nargundkar- Tata McGraw Hill.

**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class – BBA-II Semester –III**  
**(w.e.f. June 2015)**  
**Subject - Foundation of Human Skills**  
**(Subject Code – 303)**

**Total Marks -100**

**University Exam: 70**

**Internal Exam: 30**

**1. Basics of Human Skills:**

Introduction to Human Skills, Types of human skills:- Listening and guidelines for effective listening, Reading and guidelines for effective reading, Speaking and guidelines for effective speaking, Writing and guidelines for effective writing , Basic abilities–Muscular , Sensory, Mental, Social & Conceptual. (15)

**2. Know yourself and Concept of Goal Setting:**

Introduction, Importance of SWOT Analysis, using SWOT Analysis, SWOT Analysis Grid Goal setting meaning, Importance of goals - Dream Vs Goal, Why goal-setting fails? SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals. (10)

**3. Values and Attitudes:**

Meaning, Importance, sources, Types of Values, Power of values, Attitude - Concept Formation of attitudes, Positive attitude – Advantages, Developing positive attitude Obstacles in developing Positive attitude, Negative attitude - Disadvantages and overcoming -negative attitude. (15)

**4. Body Language, Etiquettes and Manners:**

Introduction of body language, Parts, Uses, Reasons to study, Improving body language, Introduction to etiquette, Classification of etiquette , Introduction to Manners, Why should you practice manners, practicing good manners, Manners to get respect from others. (15)

**5. Stress Management:**

Meaning, Importance, understanding stress & its Consequences, potential sources of stress, Managing Stress. (05)

**Reference Books:**

- 1. Soft Skills – Dr. K .Alex – S. Chand Publication**
- 2. Basic Managerial Skills for All – E H Mcgrath , PHI Publication**
- 3. Business Communication – C. S. Rayudu – Himalaya Publication**
- 4. Organizational Behaviour – K. Ashwattapa - Himalaya Publication**



**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class -B.B.A.-II Semester - IV (w.e.f. June 2015)**  
**Subject- Management of SME**  
**(Subject code: 304)**

**Total Marks: 100**

**University Exam: 70**

**Internal Exam: 30**

**Objectives:**

- a) To promote Business ideas regarding new ventures.
- b) To develop understanding about different stages of management of SME
- c) To enable to start new venture

<b>Unit No.</b>	<b>Name of the Topic</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1.</b>	<b>Introduction to SME</b>	1.1. Definition and classification of SME 1.2. Characteristics & significance 1.3. Role of SME in Indian economy 1.4. Problems in growth & global challenges	12
<b>2.</b>	<b>Search for Business idea</b>	2.1 Ideas generation & choosing an idea 2.2 Sources of business ideas – internal, external 2.3 Methods of generating ideas a) Brain storming b) Creativity 2.4 Product planning & development	10
<b>3.</b>	<b>Project Identification</b>	3.1 Definition – Features of project 3.2 Criteria for selecting project 3.3 Project feasibility analysis a) Technical analysis b) Financial analysis c) Marketing analysis 3.4 Prepare project report to start new venture	14
<b>4.</b>	<b>Starting Small Enterprise &amp; Role of Different instructions</b>	4.1 Steps for starting small enterprises a) forms of ownership organization b) Registration- Licenses- opening Bank A/c. c) Raw material & infrastructure- order of machinery- trail run 4.2 Role of DIC, MIDC, SICOM, SIDIBI, Commercial banks.	10
<b>5.</b>	<b>Policy measures &amp; schemes of promoting Small Enterprises</b>	5.1 New policy measures & small enterprises 5.2 Promotional schemes- Taxation benefits & subsidies 5.3 Marketing assistance & Export incentives. 5.4 Technical assistance – technical consultancy organizations (TCO)	14

**Suggested Reading and Reference Book:**

- 1) Macro Economics: Theory and Policy – Gardner Ackley
- 2) Macro Economics: Theory and Application – G. S. Gupta
- 3) Monetary Theory: Vaish M.C.
- 4) Modern Economic Theory – D. M. Mithani
- 5) Macro – Economic Theory – Allen RGD
- 6) Trade Cycles – Hicks JR
- 7) The Theory of Public Finance – Musgrave R.A.
- 8) Monetary Economics. Shukla D.K.
- 9) A study of Public Finance – Pigou A. A.
- 10) A Text book of Economic Theory – Stonier & Hague
- 11) Theory of International Trade – Haberler
- 12) The General Theory – J. M. Keynes

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**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class BBA-II Semester III (w.e.f. June 2015)**  
**Subject- IT In Management**  
**(Subject Code-305)**

**Total Marks: 100**  
**University Exam: 70**  
**Internal Exam: 30**

**1. Introduction to IT:**

A. *Introduction to IT:* Concept, Components – Hardware, Software, Use of IT in Business.

B. *Data Communication:* Introduction, Communication Channels –Wired, Microwave, Radio, Satellite. (12)

**2. Introduction to Internet:**

Concepts and Definition, Network Topology, Types of Networks(LAN, MAN, WAN,) Intranet and Internet, Basic requirements for Internet Connection, Internet Access, E-mail, Discussion groups, Search tools, Web utilities, Internet service providers, Internet Browser, URL, Email, Voice mail, FAX, Messengers, Cookies, Search engines, uploading and downloading. (14)

**3. Management Information System:**

MIS: Introduction & Definition, Need and characteristics, organization structure. Information need at Top, Middle and Lower level Management, Introduction & Definition Need of TPS, KWS, OAS, DSS, ESS, KWS. (14)

**4. IT in Various Departments:**

Introduction to Information system for Finance and Accounts, Human Resource Management, Marketing Management, Production Management. (10)

**5. IT Applications in Service Industry:**

A) *Hotel:* Customer Profile, Occupancy Level. Future Needs, Level of Expectations, Communication needs, Customer Database.

B) *Hospital:* Front End Applications, Back office Applications.

C) *Banking:* Customer Database, Services to A/C Holders and Business Promotions, Monitoring System, HR Upgrade,

D) *Insurance:* For New Products, Settlement of Claims, Management of Policies.

Transport: Passengers Information, Reservation System (10)

**Reference Books :**

1. *Computer Fundamentals- P.K.Sinha and Priti Sinha -BPB Publication*

2. *MIS Text & Cases- W.S.Jawadkar - TMGH Publication*

3. *Management of Information Systems – Organisation and Technology by Kenenth C.Laudon, Jane P. Laudon.- Pearson Publication*

4. *Management Information Systems- Nitin C. Kamat & Jyotindra Zaveri – HPH Publication.*

**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class BBA-II Semester III**  
**(w.e.f. June 2015)**  
**Subject- Mini Project - I**  
**(Subject Code-306)**

**Total Marks: 100**

**University Exam: 50**

**Internal Exam: 50**

A group of 2-3 students will be formed by the college. Each group will be given the project for starting a new unit. Group is expected to do the market survey for market potential, technical details may collected by visiting industrial units. Financial data may be prepared by taking the help of bankers, consultants and Chartered accounts.

Students are expected to undertake Project Work in following way:

**Chapter 1: Executive Summary**

**Chapter 2: Project Description**

**Chapter 3: Market Potential**

**Chapter 4: Technical Feasibility**

**Chapter 5: Financial Analysis**

**Annexure**

**Bibliography**

One typed copy of report should be submitted to college and students can have their personal copies which will be required at the time of oral examination.

The college will give marks out of 50 on the basis student's efforts in preparing the project report.

University oral examination will be conducted for 50 marks. The panel will consist of 2 teachers i.e. one external and one internal. Panel will be appointed by the university. Questions will be based on the work presented by the student in project.

**Solapur University, Solapur.**  
**CGPA Syllabus**  
**Class BBA-II Semester IV (w.e.f. June 2015)**  
**Subject- Event Management**  
**(Subject Code-401)**

**Total Marks – 100**

**University Exam: 70**

**Internal Assessment: 30**

- 1) Introduction to Event: 10**  
Definition of Event, Concept of Event Management, 5 C's Events, Size of Events, Types of Events, Key Elements of Events- Core Concept, Core People, Core Talent, Core Structure. Concept & Design- Analyzing, Designing & Logistics. Legal Compliance-Relevant Legislation, Licensing, Federal Trade Commission Act, Contracts.
- 2) Planning & Protocols: 10**  
*Planning*-Develop a Mission/ Purpose Statement, Establish the aims of the event, Establish the objectives, Prepare an event proposal.  
*Protocol*- Titles, Dress for formal occasion, Protocol for speakers, Religious & Cultural Protocol, Protocol for Sporting Ceremonies.
- 3) Marketing & Financing of Events: 10**  
*Marketing* -Nature of Event Marketing, Process, Marketing Mix, Sponsorship, Promotion-Image Building, Publicity, Public Relations,  
*Financing of Events*- Budget, BEP, P & L Statements, Balance Sheet.
- 4) Staging & Staffing: 15**  
*Staging*- Choosing the event site, Developing the theme, conducting rehearsals, Providing services. Arranging Catering, Organizing Accommodation, Managing the Environment.  
*Staffing*- Developing organization Charts, Preparing job description, Recruitment & Selection, Training & Briefing staffs, Managing Volunteers.
- 5) Safety, Security & Crowd Management: 5**  
Security, Occupational safety & health, Incident reporting.  
*Crowd Management*- Major Risk, Crowd Management, Emergency Planning.
- 6) Monitoring & Control: 5**  
Monitoring & Control Systems, Operational Monitoring & Control.
- 7) Careers In Event Management: 5**  
Job Opportunities in various fields.

**Reference Books –**

- 1) *Event Marketing & Management by Sanjaya S Gaur & Sanjay V. Saggre of Vikas Publication*
- 2) *Event Management by Lynn Van Der Wagen & Brenda R Carlos of Pearson Education*

**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class -B.B.A.-II Semester – IV (w.e.f. June 2015)**  
**Subject- Business Economics – II (Macro)**  
**(Subject code: 402)**

**Total Marks -100**

**University Exam: 70**

**Internal Exam: 30**

**Objectives:**

d) To acquaint the students with the basic concepts and theories in Macro Economics.

e) To enable them to apply macro economic policies in business decision making

<b>Unit No.</b>	<b>Name of the Topic</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1.</b>	<b>Introduction to Macro Economics</b>	1.5. Meaning- Nature - scope 1.6. Significance and limitations 1.7. Macro economics goal-objectives a) Full employment b) Price stability c) Social justice d) Sustained & inclusive Growth e) Globalization with sovereignty intact	<b>05</b>
<b>2.</b>	<b>Macro Economic Problems</b>	2.1 Unemployment 2.5 Business cycle - Phases 2.6 Inflation – Forms- causes – effects and Controls 2.7 Fiscal Deficit 2.8 Balance of payment 2.9 External debts	<b>12</b>
<b>3.</b>	<b>Money &amp; Banking - Monetary Policy</b>	3.1 Meaning and functions 3.2 Demand for and supply of money 3.3 Commercial Bank – Role & Functions 3.4 Central Bank – Role & functions - monetary policy	<b>12</b>
<b>4.</b>	<b>Public Finance - Fiscal Policy</b>	4.3 Meaning –scope, Fiscal policy & its objectives 4.4 Budget – Meaning and Classification 4.5 Public revenue – Direct tax & in direct tax 4.6 Public expenditure – Classification - causes of growth 4.7 Public debt – Internal & External	<b>19</b>
<b>5.</b>	<b>International Trade - Trade policy</b>	5.5 Meaning & features of import trade export trade 5.6 Free Trade and protectionism 5.7 Balance of Trade -Balance of payment 5.8 Disequilibrium in BOP – causes and remedies	<b>12</b>

**Suggested Reading and Reference Book:**

- 13) Macro Economics: Theory and Policy – Gardner Ackley
- 14) Macro Economics: Theory and Application – G. S. Gupta
- 15) Monetary Theory: Vaish M.C.
- 16) Modern Economic Theory – D. M. Mithani
- 17) Macro – Economic Theory – Allen RGD
- 18) Trade Cycles – Hicks JR
- 19) The Theory of Public Finance – Musgrave R.A.
- 20) Monetary Economics. Shukla D.K.
- 21) A study of Public Finance – Pigou A. A.
- 22) A Text book of Economic Theory – Stonier & Hague
- 23) Theory of International Trade – Haberler
- 24) The General Theory – J. M. Keynes

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**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class – BBA-II Semester –IV (w.e.f. June 2015)**  
**Subject: Organizational Behavior**  
**(Subject code: 403)**

**Total Marks -100**

**University Exam: 70**

**Internal Exam: 30**

**1. Introduction to Organisational Behavior:**

Introduction, Definition, Nature, Key Elements of OB, Levels of OB – Individual Group and Organisation Behavior, Evolution of OB (10)

**2. Individual Behavior:**

Introduction, Nature, Understanding Individual Behavior in Organization, Factors affecting individual Behavior- Environmental Factors, Personal factors & Psychological factors (10)

**3. Attitude & Perception:**

a) *Attitude*: Introduction, Definition, Attitude formation, Types of Attitude, Cognitive Dissonance Theory.

b) *Perception*: Introduction, Definition, Factors affecting perception – Internal and External, Perception Process (10)

**4. Group Behavior:**

Definition & Types of groups, Determinants of group behavior, Stages of group development, Group Decision Making Process, Group Cohesiveness (10)

**5. Work Teams:**

Concept of Work Teams, Types of Teams, Team V/S Group, Creating Effective Teams (10)

**6. Organisational Culture:**

Meaning and Definition, Cultural Dimensions, Culture Creation, Cultural Artifacts, Changing Organisational Culture. (10)

**Reference Books:**

**1. Organisational Behavior** – K. Ashwathappa – Himalaya Publication

**2. Organisational Behavior** – S S Khanka – S. Chand Publicaion

**3. Organisational Behavior** – Robbins – Pearson Publication

**4. Organisational Behavior** – Luthans – McGraw Hill Publication



**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class – BBA-II Semester –IV (w.e.f. June 2015)**  
**Subject: Entrepreneurship Development**  
**(Subject Code: 404)**

**Total Marks -100**  
**University Exam: 70**  
**Internal Exam: 30**

**Objective:** To impart theoretical knowledge of Entrepreneurship.

<b>Unit No.</b>	<b>Name of the Topic</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1.</b>	<b>Introduction</b>	1.1 Meaning & Definition of Entrepreneur 1.2 Functions of Entrepreneur 1.3 Characteristics of Entrepreneurs 1.4 Classification of Entrepreneurs 1.5 Concept of Intrapreneur 1.6 Entrepreneur VS Intrapreneur, 1.7 Entrepreneur VS Manager	10
<b>2.</b>	<b>Entrepreneurship</b>	2.1 Definition of entrepreneurship 2.2 Entrepreneurship Theories 2.3 Concept and need of entrepreneurship Development 2.4 Factors influencing entrepreneurship, 2.5 Role of entrepreneurship in Economic Development 2.6 Growth of Entrepreneurship in India 2.7 Obstacles for Entrepreneurship Development	10
<b>3.</b>	<b>Entrepreneurial Motivation &amp; Competencies</b>	3.1 Motivation Theories 3.2 Major Entrepreneurial Competencies, 3.3 Developing Competencies 3.4 Entrepreneurship Development Programmes in India	12
<b>4.</b>	<b>Entrepreneurial Opportunities</b>	4.1 Buying an established business 4.2 Buying a Franchise 4.3 Building a Network Sales Business 4.4 Starting a Business from Scratch 4.5 Family Business 4.6 Agri-preneurship 4.7 Edu-preneurship	8

<b>Unit No.</b>	<b>Name of the Topic</b>	<b>Details</b>	<b>No. of Periods</b>
<b>5.</b>	<b>Women Entrepreneurship</b>	3.1 Definition & Characteristics of women entrepreneurs 3.2 Causes of limited growth in India 3.3 Remedies for Women Entrepreneurship Development 3.4 Development of women entrepreneurs	10
<b>6.</b>	<b>Rural &amp; Social Entrepreneurship</b>	4.1 Concept & Need of Rural Entrepreneurship 4.2 Potential for entrepreneurship in rural India, SHGs, Micro credit etc. 4.2 Problems of Rural Entrepreneurs 4.3 How to develop Rural Entrepreneurship 4.4 Introduction to Social Entrepreneurship 4.5 Planning and Managing a Social Enterprise	10

**Reference Books :**

1. Dynamics of Entrepreneurial Development & Management – Vasant Desai.
2. Entrepreneurial Development – S.S.Khanka
3. Entrepreneurship Development - Paul Ajitkumar.

**Solapur University, Solapur**  
**CGPA Syllabus**  
**Class BBA-II Semester IV (w.e.f. June 2015)**  
**Subject- Marketing Management- I**  
**(Subject Code-405)**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Introduction to Marketing Management-**

Definition of Marketing & Marketing Management Nature & Scope, Importance of Marketing, Traditional and Modern Concepts of Marketing, Distinction between Marketing and Selling, Functions of Marketing Management. (10)

**2) Marketing Environment –**

Concept, Forces of Marketing Environment- Economic, Social, Political, Physical, Technological, Demographic, International. (10)

**3) Understanding Consumer-**

**A. Concepts** – Buyer, Consumer, Customer, Meaning of Consumer Behaviour, Factors Influencing Consumer Behaviour, Buying Decision Making Process.

**B. Indian Consumer Market** – Demographics & Characteristics of Indian consumer market (10)

**4) Market Segmentation –**

Concept, Basis for Market Segmentation, Benefits of Market Segmentation, Target Marketing, Product Positioning (6)

**5) Marketing Mix -**

Marketing Mix Elements (7Ps) - Product, Price, Place, Promotion, Place, People, Physical Evidence. Concept of Packaging. (14)

**6) Contemporary Issues In Marketing -**

Customer Relationship Management, Network Marketing, Retailing & its types, E- Marketing, Social Marketing. (10)

**Reference Books:**

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler (9<sup>th</sup> Edition)- Published by Prentice Hall
2. Marketing Management (Kotler, Keller, Koshy, Jha) – A South Asian Perspective- Pearson Prentice Hall
3. Marketing Management – Rajan Saxena- (2<sup>nd</sup> Edition)- Tata McGraw Hill
4. Marketing Management – S.A. Sherlekar (13<sup>th</sup> Edition) – Himalaya Publication

**Solapur University, Solapur.**  
**CGPA Syllabus**  
**Class BBA-II Semester IV (w.e.f. June 2015)**  
**Subject- Mini Project – II**  
**(Subject Code-406)**

**Total Marks – 100**

**University Exam: 50**

**Internal Assessment: 50**

**This mini project will be based on *Marketing Management- I*.**

A group of 2-3 students will be formed by the college. Each group should select a company from any of the sectors. (FMCG, Consumer Durables, Automobile, Pharma, Food & Beverages etc.). whose products are available in market. Group is expected to undertake Project Work in the following way:

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

**Chapter-1: Introduction to Organisation**

It should include basic information of organisation as- Vision, Mission, Objectives, History, Structure & key personnel, Major Achievements & Financial Status.

**Chapter-2: Product Information**

It should include all the product range offered by relative organisation with details of sub-products and market prices of each.

**Chapter-3: Market Information**

It should include the information of organisation's market share (sector wise if available) and to which market segment it offers product with reasons, Major Competitors.

**Chapter-4: Future Plans**

It should include the details of future plans and strategies of organisation regarding its product range.

**Appendix**

**Bibliography**

One typed copy of report should be submitted to college and students can have their personal copies which will be required at the time of oral examination. The college will give marks out of 50 on the basis student's efforts in preparation of project report.

University oral examination will be conducted for 50 marks. The panel will consist of 2 teachers i.e. one external and one internal. Panel will be appointed by the university. Questions will be based on the work presented by the student in project.