

University of Pune



T.Y. B.B.A. Semester V & VI

Pattern 2008 w.e.f. 2010-11

COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

1. Title :

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce w.e.f. the academic year 2008-2009 B.B.A. Part II w.e.f.2009-2010 and B.B.A. Part III w.e.f. 2010-2011.

2. Objectives :

- i. To provide adequate basic understanding about Management Education among the students.
- ii. To prepare students to exploit opportunities being newly created in the Management Profession.
- iii. To train the students in communication skills effectively.
- iv. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- v. To inculcate Entrepreneurial skills.

3. Duration :

The Course shall be a full time course and the duration of the course shall be of three years.

4. Eligibility :

- i. A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.
- ii. Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- iii. Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- iv. MCVC
- v. Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute/College.

5. Medium of Instruction:

Medium of instruction shall be in English only.

6. Scheme of Examination :

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

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

There will be written Examination of 80 marks 3hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course. For Courses in Industrial Exposure (Semester III, IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 marks. For course on Project work (Semester VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

7. Backlog :

- a. A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than three theory & one practical or four theory heads of total number of subjects of the First year examination, which consist of First & Second Semester.
- b. A student shall be allowed to keep term for the Third year, if he/she has no backlog of first Year & if he/she has a backlog of not more than three theory & one practical or four theory heads of total number of subject of the Second Year examination which consist of Third & Fourth Semester.

8. Standard of Passing and Award of Class :

In order to pass examination a candidate has to obtain 40% marks out of 100 (Semester-end exam 80 + class work marks 20 taken together) in each course.

The award of class:

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

- i. Aggregate 70% and above -: First Class with Distinction.
- ii. Aggregate 60% and above but less than 70% -: First Class
- iii. Aggregate 55% and more but less than 60% -: Higher Second Class
- iv. Aggregate 50% and more but less than 55% -: Second Class.
- v. Aggregate 40% and more but less than 50% -: Pass Class.
- vi. Below 40% -: Fail.

B.B.A -: First Year (F.Y)

Subject Code	Subject Names - Semester I	Subject Code	Subject Names - Semester II
101	Business Organisation & System.	201	Principles of Managements.
102	Business Communication Skills.	202	Principles of Marketing.
103	Business Accounting.	203	Principles of Finance.
104	Business Economics (Micro).	204	Basics of Cost Accounting.
105	Business Mathematics.	205	Business Statistics.
106	Business Demography & Environmental Studies.	206	Business Informatics.

B.B.A -: 2nd Year (S.Y)

Subject Code	Subject Names - Semester III	Subject Code	Subject Names - Semester IV
301	Personality Development.	401	Production & Operations Management.
302	Business Laws.	402	Industrial Relations & Labour laws.
303	Human Resource Management & Organisation Behaviors.	403	Business Taxation.
304	Management Accounting.	404	International Business.
305	Business Economic (Macro).	405	Management Information System.
306	I.T.in Management.	406	Business Exposure (Field Visits).

**B.B.A :- 3rd Year
(T.Y)**

Subject Code	Subject Names - Semester V	Subject Code	Subject Names - Semester VI
501	Supply & Chain logistics.	601	Business Planning & Project Management.
502	Entrepreneurship Development.	602	Event Management.
503	Business Ethics.	603	Management Control System.
504	Research Methodology (Tools & Analysis)	604	E- Commerce
505	Specialisation –I.	605	Specialisation –III.
506	Specialisation –II.	606	Specialisation – IV.

*****Available Specializations *****

- A. Finance.
- B. Marketing.
- C. Human Resource Management.
- D. Service Sector Management.
- E. Agri. Business Management.

**Third Year BBA
Semester V & VI**

Subject Code	Subjects (Sem. V)
501	Supply & Chain Logistics
502	Entrepreneurship Development
503	Business Ethics.
504	Research Methodology. (Tools & Analysis.)
505	Spec. I A. Finance B. Marketing C. Human Resource Management. D. Service Sector Management. E. Agri. Business Management.
506	Spec. II A. Finance B. Marketing C. Human Resource Management. D. Service Sector Management. E. Agri. Business Management.

Subject Code	Subjects (Sem. VI)
601	Business Planning & Project Management.
602	Event Management.
603	Management Control System.
604	E-Commerce
605	Spec. III A. Finance B. Marketing C. Human Resource Management. D. Service Sector Management. E. Agri. Business Management.
606	Spec. IV (Project Work /Case Studies.) A. Finance B. Marketing C. Human Resource Management. D. Service Sector Management. E. Agri. Business Management.

**Statement showing equivalence of Papers / Subjects B.B.A. (Year 2003-04)
Course with B.B.A. (Year 2008-09)**

F.Y.BBA; Semester I

Sr. No.	Subjects (Semester I)	Code No.	Subjects (Semester I)
101	Business Organization And Systems	101	Business Organization and System
102	Business Economics - I	102	Business Economics (Micro)
103	Basic Business Mathematics	103	Business Mathematics
104	Business Environment	104	Business Demography and Environmental Studies
105	Financial Accounting	105	Business Accounting
106	Computer Fundamentals & Data Base Management	206	Business Informatics

F.Y.BBA; Semester II

Sr. No.	Subjects (Semester II)	Code No.	Subjects (Semester II)
201	Management Theory and Practice	201	Principles of Management
202	Business Economics II	305	Business Economics (Macro)
203	Basic Business Statistics	205	Business Statistics
204	Cost Accounting	204	Basics Cost Accounting
205	Communication Skills	102	Business Communication Skills
206	Marketing Management	202	Principles of Marketing

S.Y.BBA Semester III

Sr. No.	Subjects (SEM-III)	Code No.	Subjects (SEM-III)
301	Indian Economy		-----
302	Management Information System	405	Management Information System
303	Management Accounting	304	Management Accounting
304	Human Resource Management and Organization Behavior	303	Human Resource Management and Organization Behavior
305	Income Tax	403	Business Taxation (Semester IV)
306	Research Methodology	504	Research Methodology (Tools and Analysis)

S.Y.BBA Semester IV

Sr. No.	Subjects (SEM- IV)	Code No.	Subjects (SEM- IV)
401	Financial Management	203	Principles of Finance (Semester II)
402	Information Technology in Management	306	IT in Management (Semester III)
403	Indirect Taxes	403	Business Taxation
404	Services Management		-----
405	Production and Operation Management	401	Production and Operations Management
406	Industrial Exposure	406	Business Exposure (Field Visits)

T.Y.BBA Semester V

Sr. No.	Subjects (Semester V)	Code No.	Subjects (Semester V)
501	Entrepreneurship and Small Business Management	502	Entrepreneurship Development
502	Business Law	302	Business Law (Semester III)
503	International Business and New Trends	404	International Business (Semester IV)
504	Personality Development	301	Personality Development
505	Specialization I	505	Specialization I
506	Specialization II	506	Specialization II

T.Y.BBA Semester VI

Sr. No.	Subjects (Semester VI)	Code No.	Subjects (Semester VI)
601	Industrial Relations and Labour Laws	402	Industrial Relations and Labour Laws (Semester IV)
602	Agri. - Business Management		----
603	Purchasing and Materials Management		----
604	Business Ethics	503	Business Ethics(Semester V)
605	Specialization I	605	Specialization I
606	Specialization II	606	Specialization II

T.Y. B.B.A.
Semester V
Compulsory Paper
Subject Name -: Supply & Chain Logistics
Course Code -: 501

Objectives :

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management

Unit No.	Name of the topic	Periods
1	Physical distribution - Definition, Importance – participants in physical distribution process. Marketing Channels – Definition & Importance - Different forms of channels - Functions of Marketing Channels	8
2	Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel marketing Systems - International Marketing Channels	8
3	Supply Chain Management – concept – significance – components – Order processing – Material Handling – Transportation – Warehousing – Inventory Management – Reverse Logistics	8
4	Wholesaling – Importance & Types - Functions of Wholesaler – Wholesaler Marketing Decisions – Trends in Wholesaling. Channel Management - Channel Selection Process & criteria – Performance appraisal of Channel Members – Channel Conflicts & Techniques to resolve channel conflicts	8
5	Inventory - Need of Inventory - Costs associated with Inventory - Types of Inventory – Basic EOQ Model - EOQ with discounts - ABC Analysis - (Numericals expected on Basic EOQ, EOQ with discounts & ABC)	8
6	Logistics - Objectives, Components, Significance. Supply Chain Management – Objectives, Components, Significance, Trade off Customer Service & Cost.	8
Total		48

Recommended Books
<ol style="list-style-type: none"> 1. Channel Management –Stern – El Ansary 2. Distribution Management – S. Eliton 3. Sales and Distribution Management – S. L. Gupta 4. Channel Management & Retail Management – Meenal Dhotre 5. Purchasing and Supply Management - Dobler and Burt 6. Materials Management – Dutta 7. Handbook of Materials Management – Gopalkrishnan 8. Materials & Logistics Management - L.C.Jhamb 9. Logistics & Supply Chain Management – Martin Christopher

T.Y. B.B.A.
Semester V
Compulsory Paper
Subject Name -: Entrepreneurship Development.
Course Code -: 502

Objectives :

1. To Create entrepreneurial awareness among the students.
2. To Help students to develop their entrepreneurial competence.
3. To Develop Knowledge and understanding in creating and managing new Venture.
4. To Help students to up bring out their own business plan.

Unit No.	Topic	Periods
1.	Entrepreneur and Entrepreneurship : Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment & important of wealth creation. Enterprise v/s Entrepreneurship, Self – employment v/s Entrepreneurship, Entrepreneurial career as an option.	08
2.	Business Opportunity Identification and Preliminary Project Report (PPR): Opportunity search : Divergent Thinking Mode : Meaning and Objectives – Tools and Techniques : Environmental Scanning for business opportunity identification Opportunity Selection : Convergent Thinking Mode : Tools and Techniques : Market Survey – Preparation of Questionnaire – Concept of Survey – Data collection – Analysis and Interpretation – Preliminary Project Report (PPR)	08
3.	Business Plan : Meaning and Importance – Objectives – Selections Contents – Marketing and Technical Feasibility – Financial Viability – Precautions to be taken by entrepreneur while preparing Business Plan Project Appraisal – Break – even Analysis and Ratio Analysis : Debt Service Coverage Ratio – Gross Profit : Net Profit Ration and Return on Investment (ROI)	08
4.	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) Micro Small and Medium Enterprises (MSME)	08
5.	Financial Assistance for small Enterprise Non-Institutional : own Fund – Family and Friends Institutional : (a) Bank Loans – Co-operative Banks- Nationalized Bank – Scheduled Banks. (b) Angel Funding (c) Venture Funding (d) Self-employment Scheme of Government of Maharashtra (e) Government Financial Institutions : Khadi and Village Industries Board (KVIB) – Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami Mitra Yojana (RUGMY) – District Industries Center (DIC) (f) Prime Minister Employment Generation Programme (PMEGP)	08

	(g) For urban – Seed Capital Scheme	
6.	Study of Entrepreneurs Biographies : (a) Pramod Choudhari (b) Vitthal Kamat (c) Dr. Neelkantha Kalyani (d) Anu Aga	08
	Total	48

Recommended Books	
1.	Desai Vasant : Management of Small Scale Industries Himalaya Publishing House.
2.	Taneja Satish and Gupta S.L. : Entrepreneurship Development – New Venture Creations – Galgotia Publishing Company, New Delhi
3.	Chandra P : Project Preparation, Appraisal and Implementation Tata McGraw Hill New Delhi.
4.	Jain P.C. (ed) : Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
5.	Gupta C.B. & Srinivas : Entrepreneurial Development, Sultan D, Chand & sons, New Delhi.
6.	Pramod Choudhari – As Is What It Is.
7.	Prof. Rajeev Roy : ‘Entrepreneurship Oxford University Press’
8.	Edward D.Bono : ‘Opportunities’
9.	The New Business Road tests : John
10.	Yogiraj Devkar ‘Udogsandhi’ : ‘Shodha Mhanje Sapdel’ continental Prakashan.

T.Y. B.B.A.
Semester V
Compulsory Paper
Subject Name -: Business Ethics.
Course Code -: 503

Objectives -:

1. To impart Knowledge of Business Ethics to the Student.
2. To impart Knowledge of various Business Ethics practices.
3. To the student modern Business Ethics and their give and understanding residing applications in different context.

Unit No.	Topic	Periods
1.	Ethics – Meaning, and Nature of Ethics. Meaning, Moral & Ethics, Types of Ethics, Importance of Ethics, Nature of Ethics.	08
2.	Business Ethics : Meaning and Nature Importance of ethics in business. Types of Business Ethics Relation between corporate responsibility & Business Ethics.	08
3.	Business Ethics in Global Economy: Developing Ethics in Global Economy. Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.	08
4.	Moral issues in Business: Justice & Economic systems ethics relating to environment protection. Ethics relating to Consumer Protection, Social responsibility & Business ethics, arguments for and against social responsibility.	08
5.	Areas of Business ethics : Meaning of functional ethics, types of ethics according to functions of business, marketing ethics foreign trade ethics and ethics relating to copyrights.	08
6.	Organisational Ethics: Individual Ethics Professional ethics. Corporate Ethics – Ethical behavior – Ten Command of ethical Behavior Control & audit of ethical behavior	08
Total		48

Recommended Books	
1. Business Ethics	- O.C. Ferrell, John Paul Fraedrich, Linda Ferrell.
2. Business Ethics	- Gautam Pherwani
3. Business Ethics	- Ritu Pamraj.
4. Business Ethics	- Prof. Agalgatti.

T.Y. B.B.A.
Semester V
Compulsory Paper
Subject Name :- Research Methodology (Tools & Analysis).
Course Code :- 504

Objective :- To expose students to the areas of commercial and business research activities.

Unit No.	Topic	Periods
1.	Commercial and business research : aims, objectives, Importance – Research methodology, Research Plan or design-steps to be followed.	08
2.	Research Process a. Collecting data : b. Secondary data : Sources of collecting secondary data : Demographic information – money, Banking-company Information - Labour market- Capital Market – Tax Information – information on the Economy, International business – Government Information – Syndicated Commercial and other non – Government sources of Information.	10
3.	Research Process a. Primary Data: b. Methods of collecting primary data / tools for collecting primary data. ➤ Questionnaire method : Types of Questions, essentials of good questionnaire / guidelines for Questionnaire designing, Scheduling, Sampling, methods, advantages ➤ Interview Method : structured and unstructured ➤ Observation Method ➤ Group discussion Method.	10
4.	Data processing and analysis : ➤ Editing, Codification, Classification, Tabulation, Scaling & Measurement. ➤ Hypothesis & its testing.	10
5.	Writing skills for Business Research : ➤ Project report : selecting and defining Topic, Project – Terms of reference, Subject matter, Style, Sturcture ➤ Research Paper ➤ Communication research orally – power point presentation. ➤ Use of Computers in research : data collection and analysis.	10
Total		48

T.Y. B.B.A.
Semester V
Finance Special Paper I
Subject Name -: Analysis of Financial Statements.
Course Code -: 505 – A.

Objectives :-

1. To study various financial statements of corporate organisations.
2. To make the student well acquainted with current financial practices.

Unit No.	Topic	Periods
1.	Financial Statements of Corporate Organizations Meaning, need, importance of Financial statements. Preparation of Financial Statements as per schedule VI of the Companies Act. Horizontal and Vertical form of Balance Sheet.	11
2.	Introduction to analysis and Interpretation of financial statements Analysis and Interpretation of financial statements, Types of financial analysis, Advantages of financial analysis, Limitations of financial analysis, Techniques of financial analysis- <ol style="list-style-type: none"> i. Comparative financial statements ii. Trend analysis iii. Common size financial statements iv. Funds analysis v. Cash flow analysis vi. Ratio analysis 	11
3.	Ratio Analysis Interpretation of Ratios, Role of Ratios, Classification of Ratios. Liquidity Ratio, Turnover Ratio, Solvency Ratio, Profitability Ratio and Miscellaneous group. Advantages and limitations.	12
4.	Fund flow Analysis/ Cash Flow Analysis Concept of Fund, Construction of Fund Flow Statement / Cash Flow Statement. Advantages and Limitations of Fund Flow Statement /Cash Flow Statements.	14
Total		48

Topics for Practical Problems :-

Calculation of ratios from Balance Sheet and draw Balance Sheet from given ratios, Fund flow statement /Cash flow statement.

Recommended Books

1. N.M. Vechlekar – Financial Management
2. Dr. Jitendra Ahirrao – Management accounting
3. I.M Pandey – Financial Management
4. Ravi. M. Kishore – Financial Management
5. P.C Pardeshi Business Finance.
6. Khan and Jain – Financial Management
7. Prasanna Chandra – Financial Management
8. Prof.Satish Inamdar – Financial Statement and Analysis

T.Y. B.B.A.
Semester V
Marketing Special Paper I
Subject Name -: Sales Management.
Course Code -: 505 – B.

Objectives:

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal direct selling.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, motivational techniques.

Unit No.	Topic	Periods
1	Sales Management : Definition and meaning, Objectives, Sales Research, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.	8
2	Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.	8
3	Managing the Sales Force: a. Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description b. Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added Selling c. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising, d. Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.	8
4	Personal Selling: Basics, Salesmanship-definition- prospecting, resistance selling process and skills for effective salesmanship, Sales leads, Sales presentations, Types of calls, effective selling techniques, role of relationship marketing in personal selling, tools for personal selling, Value added selling.	8
5	Key concepts in relationship marketing concepts: Characteristics of relationships – promise – trust – commitment – satisfaction – quality - Service competition - customer value – customer defections - customer loyalty – loyalty programs.	8
6	Potential & Sales Forecasting: Forecasting target market potential and sales, Methods of estimating market and sales potential, Sales forecasting, planning for involvement in national and international market.	8
Total		48

Recommended Books

1. Building a Winning Sales Team – Gini Graham & Scott
2. Sales Management Handbook – Forsyth & Pritchard
3. Professional Sales Management – Anderson, Hair and Bush
4. Motivation and Job Satisfaction – M. D. Pestonjee
5. Sales Management - Richard R. Still Edward W. Cundiff
6. Sales Management – Thomas
7. International Marketing – Robert Reed
8. Industrial Marketing – Richard M. Hill
9. Strategies for selling-Gerald A. Michaelson
10. Value added selling-Tom Reilly
11. Sales Management with Personal Selling Salesmanship

T.Y. B.B.A.

Semester V

Human Resource Management Special Paper I

Subject Name :- Human Resource Management Principals and Functions.

Course Code :- 505 – C.

Objective :

To introduce to the students the concept, principles & practices of H.R.M.

Unit No.	Topic	Periods
1.	Human Resource Management Introduction, Nature, objectives and Importance of HRM personnel Management- Human Resource Management and Human Resource Development, Functions of Human Resource Management, Strategic HRM, Role of H.R. Manager, International HRM, HRM in India Context.	06
2.	Human Resource Planning Definitions, objectives, functions, types of Human Resource planning- process of Human Resource planning- problems and Limitations- Recruitment and selection promotion and Transfer policies- Types of Promotions – Promotion policy – demotion, causes of demotion – transfer policy- Procedure for transfer- Dismissal- Absenteeism- Measurement of Labour Turnover- causes and control of labour turnover.	10
3.	Training Development and performance Appraisal objectives, need and importance Training process- Methods and techniques pf Training- Evaluation of Training programmes - performance Management system- definition, concept and ethics- Methods of performance Appraisal- Rating Errors.	10
4.	Personnel Records, Reports and Audit. Significance of Records and reports Essentials of a Good Record and Good Report – Personnel Audit- Objective Scope and Importance- The Audit Report- Methods of Analysis.	08
5.	Exit policy- Voluntary Retirement schemes- Effects of excess manpower- procedure of exit policy- The challenges in implementing exit policy	06
6.	New Trends in Human Resource Management Human Resource Accounting Bench marking Human Resource Research- Professional Approach in HRM Impact of Economics Reforms and challenges Ahead.	08
Total		48

Recommended Books

1. Personnel Management – C.B. Mamoria and S. V. Gankar.
2. Personnel Management – Bhatia S. K. and Singh Nirmal
3. Personnel Management and Industrial Relations- R S Davar
4. Personnel Management – Kumar Arun and Sharma Rachana
5. Personnel & HRM – Sharma A. M.
6. Human Resource Management- Ashwathappa

T.Y. B.B.A.
Semester V
Service Sector Management Special Paper I
Subject Name -: Management of Services.
Course Code -: 505 – D.

Objective :

1. To understand and explain utility of services as an essential economic activity.
2. To explain special features of services and issues related with management of services.

Unit No.	Topic	Periods
1.	Overview of services – Services Characteristics, Classification of services, differences between goods & services, Role of services in the economy.	10
2.	Classification of services – Different schemes of classification, nature of service act, relationship of service organization with the customer. Scope for customization and its Judgement. Nature of demand and supply of service delivery.	10
3.	Managing demand & supply forecasting of demand, understanding demand pattern , managing capacity planning strategy for planning capacity to match demand- waiting line reservation, queuing, triage and yield management.	08
4.	Service forces – Designing the service forces, spectrum of forces, services design options- usage of service, blue prints, degree of process complexity, process flow charts, process layout, bench marking, services productivity, systems approach to improve service productivity, role of technology in improving service productivity.	10
5.	Globalization of services Challenges to global service marketing successful global service marketing-specific international services – launching of service in international market-strategic implementations of international service marketing – Global brand dominance in the service industry –globalization and corporate culture.	10
Total		48

Recommended Books
<ol style="list-style-type: none"> 1. Services Marketing – Text and cases- Rajendra Nargoundkar Tata Megar Hills. 2. Services Marketing – P.N. Reddy, H.R. Appannaiah, Anil Kumar, Nirmala, Himalaya publication House 3. Services Marketing, Operations and Management, Vinnie Jauhani, Kirti Dutta, Oxford University press.

T.Y. B.B.A.

Semester V

Agri. Business Management Special Paper I.

Subject Name -: Agricultural and Rural Development.

Course Code -: 505 - E.

Objectives :

1. To study the importance of Rural Economy of India.
2. To understand reforms in Indian Agriculture.

Unit No.	Topic	Periods
1.	Rural Economy Of India 1.1 Features of rural economy 1.2 Role and importance of agriculture in Indian economy 1.3 Characteristics of Indian agriculture	12
2.	Rural Credit 2.1 Role of National Bank for Agriculture and Rural Development (NABARD) 2.2 Role of co-operative institutions 2.3 Role of Regional Rural Banks(RRBs)	12
3.	Reforms in Indian Agriculture 3.1 Land Reforms : Abolition of Zamindari Act; Tenancy reforms 3.2 Schemes : National Rural Employment Gaurantee Act(NREGA); Integrated Rural Development Programme(IRDP) 3.3 Irrigation systems: Drip and Sprinkle 3.4 Food security	14
4.	Agricultural Taxation in India 4.1 Importance of agricultural taxation for a developing economy like India 4.2 Agricultural income tax.	07
Total		45

Recommended Books

1. Agrwal A.N. : Indian Economy Problem of Dep. And Planning.
2. Dutt Rudder : Economic Reforms in India.
3. Sundaram & Black : The International Business Environment.
4. S.S. Johel & T.R. Kapar : Fundamentals of Farm Business Management.

T.Y. B.B.A.
Semester V
Finance Special Paper II.
Subject Name -: Long Term Finance.
Course Code -: 506 - A.

Objectives :

1. To make the study of long term financing.
2. To make the student well acquainted regarding current financial structure.

Unit No.	Topic	Periods
1.	Financial plan and capitalization: Financial plan, Steps in financial planning, Principles for formulation of financial plan. Capitalization, Over Capitalization and Under Capitalization.	10
2.	Sources of Finance : Owned and Borrowed funds. Equity Shares, Preference Shares. Debentures, Term loan, lease financing, Hire purchasing, Public Deposits.	12
3.	Capital Structure : Meaning, Factors affecting Capital Structure, Internal factors, External factors, General Factors. Cost of Capital-Trading on Equity, Capital Gearing and Leverages.	14
4.	Capital Budgeting : Meaning, Techniques of capital Budgeting, Decisions making under risk, uncertainty and profitability, mutually exclusive proposals.	12
Total		48

Topics for Practical Problems :

- Cost of capital – Debentures, Equity, Preference Shares, composite cost of capital.
- Leverages – Financial, Operating, Combined
- Problems on capital structure.

Recommended Books
<ol style="list-style-type: none"> 1. I.M Pandey – Financial Management 2. Ravi. M. Kishore – Financial Management 3. P.C Pardeshi Business Finance. 4. Khan and Jain – Financial Management 5. Prasanna Chandra – Financial Management 6. Kohak M.A – Financial Services 7. Prof. Satish Inamdar – Financial statement and Analysis

T.Y. B.B.A.
Semester V
Marketing Special Paper II.
Subject Name :- Retail Management.
Course Code :- 506 - B.

Objective :-

1. To identify and understand the significance of distribution and retailing in the current business environment
2. To identify the decision areas in distribution and retailing and appreciate the interrelationships with other aspects of marketing.
3. To identify the paradigm shifts in retailing business with increasing scope of technology / e-business.

Unit No.	Topic	Periods
1	Marketing Channels : Definition & Importance, Functions of Marketing Channels – Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management	8
2	Wholesaling: Concept, Importance, Functions –Wholesaler Marketing Decisions – Trends in Wholesaling - Retailing: Concept, Importance, Functions - Indian Vs. Global Scenario - Retail formats: Store & Non Store Retailing –Franchising- Unconventional channels	8
3	Retail Location: Factors affecting location decision – Site Selection –Location based retail Strategies - Store Design: Interiors and Exteriors - Store layout – Types of layouts – Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management–Managing store inventories and display	8
4	Merchandising: Concept, Importance, Functions – Steps in merchandising planning – Category management: Definition and process – Introduction to Private label brands	8
5	Retail Communication Mix: Planning retail communication – Managing in-store promotions and events - 10 Integrated Marketing Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems	8
6	Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies. Role of IT in retailing - Electronic data exchange – bar coding – RFID – Electronic payment systems.	8
Total		48

Recommended Books
<ol style="list-style-type: none"> 1. Channel Management –Stern – El- Ansary 2. Retailing Management – Swapna Pradhan 3. Retail Management – Gibson Vedamani 4. Physical Distribution & Logistics Management – Dr. Subhash Bhawe 5. Channel Management & Retail Management – Meenal Dhotre

T.Y. B.B.A.

Semester V

Human Resource Management Special Paper II.

Subject Name -: Human Resource Practices.

Course Code -: 506 - C.

Objective -:

To familiarise the students with it & practices

Unit No.	Topic	Periods
1.	Wage and Salary Administration Nature and objectives- compensation – Wage Structure- The Wage Determination process- wage Administration Rules Principles wage Differential important provisions of the Minimum Wages Act, 1948 and payment of wages Act 1936 Executive compensation- Wage Incentive schemes Requisites for effective incentive plans.	08
2.	Working conditions, labour welfare, Health and Safety Importance of Working conditions- Important provisions the factories Act, 1948 regarding working conditions- Labour welfare – concept and importance Employee safety- Industrial Accidents- Accident costs and Measurement – Accident Reports and Records – Industrial Health programme- occupational Hazards and Risks.	08
3.	Workers Participation in Management. Definitions- objectives-Importance- Pre-requisites for effective participation- levels of participation – methods or forms of workers participation. Workers participation in Management practices in India.	06
4.	Organisational Development Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD – organizational learning organizational Development Interventions.	08
5.	Industrial Relations Definition objectives and importance of IR- Participants in IR – Aspects of IR – Industrial Relations Strategy – Requirements of successful industrial relations programme.	06
6.	Grievance and Discipline Meaning and features of discipline- Aims objectives Types of Discipline- Act of Indiscipline – Principles of maintaining discipline- Disciplinary Action code of Discipline- Meaning, Definition and Nature of Grievance- causes of Grievance- causes of Grievance- Grievance procedure.	08
7.	Collective Bargaining Concept and features of collective Bargaining Essentials conditions of successful bargaining- Emerging issues in collective bargaining – process of collective Bargaining.	06
Total		48

Recommended Books

1. Personnel Management – C.B. Mamoria and S.V. Gankar.
2. Human Resource Management – Ashwathappa
3. Human Resource Management – R.S. Dewede
4. Managing Human Resources- Arun Monappa
5. Industrial Law - P.L. Malik
6. Labour Laws for Managers- B.D. Singh
7. Human Resources Management- P.C. Pardeshi
8. Industrial Relations- A.M. Sharma
9. Personnel Management and IR – R.S. Davar

T.Y. B.B.A.

Semester V

Service Sector Management Special Paper II.

Subject Name -: Marketing Services.

Course Code -: 506 - D.

Unit No.	Topic	Periods
1.	Service marketing environment, Digital revolution- customer power service economy, impact of new economic policy on services.	08
2.	Delivering quality services --- Services based components of quality, perceived quality, gaps in quality, bench marking, TQM and customer satisfaction measurement techniques, strategies for improvement of service quality service guarantee.	10
3.	Service product and pricing mix. Services marketing mix- product decision complete service packages- product line and brands new service developments, hierarchy of new services – pricing strategies, parameters in pricing of services.	10
4.	Managing service competition- Guidelines for managing service competition approaches to service competition, communication and marketing strategy, promotional planning & strategy-marketing.	10
5.	Managing people in service industry Challenges of managing people in the firm, characteristics of strategy and weak labour market relevance of people management issues, frameworks of linking employee satisfaction, customer satisfaction and profitability, human resource strategy and service operation creating right service culture.	10
Total		48

Recommended Books

1. Services Marketing – (Concepts, Practices and Case from Indian Environment) Dr.S.Shajahan, Himalaya Publication House
2. Services Marketing – Vasanti Vanugopal Raghu V.N.Himalaya Publications House
3. Services Marketing – Text and cases Hansh V. Varma Parsons Educations

T.Y. B.B.A.

Semester V

Agri. Business Management Special Paper II.

Subject Name -: International Agricultural Systems.

Course Code -: 506 – E.

Objectives :

1. To study of farming system and recent issues in agriculture sector.
2. To understand export potential of Agri. Business.

Unit No.	Topic	Periods
1.	Study of Farming Systems in various countries of the world. 1.1 Israeli System. 1.2 Chinese System. 1.3 American System.	12
2.	Recent issues in Agriculture. 2.1 Genetically modified crops. 2.2 Ecological farming and sustainable agriculture.	12
3.	WTO and Agriculture. 3.1 Agreement on Agriculture (AoA) 3.2 Controversy regarding agricultural subsidies.	12
4.	Export potential of Agri. Business. 4.1 Agricultural SEZs. 4.2 Agro Processing Zones (APZs) 4.3 Agro Export Zones (AEZs)	09
Total		45

Recommended Books

1. Indian Economy : Dutt and Sundaram.
2. Agri. Business Management : Smita Diwase
3. Agri. Business Management : A.C. Broadway and Broadway.
4. Indian Economy : A.N. Agarwal.

T.Y. B.B.A.

Semester VI

Compulsory Paper

Subject Name -: Business Planning and Project Management.

Course Code -: 601.

Objective :

To acquaint the students with the planning process in business and familiarise them with the function & techniques of project management.

Unit No.	Topic	Periods
1.	Planning: Introduction, Meaning, Definition, Characteristic & objective period, Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process, Methods of planning, Limitations pf planning, Essentials of a good planning, obstacles in planning, Planning Premises and Classification of Planning Premises. Planning Forecasting : Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting, Forecasting Techniques Types Methods, Advantages of forecasting, Limitations of forecasting, Difference between forecasting.	10
2.	The Definition of a “Project”, Why project Management, The project Life-Cycle, Project Management Maturity, Project Selection and Criteria of Choice, The Nature of Project Selection Models, Types of Project Selection Models, Project Portfolio Process, Project Proposals. The Project Manager, Project Management and the Project Manager, Special Demands on the Project Manager, Selecting the Project Manager, Problems of Cultural Differences, Impact of Institutional Environments, Project Organization, The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization, Choosing an Organizational form The Project Team.	10
3.	Initial Project Coordination The Nature of Negotiation, Partnering, Charatering and change, Conflict and the project life cycle. Estimating Project Budgets, Improving the Process of Cost Estimation	10
4.	Network Techniques: PERT and CPM, Risk Analysis Using Simulation with Crystal Ball 2000 Critical Path Method- Crashing a Project, The Resource Allocation Problem Resource Loading, Resource Leveling, Constrained Resource Allocation The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.	10
5.	Purposes of Evaluation- Goals of the System, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some Essential of an	08

	Audit/Evolution The Varieties of Project Termination, when to Terminate a Project, The Termination Process.	
Total		48

Recommended Books	
	<ol style="list-style-type: none"> 1. Principles of Management – T. Ramasamy, Himalaya Publishing House 2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, 3. Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd., 4. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd. 5. Project Management- Vasant Desai, Himalaya Publishing House 6. Project Management : A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.

T.Y. B.B.A.
Semester VI
Compulsory Paper
Subject Name -: Event Management.
Course Code -: 602.

Objective -:

To acquaint the students with concept issues and various aspects of event management.

Unit No.	Topic	Periods
1.	<p>Concept of event Management Even Defined, A Comprehensive New Definition, Event Management, Event Marketing, 5 G's of Events, Event Designing, Relative Importance f Events as a Marketing Communication Tool, The Diverse Marketing Needs Addressed by Events, Brand Building, Focusing the Target Market, Implementation of Marketing Plan, Relationship Building, Creating Opportunities for Better Deals with Different Media, Events and the Economy, Problems associated with traditional media.</p>	08
2.	<p>Facets of Event Management Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Set Objectives for the Event, Negotiating Contracts with Event Organisers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up Event Organisers Targeting Clients, Selecting Event Categories to Serve, Selecting and Contracting with Other Key Elements in Chosen Categories. Venue : In-house Venue, External Venue</p>	10
3.	<p>Marketing of Event Concept of Market in Events, Revenue Generating Customers, Nonrevenue Generating Customers, Segmentation and Targeting of the Market for Events, Segmentation Niche marketing in events, Targeting, Positioning Events and the Concept of Event Property, Positing, Branding in Events- Event Property, Benefit Levels, Event Hierarchy, Catagories and Variations of Events, Categories of Events and their Characteristics, Competitive Events, Artistic Expression, Cultural Celebrations, Special Business Events, Retail Events, Reach-interaction Matrix, Event Variations, Concept of Pricing in Events, Risk Rating, Setting Pricing Objectives in Tune with Marketing and Business Strategies, Understanding Local Legislation and Tax Laws, Feedback from the Market, Skills Required for Negotiating the Best Prise, Validation against Pricing Objectives, A thorough assessment of the internal systems and overheads.</p>	10
4.	<p>Activities in Event Management Networking Components, Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Planning, Organizing, Staffing, Leading and Coordination, Controlling, Event</p>	10

	Management Information System, Setting Objectives, Development of the Strategic Market Plan, Environmental Assessment, Competitive Assessment, Gaining Competitive Advantages, Business Potential, Assessment, Market Attractiveness, Business Strengths.	
5.	Strategies of Event Management Strategic Approach, Critical Success Factor Analysis, Strategic Alternatives Arising From Environmental Analyses, Maintenance Strategy, Developmental Strategy, Pre-emptive Strategy, Survival Strategy, Strategic Alternatives Arising from Competitive Analyses Sustenance Strategy, Rebuttal Strategy, Accomplishment Strategy, Venture Strategy Strategic Alternatives Arising from Defined Objectives, PREP Model, Risk versus Return Matrix, Forms of Revenue Generation, The Basic Evaluation Process, Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Concept Research, Formative Evaluation, Objective Evaluation, Summative Evaluation Correcting deviations, Critical Evaluation Points.	10
Total		48

Recommended Books	
1.	Tallon, A.F. Fashion Marketing and Marchandising, 3 rd ed., Sequoia Books, 1986.
2.	Panwar, J.S. Marketing in the New Era, Sage Publications India Pvt. Ltd., 1998.
3.	Avvich, Barry, Event and Entertainment Marketing Delhi, Vision Books 1994
4.	Berry, Isaac, The Business Growth Handbook, Marquis Books, USA, 1991

T.Y. B.B.A.
Semester VI
Compulsory Paper
Subject Name -: Management Control System.
Course Code -: 603.

Objective -:

To introduce to the students the function of management control, its nature functional areas, and techniques.

Unit No.	Topic	Periods
1.	INTRODUCTION TO MANAGEMENT CONTROL SYSTEM THE CONTROL FUNCTION The control function- Control and Supervision- Control as Function – Definition of Control – Elements of Control- Nature of Control THE NATURE OF MANAGEMENT CONTROL Definition of Management Control – Management Control and planning Control Factors Affecting Managerial Philosophy MANAGEMENT CONTROL SYSTEMS Meaning and Designs- Management Control Systems	10
2.	INFORMATION THOERY Meaning of Information- Types of Information- Accounting Information- Operating Information – User oriented MIS INSTALLATION OF MANAGEMENT INFORMATION AND CONTROL SYSTEM Management Information and Control System- Installation Committee- Policies and Decision Rules STRUCTURED AND UNSTRUCTURED DECISION : IMPLICATION OF CONTROL Nature of Decision Making- Functional Structure- Divisional Structure- Network coupling Structure	8
3.	MANAGEMENT CONTROLS IN FUCTIONAL AREAS PRODUCTION CONTROL Need for Production Control – Difference Between Production Planning and Production Control INVENTORY CONTROL Classification of inventories – Motives for Holding Inventories- Inventory Control Department – Determination of Stock Levels MARKETING CONTROL Definition of Marketing Control – Process of Marketing Control- Importance of Marketing Control System- Tools and Techniques of Marketing Control CONTROL IN PERSONNEL AREA Reasons for workers Resistance to Controls- Kind of Control Devices- Reports and Budget	12
4.	COMPUTERS SYSTEMS : DECISION SUPPORT SYSTEMS	8

	Computer for Management Control Purposes- Are Computers essential for MIS? Computers and Information System – Manual Systems – Mechanical Systems- MIS – Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.	
5.	MANAGEMENT CONTROL OF PROJECTS Meaning of project – overall Nature of the problem- Aspects of Control- Project Planning – Time Dimension – Cost Dimension- Quality Dimension – Project Control- Reports Costs and Time- Reports on output- Revisions.	10
	Total	48

Recommended Books	
1.	Anthony R. N. and John Dearden: Management Control Systems
2.	Bhadada B. M. : Management control systems
3.	Bhattacharya S. K.: Managerial Planning & Control System
4.	Mark G. Simkin : Computer information systems for Business
5.	Robert J. Mockler: Readings in Management Control
6.	Subhash Sharma : Management Control Systems.

T.Y. B.B.A.
Semester VI
Compulsory Paper
Subject Name :- E-Commerce.
Course Code :- 604.

Objectives :-

1. To know the concept of electronic commerce
2. To Know what is Internet and Extranet
3. To know Internet marketing techniques

Unit No.	Topic	Periods
1.	Introduction to Electronic Commerce 1.1. What is E-Commerce (Introduction and Definition) 1.2. Main activities E-Commerce 1.3. Goals of E-Commerce 1.4. Technical Components of E-commerce 1.5. Functions of E-commerce 1.6. Adv / Dis Adv of E-commerce 1.7. Scope of E-commerce 1.8. Electronic commerce Applications 1.9. Electronic commerce and Electronic Business (C2C)(2G , G2G , B2G , B2P,B2A,P2P, B2A, C2A, B2B,B2C)	6
2.	Building own website 2.1 Reasons for building own website 2.2 Benefits of website 2.3 Bandwidth requirements 2.4 Cost , Time , Reach 2.5 Registering a Domain Name 2.6 Web promotion 2.7 Target email , Baner Exchange , Shopping Bots	5
3.	Internet and Extranet 3.1 Definition of Internet 3.2 Adv and Disadv of the Internet 3.3 Component of a Intranet Information technology structure 3.4 Development of a Intranet 3.5 Extranet and Intranet Difference 3.6 Role of Intranet in B2B Application	7
4.	Electronic Data Interchange 4.1 Introduction 4.2 Concepts of EDI and Limitation 4.3 Application of EDI 4.4 Disadvantages of EDI 4.5 EDI model	5
5.	Electronic payment System 5.1 Introduction	8

	5.2 Types of Electronic payment system 5.3 Payment types 5.4 Traditional payment 5.5 Value exchange system 5.6 Credit card system 5.7 Electronic funds transfer 5.8 Paperless bill 5.9 Modern payment cash 5.10 Electronic cash	
6.	Planning for Electronic Commerce 6.1 Planning electronic commerce initiatives 6.2 Linking objectives to business strategies 6.3 Measuring cost objectives 6.4 Comparing benefits to costs 6.5 Strategies for developing electronic commerce web sites	5
7.	Internet Marketing 7.1 The PROS and CONS of online shopping 7.2 The PROS and CONS of online shopping 7.3 The cons of online shopping 7.4 Justify an Internet business 7.5 Internet marketing techniques 7.6 The E-cycle of Internet marketing 7.7 Personalisation e – Commerce	5
8.	E- Governance for India 8.1 E- Governance of India 8.2 Indian customer EDI system 8.3 Service centre 8.4 Imports 8.5 Exports	4
Total		45

Recommended Books	
1.	E-Commerce Concepts , Models , Strategies by -- G.S.V Murthy
2.	E-Commerce by --Kamlesh K Bajaj and Debjani Nag
3.	Electronic Commerce by --Gary P. Schneider

T.Y. B.B.A.
Semester V
Finance Special Paper III.
Subject Name :- Financial Services
Course Code :- 605 – A.

Objectives :-

1. To make the study of various financial services in India.
2. To make the student well acquainted regarding financial market.

Unit No.	Topic	Periods
1.	Indian Financial System :- Overview of Indian Financial System and Market development since 1991. Role of Financial Intermediaries in Financial System, Role of SEBI and RBI as a Regulatory Authority. Insurance Development Regulatory Authority.	11
2.	Introduction to Primary and Secondary Markets Nature and Role of money market in India, Commodity market, money and forex market, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Stock exchanges in India: BSE, NSE.	14
3.	Financial Services in India Mutual Funds, Factoring Services, Forfeiting Services, Credit rating, Venture Capital.	11
4.	Recent Trend in Accounting and Finance :- Zero Base Budgeting, Inflation Accounting, Human Resource Accounting, Activity Based Costing, Mergers and Acquisitions.	12
Total		48

Recommended Books

1. I.M Pandey – Financial Management
2. Ravi. M. Kishore – Financial Management
3. P.C Pardeshi Business Finance
4. Khan and Jain – Financial Management
5. Prasanna Chandra – Financial Management
6. Kohak M.A – Financial Services
7. Prof. Satish Inamdar – Financial statement and Analysis

T.Y. B.B.A.

Semester V

Marketing Special Paper III.

Subject Name -: Advertising and Sales Promotion.

Course Code -: 605 – B.

Unit No.	Topic	Periods
1.	ADVERTISING - AN INTRODUCTION- Origin and Development - Definition and Classification - Planning Framework - Organizing Framework - the Advertiser and the Advertising Agency interface STRATEGIC ADVERTISING DECISIONS - Setting Advertising Objectives - The Budget Decision - Preparing the Product and Media Brief	8
2.	COPY DECISIONS - Visualization of Ad Layout - Elements of Ad Copy and Creation -Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation -Copy (Pre-) Testing methods and measurements.	8
3.	MEDIA DECISIONS - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.	8
4.	Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building.	8
5.	SALES PROMOTION - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues. BRAND EQUITY - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' - Leveraging Brand Values for business and non-business contexts.	8
6.	Physical Distribution – Importance and role of distribution in marketing – Introduction to the various channels of distribution –Promotion Tools – Sales Promotion, Advertising, Personal Selling, Direct Marketing and Online Marketing as promotion tools Sales promotion- Relationship between Sales promotion and advertising- Types and Techniques of Sales Promotion	8
Total		48

Recommended Books

1. Advertising and Promotions - Belch & Belch, Tata Mcgraw Hill 2001
2. Advertising Management - Rajeev Batra, John G. Myers & David A Aaker-PHI
3. Otto Kleepner's Advertising Procedure - PH
4. International Edition - Contemporary Advertising Irwin/McGraw –Hill
5. Integrated Marketing Communications - Duncon- TMH
6. Foundations of Advertising Theory & Practice- S.A.Chunawalla & K.C.Sethia- Himalaya Publishing
7. Integrated Advertising, Promotion and Marketing Communication- By Clow Baack
8. Advertising Management- Manendra Mohan
9. Advertising Management- Batra, Myers & Aaker
10. Sales Promotion: M.N.Mishra
11. Advertising and Promotion- George Belch and Michael Belch

T.Y. B.B.A.

Semester V

Human Resource Management Special Paper III.

Subject Name -: Labour Laws.

Course Code -: 605 – C.

Objective -:

To acquaints the students with important legal provisions governing the industrial employees.

Important provisions under the following Acts should be discussed to enable the students to understand the applicability of labour laws.

Unit No.	Topic	Periods
1.	Employees Provident Fund Act, 1952	09
2.	Employees State Insurance Act 1948	09
3.	Workman's compensation Act 1923	10
4.	Payment of Bonus Act, 1965	10
5.	Payment of Gratuity Act, 1972	10
Total		48

Recommended Books

1. Industrial Law – P.L. Malik
2. Industrial Law - J.K. Bareja
3. Labour Laws for Managers- B D Singh
4. Industrial and Labour laws – S.P. Jain

T.Y. B.B.A.

Semester V

Service Sector Management Special Paper III.

Subject Name -: Special Services of Marketing in India.

Course Code -: 605 – D.

Objective -:

1. To create a right understanding about nature of right services in India
2. To develop a right approach towards marketing of services in India.

Unit No.	Topic	Periods
1.	The New Indian service market. Service sector in India, reasons of growth of service sector in India.	08
2.	Marketing of Bank services— Bank marketing services, users of banking services, marketing information systems, Bank marketing in Indian perspective	10
3.	Marketing of insurances services- Insurances mattering services insurance predict planning & development, promotions, price, place mix Insurances marketing in Indian entrapment	10
4.	Tourism, Hospitality marketing & Health care Tourism marketing concept- Market segmentation for tourism Marketing management concept for tourism Special features of Indian tourism marketing Uses of hospitality services product, planning and development promotion and price mix. Health care, marketing of media, care serves, justification of Mobility mix for medi care services.	10
5.	Marketing of Educational and other services Emerging trends in Educational Marketing Marketing mix for higher education, Services marketing for higher education special features of marketing of education political marketing in India promotional techniques for marketing, strategies marketing in politics. Marketing of entertainment services entertainment of marketing in India perspective.	10
Total		48

Recommended Books

1. Services Marketing – S.M. Jha, Himalaya Publication House
2. Services Marketing – P.K. Sinha, S.C. Sahoo, Himalaya Publication House
3. Marketing of Services – An India perspective – Text & Cases Dr. S.L. Gupta, V.V.Ratna, Wisdom publications, Delhi.

T.Y. B.B.A.

Semester V

Agri. Business Management Special Paper III.

Subject Name - : Recent Trends in Agri. Business.

Course Code - : 605 – E.

Objectives :

1. To study the agro base industries in Indian.
2. To understand services associated with Agriculture Business.

Unit No.	Topic	Periods
1.	Introduction 1.1 Agro based industries and their linkages to the Indian Economy. 1.2 Impact of International Agri. Business on Indian Economy. 1.3 Contract Framing.	12
2.	Inputs in Agriculture 2.1 Agricultural Research and Education. 2.2 Agricultural Insurance.	12
3.	Agro based Industries. 3.1 Poultry Industries. 3.2 Cotton Textiles Industry. 3.3 Wine Industry. 3.4 Livestock Management : Cattle, Fisheries, Sericulture.	12
4.	Services Associated with agriculture. 4.1 Processing of Agricultural Products. 4.2 Agricultural Marketing : Meaning, Pre-requisites of a good marketing system. 4.3 Agricultural Retailing. 4.4 Agricultural Finance.	09
Total		45

Recommended Books

1. Indian Economy : Dutt and Sundaram.
2. Agri. Business Management : Smita Diwase
3. Agri. Business Management : A.C. Broadway and Brodway.
4. Indian Economy : A.N. Agarwal.

T.Y. B.B.A.
Semester VI
Finance Special Paper IV.
Subject Name -: Project / Cases in Finance.
Course Code -: 606 – A.

Preparation of project report on:

1. Projected financial statements to be submitted to the bank for loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like Ratio Analysis, Fund flow Analysis, Cash flow Analysis.
3. Project related Insurance sector.
4. Working Capital Management.

The students can select any other topic related to finance, for their project in consultation with their respective teacher.

At least ten cases covering the following aspects should be studied.

- a. Capital Budgeting
- b. Working Capital
- c. Cost of Capital

NOTE : Scheme of marking for this paper will be as follows :

- | | |
|---|-----------------|
| 1. Project work : | 30 |
| 2. Viva voce (conducted by internal
as well as external to be appointed by University) | 20 |
| 3. Theory Paper on cases in finance. | 50 |
| | <hr/> |
| | Total 100 marks |
4. Project report should be evaluated by both internal and external examiner. Each examiner will allot marks out of 50 i.e. project work 30 marks and viva voce 20 marks. The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out of 50.

T.Y. B.B.A.
Semester VI
Marketing Special Paper IV.
Subject Name :- Project / Cases in Marketing.
Course Code :- 606 – B.

Objective :-

To understand of application of theory into proactive

Based on the actual training during the vacation, the student shall write a project report on the topic selected under the guidance of a faculty and submit two copies of the same to the Director of the institute before 31st March. The project Report shall be assessed both internally (30 marks) and externally (70 marks) .For external evaluation there will be a viva voce at the end of third semester. Such viva-voce shall be conducted by a panel of two referees appointed by the University.

CASES STUDIES :- (50 Marks)

1. Introduction to Case Studies :-
Case – Meaning – Objectives of Case Studies –
Characteristics & Importance of Case Studies –
Guidelines for Case Studies & Cases Discussion.

2. Topics for Case Studies :-
Advertising & Sales Promotions –
Consumer Behaviour –
Buyer Behaviour -
Industrial Marketing –
Service Marketing –
Brand Marketing –
Retail Marketing -
Rural Marketing –
Sales and Distribution Management-
International Marketing –
Marketing Research –
New & Existing Products

Recommended Books

1. Sales Management handbook – Forsyth P. Trick
2. Professional and Sales Management – Anderson, Hair and Bush
3. Sales Management – Richard R. Still Edward W. Cundiff
4. Sales Management – Thomas
5. Retail Management – Gibson Vedamani
6. Channel Management & Retail Management – Minal Dhotre
7. Advertising and Promotions – Belch & Belch
8. Advertising Management – Batra, Myers and Aaker
9. Marketing Management – Rajan Saxena
10. Principles of Marketing 9th Edition – Philip Kotler and Garry Armstrong

T.Y. B.B.A.
Semester VI
Human Resource Management Special Paper IV.
Subject Name -: Project / Cases in Human Resource Management.
Course Code -: 606 – C.

CASE STUDIES (50 Marks)

1. Introduction to case studies

Case –Meaning – objectives of case studies characteristics and importance of case study – Guidelines for case studies and case discussions.

2. Topics for case studies

Cases on the following topics and areas should be studied.

Recruitment and selection, Transfer- Promotion- Seniority Disputes – Pay scales and Grades- Salary and wage Administration -VRS History of Strike- Settlement of Industrial disputes- Wage and Bonus Agreements- Retrenchment, layoffs- working conditions- Training & Development

Recommended Books
<ol style="list-style-type: none">1. Cases in personnel Management- Dr. Anandram, Everest publishing House.2. Cases in Personnel Management- Shymkant Gokhale, Everest Publication.3. Case Studies in Personnel Management- Dr S. A. Khopkar.4. A Case study Approach to HRM – Sorab Sadri Himalaya Publishing House.

T.Y. B.B.A.

Semester VI

Service Sector Management Special Paper IV.

Subject Name -: Project / Cases in Service Sector Management.

Course Code -: 606 – D.

Objectives :-

1. To understand the applications of concept into practices.

Each student shall have to undergo a practical training for a period of not less than 50 days during the vacation at the end of First Year/Second Year.

Based on the actual training during the vacation, the student shall write a project report on the topic selected under the guidance of a faculty and submit two copies of the same to the Director of the institute before 30th September. The project Report shall be assessed both internally (30 marks) and externally (70 marks). For external evaluation there will be a viva-voce at the end of third semester. Such viva-voce shall be conducted by a panel of two referees appointed by the University.

CASES STUDIES :-

(50 Marks)

1. Introduction to Case Studies :-
Case – Meaning- Objectives of Case Studies-
Characteristics & Importance of Case Studies-
Guidelines for Case Studies & Cases Discussion.
2. To find out how different service sector work in practice

Projects in Service Sector

Topics for Course Studies

1. Role of quality in Service Sector
2. Role of service in economy
3. Concept of 'place' utility in service sector
4. Segmentation for services sector
5. Positioning in Service Sector
6. Marketing mix for services
7. Concept of branding in services sector
8. Promotion of services
9. Service Differentiation for service marketing
10. Pricing for services
11. Research for development of service quality
12. Marketing of hospitality services
13. Dynamics of service marketing
14. Difference between product & services
15. Identifying consumer expectation for services
16. User satisfaction index for services

Recommended Books

- Services Marketing Text and cases
Third edition/ Steve Baron, kim Harris & toni Hilton
www.palgrave.com
Companion Website
- Services Marketing
Integrating customer focus across the firm
- Banking internet Customer Care Hospitality
Services Marketing
Text and Cases
Harsh V. Verma
- Services Marketing
Text and Cases
Rajendra Nargundkar

**T.Y. B.B.A.
Semester VI**

Agri. Business Management Special Paper IV.

Subject Name -: Project / Cases in Agri. Business Management.

Course Code -: 606 – E.

Objectives :

1. To study the practical approach.
2. To understand the actual filed experience.

Project Based on any topic studied in the subject in sem.5-50 marks.

Viva	–	25.
Project Report	–	25.

50 Marks to be allocated for 5 case studies, i.e. 10 marks each case study.