

Solapur University, Solapur

BBA-III Subject List

As per CGPA (w.e. f. June 2016)

B.B.A. Third Year – Semester V

Subject Code	Subjects	Internal Marks	University Exam	Total Marks	Weekly Workload (Hrs)
501	International Business	30	70	100	4
502	Retail Management	30	70	100	4
503	Financial Management-I	30	70	100	4
504	Human Resource Management-I	30	70	100	4
505	Production Management-I	30	70	100	4
506	Taxation	50	50	100	4
	Total	200	400	600	24

B.B.A. Third Year – Semester VI

Subject Code	Subjects	Internal Marks	University Exam	Total Marks	Weekly Workload (Hrs)
601	Business Law	30	70	100	4
602	Marketing Management-II	30	70	100	4
603	Financial Management-II	30	70	100	4
604	Human Resource Management-II	30	70	100	4
605	Production Management-II	30	70	100	4
606	Project Work	50	50	100	4
	Total	200	400	600	24

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester V (w.e. f. June 2016)
Subject: International Business
(Subject Code: 501)

Total Marks- 100

University Exam-70

Internal Exam-30

Objectives:

- 1] To acquaint the students with intentional business environment
- 2] To provide a comprehensive understanding of procedural aspects of international Business
- 3] To Study the significance of international business for Indian economy.

1) Introduction to International Business: (12)

- 1.1 Meaning, Nature and Scope of International Business
- 1.2 Theories of International Trade:-
 - a) Ricardo - Comparative Cost Theory
 - b) Heckscher- Ohlin Theory
- 1.3 Prospects and Problems of International Business

2) Trade Policy: (14)

- 2.1 Free Trade Policy:- arguments for & against
- 2.2 Protection Trade Policy:- argument for & against
- 2.3 Trade Barriers:- Tariff & Non tariff
- 2.4 New Trade Policy of India

3) International Market: (14)

- 3.1 Import and Export Procedure
- 3.2 Modes of Entry
- 3.3 Multinational Corporations (MNCs):- Meaning, Features, Importance and Challenges
- 3.4 World Bank (IBRD):- Objectives, Functions

4) International Finance: (10)

- 4.1 Exchange Rate:- Meaning, Determination and Classification
- 4.2 Balance of Trade (BOT) & Balance of Payment (BOP)
- 4.3 Foreign Direct Investment Policy of India
- 4.4 International Monetary Fund (IMF):- Objectives and Functions

5) Trends in International Trade: (10)

- 5.1 World Trade Organization (WTO):- Objectives, Functions, Trade blocs & agreements
- 5.2 Regional Trade Blocs:-
 - a) European Union (EU)
 - b) South Asian Association of Regional Cooperation (SAARC)
 - c) Brazil –Russia- India-China, South Africa (BRICS)

Reference books:-

1. International Business – Text and cases by P.Subba Rao, Himalaya Publishing House
2. International Trade and Export Management by Francis Cherunilam, Himalaya Publishing House
3. International Economics- M.L.Jhingon, Vrinda Publications, Delhi
4. International Economics- Francis Cherunilam
5. International Business- K. Ashwathappa , TataMcGraw Hill
6. International Economics- Dr.D.M.Mithani

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester V (w.e. f. June 2016)
Subject- Retailing Management
(Subject Code: 502)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1) Retailing - (06)**
Meaning of Retail and Retailing, Functions of Retailer. Retail Strategy Process and its steps, Retailing in India and its Growth.
- 2) Retail Formats – (10)**
Types of Retailing- Store and Non- Store Retailing, Different Retail Formats- Convenience Store, Supermarket, Discount Stores, Hypermarket, etc. Concept of Retail Franchising.
- 3) Retail Location & Store Planning – (14)**
A) Location Planning- Types of Location, Factors affecting Location Decisions, Site Selection.
B) Store Planning- Concept of Store Design, Elements of Store Design- Interior and Exterior Store Design, Concept of Store Layout, Types of Store Layout
- 4) Retail Merchandising – (10)**
Meaning, Role of Merchandiser, Merchandising Planning Process, Concepts of- Visual Merchandising, Private Label Brands, Category Management, Assortment Planning.
- 5) Retail Communication Mix – (10)**
Concept, Communication Tools- Advertisement, Sales Promotion, Public Relation, Personal Selling, Point of Purchase Display (Use of all these tools in retailing), Concept of Retail branding
- 6) Supply Chain Management – (06)**
Introduction, Meaning of Supply Chain, Components of Retail Supply Chain Management, Major Drivers of Supply Chain.
- 7) Technology in Retailing- (04)**
Concept of – Bar coding, RFID, E-Tailing, Electronic Payment System.

Reference Books:

1. Retailing Management – by Swapna Pradhan (3rd Edition) - Tata McGraw Hill
2. Retail Management– by Suja Nair – Himalaya Publication
3. Retail Management – Gibson G. Vedamani - (3rd Edition) JAICO Publication
4. Retail Management – Dr. Harjit Singh (Revised Edition) – S. Chand & Co. Ltd.

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester V (w.e. f. June 2016)
Subject: Financial Management – I
(Subject Code: 503)

Total Marks- 100

University Exam-70

Internal Exam-30

1) Nature of Financial Management:

Meaning and Scope of Financial Management
Objectives of Financial Management
Functions of Finance Manager

2) Financial Plan:

Importance of Financial Plan
Steps in Financial Planning
Principles for formulating Financial Plan
Limitations of financial plan

3) Sources of Long Term Finance:

Equity Shares, Preference Shares and Debentures (Features, Advantages, Disadvantages)
Term loan, Lease Financing, Hire Purchase Finance, Venture capital financing (Features)

4) Working Capital Management:

Concepts of Working Capital
Need for Working Capital
Determinants of Working Capital
Estimation of Working Capital Requirements (Practical Problems)

5) Management of Cash:

Objectives of Cash Management
Preparation of Cash Budget (Practical Problems)

6) Management of Inventory and Receivables:

Objectives of Inventory Management
Inventory Management Techniques: EOQ, Various Inventory levels (Practical Problems) Objectives of Receivables Management

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. Basic Financial Management – Dr. Satish M. Inamdar – Himalaya Publishing House.

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester V (w.e. f. June 2016)
Subject- Human Resource Management - I
(Subject Code: 504)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1) **Human Resource Management:** Meaning and Definition ,Scope, Objectives, Functions of Human Resource. Role of HR Manager, Qualities of HR Manager and Challenges faced by HRM.
- 2) **Job Analysis and Design:** Concept of Job Analysis, Aspects of Job Analysis: Job Description and Job specification , Uses, Process of Job Analysis , Methods of collecting Job Data. Concept of Job Design, Factors, Methods of Job Design. Concept of Job Evaluation, Process of Job Evaluation.
- 3) **Human Resource Planning:** Meaning, Definition, Importance and Factors affecting HRP at different level, Process of HRP.
- 4) **Recruitment:** Meaning and Definition importance, Factors affecting recruitment, Process of Recruitment and Sources of Recruitment- External & Internal & Modern.
- 5) **Selection:** Meaning and definition, Essentials, Factors affecting selection, Process of selection. Concept of Placement and Induction, objectives of Induction, Types of induction programmes and Advantages and Disadvantages of Induction.
- 6) **Training & Development:** Meaning, Definition, Need of Training and steps, Training Methods, Management Development - Concept, Importance , Objectives, Steps and Methods of Management Development.

Reference Book:

1. Human Resource Management – K. Aswathappa – McGraw Hill – Sixth Edition
2. Essentials of Human Resource Management and Industrial Relations – Subba Rao – Himalaya Publishing House - Third edition
3. Human Resource Management– Dr S S Khanka – S Chand – First Edition
4. Human Resource Management– Biswajeet Pattanayak – Prentice Hall of India - Third edition

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester V (w.e. f. June 2016)
Subject: Production Management- I
(Subject Code: 505)

Total Marks- 100

University Exam-70

Internal Exam-30

Objectives:

- 1] To impart knowledge about the various production practices and its management.
- 2] To provide a comprehensive understanding regarding Production Planning & control.
- 3] To identify the leading role of the production manager in management studies.

1) Introduction to Production Management: (10)

- 1.1 Meaning, Nature and Scope of Production Management
- 1.2 Importance & Objectives
- 1.3 Decision making in production management
- 1.4 Recent trends in production management

2) Product Design & Product Development: (14)

- 2.1 Product Life Cycle
- 2.2 Product Design – Objectives, Factors influencing Product Design
- 2.3 Characteristics of Good Product Design & Approaches to Product Design
- 2.4 Product Development – Stages and Techniques of Product Development
- 2.5 Factors Responsible for Product Development

3) Production System & Production Technology: (10)

- 3.1 Classification of Production System
- 3.2 Classification of Production Technology
- 3.3 Choice of Technology

4) Productivity: (12)

- 4.1 Meaning & Importance
- 4.2 Indices of Productivity
- 4.3 Factors affecting Productivity
- 4.4 Work Study - Productivity Technique

5) Plant Location & Plant Layout: (14)

- 5.1 Need for & Steps in Selection of Location
- 5.2 Factors affecting Plant Location
- 5.3 Objectives of an ideal Plant Layout
- 5.4 Types of Plant Layout
- 5.5 Factors influencing Plant Layout

Reference books:

1. Production Management- K.K.Ahuja, C.B.S. Publishers & Distributors
2. Production Management – K. Ashwathappa , Himalaya Publishing House.
3. Operation Management & Control – Dr. Biswajit Banarjee, S.Chand & Co. Ltd.
4. Production & Operation Management- S.A.Chunawala, Himalaya Publishing House
5. ISO 9000 and Total Quality Management- S.K.Sing, Commonwealth Publishing

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester V (w.e. f. June 2016)
Subject: Taxation
(Subject Code: 506)

Total Mark- 100

University Exam-50

Internal Exam-50

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

- | | |
|---|----------|
| a) Important Definitions | 10 Marks |
| b) Residential Status | 05 Marks |
| c) Important Exemptions u/s 10 | 07 Marks |
| d) Computation of Total Taxable Income of Individuals
Under different Heads of Income excluding Capital Gain | 25 Marks |
| e) Applicability of ITR – I to ITR- VII | 03 Marks |

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

At the end of the semester, University will appoint a panel for oral examination
50 Marks

A panel will consist of 2 members – i.e. One Internal and One External.

Questions will be based on the basis of the Journal maintained by the Student.

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester VI (w.e. f. June 2016)
Subject: Business Law
(Subject Code: 601)

Total Marks- 100

University Exam-70

Internal Exam-30

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 CGPA
Class: BBA- III Semester VI (w.e. f. June 2016)
Subject: Marketing Management-II
(Subject Code: 602)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1) Product Decisions – (10)**
Concept of Product, Product Mix Decisions, Product Line Decisions, Branding, Packaging and Labeling. Product Life Cycle- Stages and Strategies
- 2) Pricing Decisions – (06)**
Meaning, Factors affecting Product Pricing Decisions, Methods of Pricing.
- 3) Place Decisions – (14)**
Meaning of Marketing Channels, Channel of Distribution- Channel Functions and Flows, Channel levels. Wholesaling and Retailing- and their respective functions. Market Logistics, Market Logistics Objectives- Order Processing, Warehousing, Inventory and Transportation.
- 4) Promotion Decisions – (10)**
Meaning, Steps in Promotion Mix, Tools/ Elements of Promotion Mix- Advertising, Sales Promotion, Personal Selling, Direct Marketing and Public Relations.
- 5) People – (10)**
Introduction, Types of Service Personnel- Contact and Support, Development of Employees, Role of Front Line Staff
- 6) Physical Evidence – (10)**
Introduction, Physical Facilities- Essential and Peripheral Evidence. Physical Environment- Ambience, Space, Decor. Social Setting- Employee Appearance. Role of Physical Evidence.

Reference Books:

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler (9th Edition)- Published by Prentice Hall
2. Marketing Management (Kotler, Keller, Koshy, Jha) – A South Asian Perspective- Pearson Prentice Hall
3. Marketing Management – Rajan Saxena- (2nd Edition)- Tata McGraw Hill
4. Marketing Management – S.A. Sherlekar (13th Edition) – Himalaya Publication
5. Service Marketing – Vasanti Venugopal & Raghu V.N. – Himalaya Publication

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester VI (w.e. f. June 2016)
Subject: Financial Management-II
(Subject Code: 603)

Total Marks- 100

University Exam-70

Internal Exam-30

1) Capital Budgeting:

Meaning and Importance of Capital Budgeting

Capital Budgeting Techniques: Pay Back Period, ARR, NPV (Practical Problems)

2) Capital Structure and Cost of Capital:

Meaning of Capital Structure & Concept of Trading on Equity

Factors affecting Capital Structure: Internal factors, External factors, General Factors. Cost of capital – Debt, Equity, Preference Shares, composite cost of capital (Practical Problems)

3) Management of Earnings:

i. Dividend policy: Factors determining dividend policy, Choosing the dividend policy, Forms of dividend payment

ii. Retained Earnings: Factors affecting retained earnings, Advantages and Disadvantages of retained earnings

4) Financial Analysis:

Ratio Analysis – Meaning and Interpretation

Classification of Ratios: Liquidity Ratio, Turnover Ratio, Solvency Ratio, Profitability Ratio.

Advantages and Limitations of Ratio Analysis

Calculation of ratios from Balance Sheet and draw Balance Sheet from given ratios

5) Financial Markets:

i. Money Market: Concept and Features of Money Market

ii. Capital Market: Concept and Features of Capital Market, Primary Market and Secondary Market, Functions of Secondary / 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. Basic Financial Management – Dr. Satish M. Inamdar – Himalaya Publishing House.
4. Financial Markets and Financial Services- Vasant Desai –Himalaya Publishing House.

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester VI (w.e. f. June 2016)
Subject: Human Resource Management-II
(Subject Code: 604)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1) Compensation Management:** Concept, Components of Remuneration, Factors affecting Wage and Salary levels, Types of Wages – Living, Minimum and Fair Wages, Concept of Incentives and Fringe Benefits.
- 2) Performance Appraisal:** Concept, Need, Objectives, 360 Degree Performance Appraisal, Methods of Performance Appraisal, Advantages and Disadvantages of Performance Appraisal.
- 3) Career Planning and Development:** Concepts of Career, Career Planning, Succession Planning, Need and Process of Career Planning, Career Stages, Advantages and Disadvantages of Career Planning and Development.
- 4) Internal Mobility and Employee Separation:** Need for Internal Mobility Concept of Promotion – Purposes, Types and bases of Promotion, Concept of Transfers - Need , Types of Transfers, Concept of Demotion and Reasons of Demotions, Concept of Separation, Voluntary Retirement Scheme, Resignation, Layoff, Retrenchment and Dismissal.
- 5) Employee Health and Safety:** Concept of Health, Importance of Health, Occupational Hazards and Diseases, Protection against Hazards, Accidents – Types and Causes of Accidents, Concept of Safety – Safety Measures, Factories Act of 1948 Safety Provisions.
- 6) Recent Trends in HRM:** HR Audit – Human Resource Accounting – Concept Objectives, Advantages and Disadvantages, Human Resource Audit – Concept, Objectives, Advantages and Disadvantages, Moon Lighting by Employees, Virtual Organisation – Concept, Types, Advantages and Disadvantages, Dual Career Groups, Flexi Time and Work and Employees for Lease.

Reference Books:

1. Human Resource Management – K Aswathappa – Mc Graw Hill – Sixth Edition
2. Essentials of Human Resource Management and Industrial Relations: Subba Rao – Himalaya Publishing House - Third edition
3. Human Resource Management: Dr S S Khanka – S Chand - First Edition
4. Human Resource Management : Biswajeet Pattanayak – Prentice Hall of India - Third edition
5. Human Relations and Organisational Behavior – R S Dwivedi – Oxford and IBH Publishing Co. - Fifth Edition

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester VI (w.e. f. June 2016)
Subject: Production Management-II
(Subject Code: 605)

Total Marks- 100

University Exam-70

Internal Exam-30

Objectives:

- 1] To impart knowledge about the various production practices and its management.
- 2] To provide a comprehensive understanding regarding Production Planning & control.
- 3] To identify the leading role of the production manager in management studies.

1) Production Planning & Control: (12)

- 1.1 Meaning, Objectives, Determinants of Production Planning
- 1.2 Levels and Functions of Production Planning
- 1.3 Meaning, Objectives- Determinants of Production Control
- 1.4 Functions of Production Control
- 1.5 Importance & Limitations of Production Planning & control

2) Maintenance Management: (10)

- 2.1 Meaning –Importance, Objectives of Plant Maintenance
- 2.2 Classifications of Maintenance
- 2.3 Planning & Scheduling of Maintenance
- 2.4 Total Productive Maintenance

3) Purchasing and Materials Management: (14)

- 3.1 Meaning – Importance, Functions of Purchasing Department
- 3.2 Purchasing Policy – Make or Buy
- 3.3 Meaning, Importance, Objectives of Material Management
- 3.4 Meaning, Objectives, Principles of Material Handling
- 3.5 Types of Material Handling Equipment, Factors affecting the selection of Equipments.

4) Stores and Inventory Management: (10)

- 4.1 Functions of Stores and Types of Stores Layout
- 4.2 Meaning, Importance, Objectives of Inventory Management
- 4.3 Functions of Inventory & Inventory Control Techniques

5) Quality Management: (14)

- 5.1 Meaning of Quality & quality control
- 5.2 Just in Time (JIT) –Meaning, Importance, Characteristics, Basic Elements, Benefits
- 5.3 Total Quality Management (TQM) - Meaning, Quality management Principles, Basic Elements – Programme of (TQM).
- 5.4 ISO 9000 – Quality Certification, Standards for Quality System, Steps for Implementing ISO

Reference Books:

1. Production Management- K.K.Ahuja, C.B.S. Publishers & Distributors
2. Production Management – K. Ashwathappa , Himalaya Publishing House.
3. Operation Management & Control – Dr. Biswajit Banarjee, S.Chand & Co. Ltd.
4. Production & Operation Management- S.A.Chunawala, Himalaya Publishing House
5. ISO 9000 and Total Quality Management- S.K.Sing, Commonwealth Publishing.

Solapur University, Solapur
Semester Pattern Syllabus CGPA
Class: BBA- III Semester VI (w.e. f. June 2016)
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 2 members, one member 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.