

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2022
'B⁺⁺' Grade (CGPA 2.96)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Bachelor of Business Administration

Name of the Course: B. B. A. Part- III

(Syllabus to be implemented from w.e.f. June 2024)

STRUCTURE OF BBAHONORS PROGRAMME UNDER CBCS PATTERN: June 2021
Under Faculty of Commerce & Management

Semester V					Semester VI			
	Subject Code	Subjects	Credits	Marks	Subject Code	Subjects	Credits	Marks
1	CC 11	Marketing Management-I	4.00	50	CC 11	Marketing Management-II	4.00	50
2	CC 12	Financial Management-I	4.00	50	CC 12	Financial Management-II	4.00	50
3	CC 13	Human Resource Management-I	4.00	50	CC 13	Human Resource Management-II	4.00	50
4	CC 14	Production Management-I	4.00	50	CC 14	Production Management-II	4.00	50
5	SEC 1	Taxation	4.00	50	SEC 1	Project Work	4.00	50
6	DSE 1	Retail Management-I	4.00	50	DSE 1	Retail Management-II	4.00	50
7	DSE 2	Cost and Management Accounting -I	4.00	50	DSE 2	Cost & Management Accounting-II	4.00	50
			24	300			24	300
<p>CC: Core Course: All courses (subjects) are compulsory. SEC: Skill Enhancement Course (Compulsory Subject- Environmental Studies) DSE: Discipline Specific Elective: Candidate has to select any one elective subject. (DSE 1 or DSE2)</p>								
TOTAL-148	48		52	48				
	BBA - I		BBA - II	BBA - III				

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CBCS Pattern Syllabus

Class BBA-III Semester - V (w.e.f.June2021)

Subject-Marketing Management-I

(Subject Code: CC 11)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. To create understanding of fundamental concepts of marketing amongst students.
2. To familiarise students with various functions of marketing management.

1) Marketing Management & Marketing Environment (14)

Definition of Marketing & Marketing Management, Core concepts of Marketing, Importance of Marketing, Distinction between Marketing and Selling, Functions of Marketing Management Concept of Marketing Environment, Major Macro-environmental Forces of Marketing Environment

2) Market Segmentation (12)

Introduction & Definition, Bases for Market Segmentation, Benefits of Market Segmentation, Market Targeting, Market Positioning

3) Consumer Behaviour (12)

Introduction & Definition, Concepts – Buyer, Consumer, Customer, Meaning of Consumer Behaviour, Factors Influencing Consumer Behaviour, Buying Decision Making Process.

4) Marketing Mix (12)

Introduction & Definition of Marketing Mix Elements (7Ps) - Product, Price, Place, Promotion, People, Physical Evidence.

5) Contemporary Issues in Marketing (10)

Digital marketing, Network Marketing, E- Marketing, Green Marketing, Social Marketing

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

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CBCS Pattern Syllabus

Class BBA-III Semester – V (w.e.f .June 2021)

Subject-Financial Management-I

(Subject Code: CC 12)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Course Objective: The course aims to **develop a foundation of financial management concepts** and enables the student to understand how business concerns make important financial decisions, and to know the role of ratio analysis in business decisions.

Course Contents:

1. Introduction to Financial Management (10)

Meaning and Significance of Business Finance
Meaning and Objectives of Financial Management
Financial Decision-Making
Functions of Finance Manager

2. Sources of Finance (10)

Long Term- Equity Shares, Preference Shares, Debentures, Term Loans
Short Term-Trade Credit, Bank Overdraft, Cash Credit, Public Deposit

3. Capital Structure (10)

Meaning of Capital Structure and Concept of Trading on Equity
Factors affecting Capital Structure- Internal factors, External factors, General Factors

4. Cost of Capital (15)

Meaning of Cost of Capital
Concepts of Cost of Capital – Specific and Composite Cost, Implicit and Explicit Cost
Calculation of Cost of Debt, Equity, Preference Shares and Composite cost of capital

5. Capital Budgeting (15)

Meaning and Importance of Capital Budgeting
Capital Budgeting Techniques: Pay Back Period, ARR, NPV (Practical Problems)

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 Management – Dr.P.C.Tulsian – S.Chand & Company Ltd.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester – V (w.e.f. June 2021)

Subject-Human Resource Management –I

(Subject Code: CC 13)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objective:

To familiarize the students to the basic concepts of Human Resource Management in order to aid in understanding how an HR department functions, and in understanding the challenges faced by managers in today's business firms.

1) Human Resource Management: (12)

Meaning and Definition; Scope;
Functions of Human Resource Management;
Role of HR Manager and Qualities of HR Manager;
Challenges faced by HRM.

2) Job Analysis, Design and Human Resource Planning: (12)

Concept of Job Analysis;
Aspects of Job Analysis: Job Description and Job specification;
Methods of collecting Job Data;
Concept of Job Design and Methods of Job Design;
Meaning, Definition of HRP; Factors affecting HRP; HRP at different level; Process of HRP.

3) Recruitment: (12)

Meaning and Definition;
Factors affecting Recruitment;
Process of Recruitment;
Sources of Recruitment-Internal, External & Modern.

4) Selection: (12)

Meaning and definition; Factors affecting selection decision;
Process of selection;
Concept of Placement and Induction

5) Training and Development: (12)

Meaning, Definition and Need of Training;
Steps in Training and Training Methods;
Management Development- Concept, Methods of Management Development

Reference Book:

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

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester – V (w.e.f. June 2021)

Subject: Production Management- I

(Subject Code: CC 14)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

- 1) To provide students with basic understanding of concepts of Production management.
- 2) To introduce students to the key activities performed by the Production function.
- 3) To understand global trends in Production management.

1) Introduction to Production Management: (12)

Meaning, Nature and Scope of Production Management

Objectives & Characteristics

Decision making in production management-Strategic, Operating and Control

Recent trends in production management

2) Product Design & Product Development: (12)

Product Design – Objectives, Factors influencing Product Design

Characteristics of Good Product Design & Approaches to Product Design

Process Planning and Process Design – Defining Process, Process Planning and Selection, Process Strategy

Product Development – Stages and Techniques of Product Development

Factors Responsible for Product Development

3) Production System & Production Technology: (12)

Classification of Production System

-Intermittent & Its Types

- Continuous & Its Types

Meaning & Classification of Production Technology

Choice of Technology-CIM, CAD, CAM, FMS, Robotics, Office Technology, Service Industries

4) Plant Location: (12)

Need for & Steps in Selection of Location

Factors affecting Plant Location-Primary & Secondary Factors

Selection of Site (Urban, Rural & Suburban)

Recent Trends in the Location of Industries

5) Plant Layout: (12)

Meaning, Objectives & Principles of an Ideal Plant Layout

Types of Plant Layout-Process, Product, Fixed Position, Cellular, Hybrid and Service Facility

Factors Influencing Plant Layout

Importance of Plant Layout

Reference Books:

1. Production Management – K. Ashwathappa , Himalaya Publishing House.

2. Production & Operation Management- S. A. Chunawala & D. R. Patel, Himalaya Publishing

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester – V (w.e.f. June 2021)

Subject: Taxation (Subject Code: SEC 1)

Total Marks: 50

University Assessment: 30

College Assessment: 20

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

PART-I Direct Tax

- 1) Important Definitions (05Marks)
- 2) Residential Status (05Marks)
- 3) Computation of Total Taxable Income of Individuals Under different Heads of Income excluding Capital Gain. (10Marks)

PART-II Indirect Tax

- 1) Introduction to GST- Introduction to Goods and Service Tax (GST);-
- 2) Basic Concept, Threshold for Registration-Regular Tax Payer, Composition Tax Payer-Casual Taxable Person, Unique Identification Number-Registration Number Format, Scope of Supply, Non -Taxable Supply. (05Marks)
- 3) GST Payment. (05Marks)

College will give marks out of 20 on the basis of student's performance in above areas.

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

A panel will consist of 2 members– i.e. One Internal and One External. Questions will be based on the basis of the Journal maintained by the Student.

Reference Books:

1. Direct Taxes Law & Practice - Vinod K Singhania and Kapil Singhania, Taxmann Publications.
2. Tax Laws – Dr. Yogendra Bangar and Dr. Vandana Bangar, Bangar Publication.
3. Indirect Taxes law and Practice – V. S. Datey, Taxmann Publication.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester V (w.e.f.June2021)

Group A- Marketing Specialization

Subject: Retailing Management – I

(Subject Code: DSE 1)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. To create understanding of various retailing fundamental concepts amongst students.
2. To familiarise students with different decisions required for retail store set up.

1) Retailing: (12)

Meaning, Definition- Retailing, Retailing Management, Functions of Retailer, Retail Strategy Process and its steps, Indian Retail Industry Scenario in 2021

2) Retail Formats: (12)

Concept of Organised & Unorganised Retail, Types of Retailing- Store and Non- Store Retailing, Different Retail Formats- Convenience Store, Supermarket, Discount Stores, Hypermarket, etc. Retail Franchising- Concept, Types, Advantages & Disadvantages

3) Retail Store Location: (12)

Introduction, Types of Retail Locations, Factors affecting Location Decisions, Steps involved in choosing retail location

4) Store Design: (12)

Concept, Principles of Store Design, Elements of Store Design- Interior and Exterior Store Design, Concept of Store Layout, Types of Store Layout, Visual Merchandising- Concept & Tools

5) Legislation for Retailing: (12)

The Peoples Perspective, The Operations Perspective, Ethical Issues in Retailing, Green Retailing.

Reference Books:

1. Retailing Management – by Swapna Pradhan (3rd Edi.) - 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.
5. Retailing Management – by Swapna Pradhan (4rd Edi.) - Tata McGraw Hill

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester V (w.e.f.June2021)

Group B-Finance Specialization

Subject-Cost & Management Accounting-I

(Subject Code: DSE 2)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives: For students, this subject is particularly important and beneficial because it helps in developing the concept of optimum utilisation of available resources. For the management of an organization, it is a crucial discipline as the information collected and presented to management is based on cost and management accounting techniques which in turn helps the management to solve not only specific difficulties but also guides them in decision making.

Course Contents:

- 1) Introduction to Cost & Management Accounting: (06)**
 - Introduction & Objectives.
 - Role of Cost & Management Accountant in decision making
 - Tools & techniques of management accounting
 - Relationship of cost accounting, financial accounting & management accounting
- 2) CVP Analysis: (16)**
 - Meaning of CVP analysis
 - Advantages of CVP analysis
 - Break even analysis
 - Problems on decision making under CVP analysis
- 3) Process Costing: (16)**
 - General principle of process costing
 - Features of process costing
 - Application of process costing
 - Advantages and limitations off process costing
 - Process losses, inter process profits
 - Preparation of process accounts
- 4) Joint product & By product: (09)**
 - Meaning and features of joint products and by products
 - Accounting for joint products
 - Difference between joint products and by products
 - Methods of apportionment of joint cost (Problems)

5) Operating costing:

(13)

Meaning and its application.

Procedure to calculate operating cost

Problems on transportation services

Reference Books:

1. Cost Accounting, M.N.Arora, Himalaya Publishing House Pvt. Ltd, Mumbai
2. Cost Accounting: Text-Problems, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand Publication
3. Cost Accounting: Principles & Practice, M.N.Arora, Vikas Publishing House, Noida
4. Cost & Management Accounting, S.M.Inamdar, Everest Publication, Pune
5. Cost Accounting - Theory & Problems, S. N. Maheshwari; S.N. Mittal

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester VI (w.e.f.June2021)

Subject-Marketing Management-II

(Subject Code: CC 11)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. To develop detailed understanding of marketing mix elements.
2. To familiarise students with marketing decision making.

1) Product Decisions: (12)

Meaning & Definition, levels of product, New Product Development Process, Product Mix Decisions, Product Line Decisions, Individual product decisions- Branding, Packaging and Labelling. Product Life Cycle- Stages and Strategies

2) Pricing & Place Decisions: (12)

Price: Meaning, Methods of Pricing, Factors affecting Product Pricing Decisions

Place: Meaning, Meaning of Marketing Channels, Channel Functions, Flows, levels, Market Logistics, - Order Processing, Warehousing, Inventory and Transportation

3) Promotion Decisions: (12)

Meaning, Steps in Promotion Mix, Tools/ Elements of Promotion Mix- Advertising, Sales Promotion, Personal Selling, Direct Marketing and Public Relations.

4) People & Process Decisions: (12)

People: Introduction, Types of Service Personnel- Contact and Support, Development of Employees,

Process: Introduction, Classification of Service Operating System, Service Flowcharting & Blueprint, Designing Service Process

5) Physical Evidence: (12)

Introduction, Physical Facilities- Essential and Peripheral Evidence. Physical Environment- Ambience, Space, Decor. Social Setting- Employee Appearance.

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 pub.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester VI (w.e.f.June2021)

Subject-Financial Management-II

(Subject Code: CC 12)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Course Objective: The course aims to **develop a foundation of financial management concepts** and enables the student to understand how business concerns make important financial decisions, and to know the role of ratio analysis in business decisions.

Course Contents:

1) Working Capital Management : (15)

Meaning and Need for Working Capital

Concepts of Working Capital

Meaning and importance of working capital management

Determinants of Working Capital

Calculation of Working Capital Requirements

2) Management of Cash: (12)

Meaning and Objectives of Cash Management

Preparation of Cash Budget

3) Management of Inventory and Receivables: (10)

Meaning and Objectives of Inventory Management

Inventory Management Techniques- EOQ, Various Inventory levels

Meaning and Objectives of Receivables Management.

4) Dividend Decisions: (08)

Meaning of Dividend Decision

Concept of Dividend and Retained Earnings

Dividend policy- Factors determining dividend policy

Choosing the dividend policy

Forms of dividend payment.

5) Ratio Analysis:

(15)

Meaning of Ratios

Types of Ratios- Liquidity Ratio, Turnover Ratio, Solvency Ratio, Profitability Ratio

Importance and Limitations of Ratio Analysis

Calculation of ratios from Balance Sheet and Profit and Loss A/c

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 Management – Dr.P.C.Tulsian – S.Chand & Company Ltd.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
CBCS Pattern Syllabus
Class BBA-III Semester VI (w.e.f.June2021)
Subject-Human Resource Management-II
(Subject Code: CC 13)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. To gain an insight in to the functioning of Compensation Management, Performance Appraisal, employee mobility and career planning and development.
2. To create an awareness about recent trends and Practices of human resource Management.

1) Compensation Management: (12)

Concept and Importance of Compensation;
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 and Career Planning: (12)

Concept;
Methods of Performance Appraisal: Traditional and Modern; 360 Degree Performance Appraisal; Advantages and Disadvantages of Performance Appraisal;
Concept of Career; Career Planning; Career Stages; Succession Planning.

3) Internal Mobility and Employee Separation: (12)

Internal Mobility: Concept and Need;
Promotion: Concept, Types and bases of Promotion;
Transfers: Concept and Types of Transfer;
Demotion: Concept and Reasons of Demotions;
Employee Separation: Concept; Forms of separation-Retirement, Voluntary Retirement Scheme, Resignation, Layoff, Retrenchment and Dismissal.

4) Employee Health and Safety: (12)

Concept of Health; Occupational Hazards and Diseases, Protection against Hazards;
Industrial Accident: Types and Causes of Accidents;
Concept of Safety, Safety Measures, Factories Act of 1948 Safety Provisions.

5) Recent Trends in HRM: (12)

Virtual Organization: Concept, Types, Advantages and Disadvantages;
Dual Career Groups; Flexi Time and Work;
Green HRM: Concept, Importance and Applications or Practices of GHRM;
E-HRM: concept, Advantages, Disadvantages and Applications;

Reference Books:

- 1) Human Resource Management–K Aswathappa –McGrawHill –Sixth Edition
- 2) Essentials of Human Resource Management and Industrial Relations: Subba Rao–HPH- 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 Organizational Behavior–R S Dwivedi–Oxford and BH Publishing Co.- Fifth Edition

Punyaslok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester VI (w.e.f.June2021)

Subject: Production Management-II

(Subject Code: CC 14)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

- 1) To provide students with basic understanding of concepts of PPC.
- 2) To introduce students to the key activities performed by the Maintenance function.
- 3) To acknowledge the students with Purchasing & Material Management.

1) Production Planning & Control: (12)

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

Importance & Limitations of Production Planning & control

Scope of Production Planning & Control

2) Maintenance Management: (10)

Meaning –Importance, Objectives of Plant Maintenance

Types of Maintenance

Planning & Scheduling of Maintenance

Total Productive Maintenance& Guiding Principles of TPM Programs

3) Purchasing and Materials Management: (14)

Purchasing –Meaning, Importance, Principles, Objectives, Functions of Purchasing Department

Purchasing Policy – Make or Buy

Materials Management-Meaning, Importance, Objectives of Material Management

Meaning, Objectives &Principles of Material Handling

Types of Material Handling Equipment

Factors affecting the selection of Material Handling Equipments

4) Inventory Management: (12)

Meaning, Importance, Objectives of Inventory Management

Functions of Inventory, Inventory Costs& Inventory Control Techniques

Various Stock Level -Minimum Stock Level, Maximum Stock Level, Reorder Stock Level,

Average Stock Level, Danger Stock Levels

5. Inspection and Quality Management: (12)

Inspection- Meaning, Nature, Objectives & Scope

Concept, Meaning& Dimensions of Quality, Quality Control, Ensuring Quality

Total Quality Management (TQM)-Concept, Elements, Program

Productivity- Meaning and Importance, Indices of Productivity

5.5 Factors Affecting Industrial Productivity

Reference Books:

1. Production Management – K. Ashwathappa , Himalaya Publishing House.
2. Production & Operation Management- S. A. Chunawala& D. R. Patel,Himalaya Publishing

Punyaslok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester VI (w.e.f. June 2021)

Subject: Project Work

(Subject Code: SEC 1)

Total Marks: 50

University Assessment: 30

College Assessment: 20

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

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Students 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 /her 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

Introduction
Objectives and Importance of the Study
Scope and Limitations of the Study
Research Methodology,

Chapter-2: Introduction to the Organization

Introduction to the Industry
Brief History of the Organization
Subsidiaries, Associates of the Company
Departments/Manufacturing Process
Important Statistical Information
Future Prospects

2.7 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.

Instructions:

- 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 20 marks and there will be a viva-voce examination carrying 30 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/her project work before the viva-voce Committee. If any student fails in his//her viva-voce examination, the viva-voce committee should submit the reasons in writing to the University.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester VI (w.e.f.June2021)

Group A-Marketing Specialization

Subject: Retailing Management – II

(Subject Code: DSE 1)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. To create understanding of various retailing operations and marketing strategy in retail.
2. To familiarise students with different technologies used in retail operations.

1) Retail Merchandising: (15)

Meaning, Role of Merchandiser, Merchandising Planning Process, Merchandise Buying Process, Private Label Brands- Concept, Need & Types

2) Retail Pricing: (15)

Meaning, Concept of Retail Price, Elements of Retail Price, Determining the Price, Retail Pricing Policies/Strategies

3) Retail Marketing & Branding: (15)

Concept, Retail Marketing Mix, The STP (Segmentation, Targeting & Positioning) approach in retail, Retail Communication Mix, - Advertisement, Sales Promotion, Public Relation, Personal Selling, Point of Purchase Display, Concept of Retail branding

4) Technology in Retailing: (15)

Concept of – Bar coding, POS (Point of Sale), RFID, E-Tailing, Electronic Payment System

5) International Retailing: (12)

Factors contributing to the growth of International Retailing, International Market entry strategies, Retail International process, Retail Internationalization Opportunities.

Reference Books:

1. Retailing Management – by Swapna Pradhan (3rd Edi.) - 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.
5. Retail Management – Gibson G. Vedamani - (5th Edition) Pearson

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

CBCS Pattern Syllabus

Class BBA-III Semester VI (w.e.f.June2021)

Group B-Finance Specialization

Subject-Cost & Management Accounting-II

(Subject Code: DSE 2)

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives: For students, this subject is particularly important and beneficial because it helps in developing the concept of optimum utilisation of available resources. For the management of an organization, it is a crucial discipline as the information collected and presented to management is based on cost and management accounting techniques which in turn helps the management to solve not only specific difficulties but also guides them in decision making.

Course Contents:

1) Contract Costing: (12)

Meaning and features

Distinction between job and contract costing

Retention money, escalation clause, notional profit

Transferred to profit and loss account

Preparation of contract accounts

2) Standard Costing & Variance analysis: (16)

Definition, significance, and application of standard costing

Variance analysis for material, Labour, Sales and Overheads

Reporting of Variance to management

3) Job Costing: (08)

Introduction & meaning

Types of Production activity suitable for job costing

Ascertainment of cost (Problems).

4) Cash Flow statement: (16)

Meaning, Objectives of Funds Flow statement

Preparation of Statement Showing Change in Working Capital

Problems on Preparation of Funds Flow Statement

AS-3: Introduction, Objectives & benefits of Cash Flow, Importance of Cash Flow statement to the users of financial statements.

Problems on preparation of Cash Flow Statement

5) Budget & Budgetary control:

(08)

Meaning of budget, Budgeting budgetary control.

Problems on types of budgets (except flexible, cash budget, capital budget, Master budget)

Advantages and disadvantages of budgeting, zero based budgeting, master budget

Reference Books:

1. Cost Accounting, M.N.Arora, Himalaya Publishing House Pvt. Ltd, Mumbai
2. Cost Accounting: Text-Problems, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand Publication, Delhi
3. Cost Accounting: Principles & Practice, M.N.Arora, Vikas Publishing House, Noida
4. Cost & Management Accounting, S.M.Inamdar, Everest Publication, Pune
5. Cost Accounting - Theory & Problems, S. N. Maheshwari; S.N. Mittal