

Solapur University, Solapur



Faculty of Commerce and Management.

**Bachelor of Business Administration (BBA)
BBA –II Sem.- III & IV.**

**Choice Based Credit System (CBCS)
(June, 2017)**

Solapur University, Solapur

BBA-II –CBCS Syllabus

(w.e.f. June 2017)

B.B.A. Second Year – Semester III

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Credit
	Business Statistics	30	70	100	4
	Marketing Research	30	70	100	4
	Foundation of Human Skills	30	70	100	4
	Business Economics- II (Macro)	30	70	100	4
	IT in Management	30	70	100	4
	Taxation	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
	Business Law	30	70	100	4
	International Business	30	70	100	4
	Organisational Behavior	30	70	100	4
	Entrepreneurship Development	30	70	100	4
	Management of SME	30	70	100	4
	Mini Project – I	50	50	100	4
	Total	200	400	600	24

BBA Semester-III Subjects

Paper Name: Business Statistics									
Paper Code:									
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:									
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:									
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 Economics- II (Macro)									
Paper Code:									
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:									
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: Taxation									
Paper Code:									
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: Business Law									
Paper Code:									
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: International Business									
Paper Code:									
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 Behavior									
Paper Code:									
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:									
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:									
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:									
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					
	Business Statistics	4	-	-	100	70	30	4	
	Marketing Research	4	-	-	100	70	30	4	
	Foundation of Human Skills	4	-	-	100	70	30	4	
	Business Economic – II ((Macro)	4	-	-	100	70	30	4	
	IT in Management	4	-	-	100	70	30	4	
	Taxation	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					
	Business Law	4	-	-	100	70	30	4	
	International Business	4	-	-	100	70	30	4	
	Organisational Behavior	4	-	-	100	70	30	4	
	Entrepreneurship Development	4	-	-	100	70	30	4	
	Management of SME	4	-	-	100	70	30	4	
	Mini Project I	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
CBCS Syllabus
Class – BBA-II Semester –III (w. e. f. June 2017)
Subject - Business Statistics
(Subject Code:)

- 1. Introduction to Statistics** **(06)**
 - Definition, importance and scope of statistics in Business
 - Concept of statistical population and sample with illustrations
 - Methods of Sampling (Only Theory)

- 2. Data Condensation and Graphical Methods** **(06)**
 - Meaning of Primary and Secondary Data
 - Attributes and Variables
 - Frequency distribution
 - Graphical representation

- 3. Measures of Central Tendency & Dispersion** **(20)**
 - Mean (A.M, Weighted A.M., Combined mean), Median & Mode
 - Range, Coefficient of range, Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of Variation

- 4. Correlation (For ungrouped data)** **(12)**
 - Meaning of Bivariate Data
 - Measures of Correlation (Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman Rank Correlation)
 - Properties of Correlation Coefficient

- 5. Regression (for ungrouped data)** **(08)**
 - Concept of regression and Lines of Regression (Least squares Method)
 - Properties of regression coefficient.

- 6. Index Numbers** **(08)**
 - Unweighted Indexes
 - Weighted Indexes (Laspeyres', Paasche's Price Index & Fisher's Ideal Index)

NOTE: (60% Problems & 40% Theory weightage should be given for Paper Setting)

Reference Books:

1. Marketing Research – G C Beri, Tata McGrawHill Education
2. Business Statistics – N.D. Vohra, McGrawHill Education
3. Business Statistics – S C Gupta, Himalaya Publishing House
4. Business Statistics – J K Sharma, Pearson
5. Business Statistics- P. Arora & Sumeet Arora- S. Chand Publication

Solapur University, Solapur.
CBCS Syllabus
Class BBA-II Semester III (w.e.f. June 2017)
Subject- Marketing Research
(Subject Code-)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1. Marketing Research** – Definition, Scope and Importance, Research process, Application of Marketing Research, Limitations, 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 with example (10)
- 3. Sampling Fundamentals** – Need for Sampling, Advantages & Limitations of sampling, Some fundamental definitions- Population, Sample, Sampling Frame, Sampling unit, Sample Size, Determining sampling size. (10)
- 4. Sampling Design** –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. (8)
- 6. Interpretation & Report Writing** – Interpretation, Report Writing- Oral & Written reports, Oral Reporting, Written Reports & its types, Preparation of Report- Research Report Format & Report outline, Writing of reports, General guidelines for presenting graphic aids (8)

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
CBCS Syllabus
Class BBA-II Semester III (w.e.f. June 2017)
Subject- Foundation of Human Skills
(Subject Code-)

Total Marks- 100

University Exam-70

Internal Exam-30

1. Basics of Human Skills

(12)

- Introduction, Meaning and Importance of Soft Skills
- Attributes of Soft Skills (Interpersonal Skills, Team Working, Negotiation skills, Communication Skills, Time Management, Stress Management)
- Classification of Soft Skills (Social skills, Thinking skills and Negotiating skills)
- Practicing Soft Skills

1. Know Yourself and Concept of Goal Setting

(12)

- Self Awareness through Johari Window
- Process of knowing yourself - SWOT Analysis, Importance of SWOT Analysis
- Goal setting to overcome weakness, SMART Goals

2. Body Language, Etiquettes and Manners

(12)

- Introduction of body language, Parts, Uses, Reasons to study, Improving body language
- Introduction to etiquette, Classification of etiquettes
- Introduction to Manners, Reason to practice manners

3. Creativity & Problem Solving

(14)

- Creativity, Lateral thinking, Creative thinking, Critical Reading, Multiple Intelligence
- Problem Solving Techniques (Six Thinking Hats, Mind Mapping, Analytical Thinking)

4. Time Management & Stress Management

(10)

- Importance of Time Management, 80:20 Rule, Effective Time Management
- Meaning & Importance of Stress Management, Sources of Stress, Managing Stress

Reference Books:

1. Soft Skills & Professional Communication-Francis Peter S.J.–Tata McGraw Hill
2. Soft Skills – Dr. K .Alex – S. Chand Publication
3. Life Skills - Veera Thakur, Santosh Sharma, Pravesh Kumar Singh – Thakur Publishers

Solapur University, Solapur
CBCS Syllabus
Class -B.B.A.-II Semester - III (w.e.f. June 2017)
Subject- Business Economics-II (Macro)
(Subject code:)

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

Unit No.	Name of the Topic	Details	No. of Periods
1.	Introduction to Macro Economics	1.1. Meaning- Nature - scope 1.2. Significance and limitations 1.3. Macro economics goal-objectives a) Full employment b) Price stability c) Social justice d) Sustained & inclusive Growth e) Globalization with sovereignty intact	05
2.	Macro Economic Problems	2.1 Unemployment 2.2 Business cycle - Phases 2.3 Inflation – Forms- causes – effects and Controls 2.4 Fiscal Deficit 2.5 Balance of payment 2.6 External debts	12
3.	Money & Banking - Monetary Policy	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	12
4.	Public Finance – Fiscal Policy	4.1 Meaning –scope, Fiscal policy & its objectives 4.2 Budget – Meaning and Classification 4.3 Public revenue – Direct tax & in direct tax 4.4 Public expenditure – Classification - causes of growth 4.5 Public debt – Internal & External	19
5.	International Trade - Trade policy	5.1 Meaning & features of import trade export trade 5.2 Free Trade and protectionism 5.3 Balance of Trade -Balance of payment 5.4 Disequilibrium in BOP – causes and remedies	12

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

Solapur University, Solapur
CBCS Syllabus
Class BBA-II Semester III (w.e.f. June 2017)
Subject- IT in Management
(Subject Code-)

Total Marks- 100

University Exam-70

Internal Exam-30

1. Introduction to IT (12)

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

B. Data Communication: Introduction, Communication Channels –Wired, Microwave, Radio, Satellite.

2. Introduction to Internet (8)

Concepts and Definition, Network Topology, Types of Networks (LAN, MAN, WAN,) Intranet and Internet, Basic requirements for Internet Connection, Internet Application in Business

3. Management Information System (8)

Introduction & Definition, Components, Characteristics, Benefits & Limitations, Information need at Top, Middle and Lower level Management

4. Classification of Information Systems (8)

Introduction & Definition, Classification- TPS, PCS, ECS, KWS, OAS, DSS, MIS, ESS/EIS, ES, SIS, BIS

5. IT in Various Departments (12)

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

6. IT Applications in Service Industry (12)

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.

E) Transport: Passengers Information, Reservation System

Reference Books :

1. *Computer Fundamentals- P.K.Sinha and Priti Sinha -BPB Publication*
2. *MIS Text & Cases- W.S.Jawadekar - 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.*
5. *Management Information Systems-Dharmider Kumar & Sangeeta Gupta, Excel Books*

Solapur University, Solapur
CBCS Syllabus
Class BBA-II Semester III (w.e.f. June 2017)
Subject- Taxation
(Subject Code-)

Total Marks- 100

University Exam-50

Internal Exam-50

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

- 1. Important Definitions in Income Tax Act, 1961** **10 Marks**
Previous Year, Assessment Year, Person, Assessee, Income, Heads of Income, Gross Total Income, Agricultural Income
- 2. Basic Related Terms in Taxation** **06 Marks**
Direct Tax and Indirect Tax, Income Tax Slab Rates, Permanent Account Number, Tax Deduction Account Number, Advance Tax, Self Assessment Tax, Tax Refund, TDS/TCS, Clubbing of Income, Income Tax Return, Mode of Tax Payment
- 3. Residential Status of an Individual** **05 Marks**
- 4. Important Exemptions u/s 10** **07 Marks**
- 5. Deductions under Chapter VI A** **07 Marks**
(Sec. 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80G, 80GG, 80E, 80U)
- 6. Computation of Total Taxable Income of Individuals** **10 Marks**
Under Heads of Income (Salary, House Property, Other Sources only)
- 7. Introduction to GST, Concept of CGST, SGST, IGS.** **5 Marks**

- College will give Internal Marks out of 50 on the basis of student's performance in above areas.
- At the end of the semester, a viva-voce will be conducted for 50 Marks by University exam panel. The 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.

Reference Books:

1. Income Tax Guide for the Taxpayer – R.N.Lakhotia, Vision Books
2. Income Tax Mini Ready Reckonor – Dr. Girish Ahuja, Dr.Ravi Gupta, Bharat Law House

Solapur University, Solapur.
CBCS Syllabus
Class BBA-II Semester IV (w.e.f. June 2017)
Subject- Business Law
(Subject Code-)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1) The Indian Contract Act – 1872 (10)**
Definition of Contract, Nature of contract, Classification, Essentials of Valid contract , Offer and acceptance, Capacities of parties to contract, Consideration , Free consent , Agreement declared void, Performance of contract , Discharge of contract , Remedies for Breach of contract.
- 2) The Sale of Goods Act – 1930 (10)**
Definitions- Goods, Buyer, Seller, Delivery, document of title to goods, future goods, mercantile agent, Price & property in goods. , Contract of sale, Sale & Agreement to sell, Conditions & Warranties, Unpaid seller and his rights.
- 3) The Companies Act – 2013 (10)**
Definition and Characteristics of Companies, Kinds of Companies, Memorandum of Association, Articles of Association Prospectus, Share Capital, Meeting of Companies, Winding of companies
- 4) The Consumer Protection Act 1986 (10)**
Definition of Consumer, Complaint & Complainant, Unfair Trade Practice, provisions relating to consumers disputes, Redressal Machinery/ Agency
- 5) The Indian Partnership Act- 1932 (10)**
Definition and Characteristics of Partnership, Kinds of partnership and Types of partners, Relation of Partners i.e rights and duties of partners – Dissolution of partnership firms and it's consequences.
- 6) The Negotiable Instruments Act, 1881 (10)**
Definition of Negotiable Instruments, Features, Kinds of Negotiable Instruments, Holder and Holder-in-due course, Crossing of Cheque, Types of Crossing, Dishonor and Discharge of Negotiable Instruments.

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
CBCS Syllabus
Class BBA-II Semester IV (w.e.f. June 2017)
Subject- International Business
(Subject Code -)

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 Blocks:-
 - 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.
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CBCS Syllabus

Class BBA-II Semester IV (w.e.f. June 2017)

Subject- Organisational Behavior

(Subject Code-)

Total Marks- 100

University Exam-70

Internal Exam-30

1. Introduction to Organisational Behavior:

Introduction, Definition, 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, Personal factors & Psychological (10)

3. Attitude & Perception:

a) *Attitude*: Introduction, Definition, Attitude formation, Types of Organizational Attitude.

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

4. Values, Emotions & Moods:

a) *Values*: Concept, Values & Attitude, Types of Values, Values & Behavior.

b) *Emotions & Moods*: Meaning, Definition, Types of Emotions, Difference between Emotion & Moods, Sources of Emotions & Moods (10)

4. Group Behavior:

Definition & Types of groups, Stages of group development, Group Cohesiveness. (10)

6. Organisational Culture:

Meaning and Definition, Levels of Culture, Cultural Dimensions, Culture Creation & Changing Organisational Culture, Cultural Artifacts (10)

Reference Books:

1. Organisational Behavior – K. Ashwathappa – Himalaya Publication

2. Organisational Behavior – S S Khanka – S. Chand Publication

3. Organisational Behavior – Robbins – Pearson Publication

4. Organisational Behavior – Luthans – McGraw Hill Publication

Solapur University, Solapur.
CBCS Syllabus
Class BBA-II Semester IV (w.e.f. June 2017)
Subject- Entrepreneurship Development
(Subject Code-)

Total Marks- 100

University Exam-70

Internal Exam-30

- 1. Introduction (10)**
- 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 V/S Intrapreneur
 - 1.7 Entrepreneur V/S Manager
 - 1.8 Role of Entrepreneur as an Innovator
- 2. Entrepreneurship (10)**
- 2.1 Meaning & Definition of Entrepreneurship
 - 2.3 Concept and Need of Entrepreneurship Development
 - 2.4 Factors affecting Entrepreneurship Growth,
 - 2.5 Role of Entrepreneurship in Economic Development
 - 2.6 Growth of Entrepreneurship in India
- 3. Entrepreneurial Motivation & Competencies (10)**
- 3.1 Motivation Theories
 - 3.2 Major Entrepreneurial Competencies
 - 3.3 Developing Competencies
 - 3.4 Entrepreneurship Development Programmes in India
- 4. Women Entrepreneurship (08)**
- 4.1 Definition & Characteristics of women entrepreneurs
 - 4.2 Causes of limited growth in India
 - 4.3 Remedies for Women Entrepreneurship Development
 - 4.4 Development of women entrepreneurs

5. Rural & Social Entrepreneurship (10)

5.1 Concept & Need of Rural Entrepreneurship

5.2 Potential for entrepreneurship in rural India, SHGs, Micro credit etc.

5.2 Problems of Rural Entrepreneurs

5.4 Introduction to Social Entrepreneurship

6. Role of Government in Entrepreneurial Development (06)

6.1 Government Assistance

6.2 Government Incentives

6.3 Government Schemes for Infrastructural Facilities

6.4 Other Roles

7. Role of Entrepreneur in Export Promotion & Import Substitution (06)

7.1 Role in Export Promotion

7.2 Role in Import Substitution

Reference Books :

1. Dynamics of Entrepreneurial Development & Management – Vasant Desai,
2. Entrepreneurial Development – S.S.Khanka
3. Entrepreneurship Development- Jordon & Natrajan
4. Entrepreneurship Development & Project Management- Lipika K. Guliani & R. K. Gupta,
5. Fundamentals of Entrepreneurship- G.S. Sudha, Ramesh Book Depot

CBCS Syllabus
Class BBA-II Semester IV (w.e.f. June 2017)
Subject- Management of SME
(Subject Code-)

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

1 Introduction to SME **(12)**

1.1 Definition and Classification of SME

1.2 Characteristics

1.3 Role of SME in Indian economy

1.4 Problems of SME

2. Search for Business idea **(10)**

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

3. Project Identification **(14)**

3.1 Definition, Classification, Steps in Project Identification

3.2 Importance of project report

3.3 Planning Commission guideline for formulation of Project Report

3.3 Project feasibility analysis

a) Technical analysis

b) Financial analysis

c) Marketing analysis

3.4 Prepare project report to start new venture

4. Starting Small Enterprise & Role of Different Institutions **(10)**

4.1 Various Steps for starting small enterprise

4.2 Institutional Support to New Venture: (Student are expected to study the assistance scheme of the following Institutions)

District Industries Center (DIC), Maharashtra Center for Entrepreneurship Development (MCED), National Small Industries Corporation of India (NSIC) Maharashtra Industrial Development Corporation (MIDC), Ministry of Micro Small and Medium Enterprises (MSME)

5. Schemes for promoting Small Enterprises

(14)

5.1 Promotional schemes- Taxation benefits & Subsidies

5.2 Marketing assistance & Export incentives.

5.3 Technical assistance – Technical Consultancy Organizations (TCO)

Reference Book:

1. Dynamics of Entrepreneurial Development & Management – Vasant Desai,
2. Entrepreneurial Development – S. S. Khanka
3. Entrepreneurship Development- E. Gordon & K. Natarajan
4. Entrepreneurship Development & Project Management- Lipika K. Guliani & R. K. Gupta,
5. Fundamentals of Entrepreneurship- G.S. Sudha, Ramesh Book Depot

Solapur University, Solapur.
CBCS Syllabus
Class BBA-II Semester IV (w.e.f. June 2017)
Subject- Mini Project – I
(Subject Code-)

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.