

Solapur University
SOLAPUR

Syllabus For
Bachelor of Business Administration - (BBA Part III)
to be implemented from June 2009.

Solapur University, Solapur.

Revised Syllabus

Class – B.B.A.III

Yearly System

Name of the paper - PRODUCTION & SERVICES MANAGEMENT

Paper No. : 15

Total Marks – 100

University Exam. 70

Internal Assessment – 30

Objectives – 1) To introduce the basics in production management

2) To create awareness about Service Management

3) To introduce the service process, pricing and marketing

Unit No.	Name of the topic	Details	No.of Periods
1	Production Management	Concepts, scope, importance, approaches in production management	5
2	Factory Planning	Concepts, importance, factors responsible for locating factory & factory building. Factory building design - modern concepts.	10
3	Plant layout	Types, factors affecting, plant layout, production systems.	10
4	Production planning and control	Functions, material requirements, inventory system, forecasting of inventory, scheduling & controlling. Product assurance – total quality management, quality certification system, ISO9000 and other standards.	20
5	Plant maintenances	Meaning & importance of plant maintenance, classification of maintenance Activities, organization for plant maintenances, department.	10
6	Service Management	Concept, nature and characteristics of service, classification of services, components of services, attitude towards services and service sector, role of services in economy.	10
7	Service process	Introduction, classification of service operating system, policies and flow-charting, balancing supply and demand, challenges for service manager, process improvement. Service quality – definition, dimension, scope, measurements, tools. Service quality improvement.	15
8	Service facility location	Location considerations, classification of location, location techniques, site consideration. Franchising	10

		– nature, benefits, issues for the franchiser.	
9	Pricing the services	Pricing, price terminology, , cost of service, pricing strategy, price determination procedure, price modification. Promoting services – promotional objectives, selection criteria, guidelines for improving promotion of services. Sales promotion and sales promotion tools.	15
10	Marketing of services	Conceptual framework, service marketing basic issues, designing service strategy, marketing of financial services.	15

Reference Books.:

1. B. Balaji: Services Marketing and Management – S. Chand and Co. Ltd. New Delhi.
2. James A Fitzsimmons and Mona J. Fitzsimmons: Services Management operations, Strategy and information Technology – McGraw Hill Books Co. Ltd. Singapore.
3. Vasnti Venugopal, Raghu V. N.: Service Marketing – Himalaya Publishing House.
4. S.M. Jha: Service Marketing – Himalaya Publishing House.
5. S. Balchandran: Customer Driven Service management – Sage Publications India Pvt. Ltd.
6. K. K. Ahuja : Production Management – C.B. S. Publishers and Distributors, Sahadara Delhi.
7. K. Ashwathappa : Production Management – Himalaya Publishing House.
8. S. K. Singh : ISO9000 and Total Quality Management – Commonwealth Publishers, Ansari Road, New Delhi.
9. Girdhar J. Gyani: Training Manual on ISO 9000 and TQM – Raj Publishing House, Jaipur.

Distribution of Marks for the university examination

1. (a) 20 % Marks : Objective questions

40 % Marks : Short notes/Short answer type questions/
Short Mathematical type questions

40 % Marks : Descriptive type questions/Long mathematical type questions

Out of 20 % marks for objective questions 10 % marks should be assigned to multiple choice questions and remaining 10 % be assigned to fill in the blanks /answer in one sentence etc. However ,each faculty may decide nature and types of questions to be set subject to distribution of above percentage of marks.

- (b) One descriptive type question will be compulsory
Paper setter should mention approximate words limit for short note /short answer type questions except Diagrammatical and Numerical questions.

Revised Syllabus
 Class – B.B.A.III
 Yearly System
 Name of the paper - MARKETING MANAGEMENT
 Paper No. : 16

Total Marks – 100
 University Exam. 70
 Internal Assessment – 30

- Objectives – 1) To introduce the basics in Marketing management
 2) To impart the knowledge of 4Ps of Marketing Management
 3) To update the student knowledge about the retailing.

Unit No.	Name of the topic	Details	No.of Periods
1	Introduction to Marketing	Origin, Definitions and Evolution of Marketing, Concepts of Marketing - Traditional and Modern Concepts of Marketing, Distinction between Market and Marketing, Distinction between Marketing and Selling, Scope and Importance of Marketing.	10
2	Marketing Environment	Concept, Forces of Marketing Environment, Economic, Social, Political, Physical, Technological, Demographic, International Environment.	10
3	Consumer Behaviour	Meaning of Consumer Behaviour, Need and Importance of Consumer Behaviour, Factors affecting Consumer Behaviour - economic factors, social and cultural factors, psychological factors, personal factors, distinction between Consumer and Customer.	15
4	Market Segmentation	Concept, Basis for Market Segmentation, Benefits of Market Segmentation, Requires of sound Market Segmentation, Target Marketing, Product Positioning.	15
5	Marketing Mix	Concept, Marketing Mix Elements - Product, Price, Place, Promotion, People, Process, Packaging.	15
6	Product Decisions	Concept of Product, Levels of Product, Product Mix Decisions, Product Line Decisions, Individual Product Decisions, Branding, Product Life-cycle - Stages and Strategies.	15

7	Pricing Decisions	Meaning, Factors influencing Product Pricing Decisions, Methods of Pricing.	10
8	Place Decisions	Meaning, Channels of Distribution, Logistic Management.	10
9	Promotion Decisions	Meaning, Steps in Promotion Mix , Elements of Promotion Mix - Advertising, Publicity, Sales Promotion, Personal Selling, Direct Marketing and Public Relations.	10
10	Retailing	Various Concepts related to retailing, Types of retailing, Benefits, and Important brands in organized retailing.	10

Reference Books

1. Marketing Management : Philip Kotler,
2. Marketing Management : Rajan Saxena,
3. Marketing Management : Joseph P.Guiltinan & Gordon W.Paul,
4. Marketing Management : V.S.Ramaswami & S.Namakumari.
5. Marketing (The Oxford Textbook) : Keith Blois.
6. Fundamentals of Marketing : Willian J.Stanton & Michael J.Etzel.
7. Marketing Management : Dr.K.N.Sontakki,
8. Marketing Management : Sherlekar.

Distribution of Marks for the university examination

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Short Mathematical type questions

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Solapur University, Solapur.

Revised Syllabus
 Class – B.B.A.III
 Yearly System
 Name of the paper - FUNDAMENTALS OF BUSINESS LAW
 Paper No. : 17

Total Marks – 100
 University Exam. 70
 Internal Assessment – 30

- Objectives – 1) To introduce the fundamentals of business laws
 2) To make the students familiar with provisions of consumer protection Act
 So that they may aware about the rights of consumer

Unit No.	Name of the topic	Details	No.of Periods
1	The Indian Contract Act, 1872	Definition, Nature of Contract, Classification of contracts, Essentials of Valid contract, Capacity to Contract, Consideration, Free Consent, Legality of Objects - Void Agreements, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract.	20
2	The Sale of Goods Act, 1930	Definition of Sale, Agreement to Sell and Goods, Conditions and Warranties, Transfer of Property in Goods, Performance of Contract of Sale, Unpaid Seller and his Rights, Sale by Auction, Distinction between Sale and Hire-Purchase.	20
3	The Indian Partnership Act, 1932	Definitions and Characteristics of Partnership, Types of Partnership and Kinds of Partners, Relations of Partners, i.e. Rights and Duties of Partners, Dissolution of Partnership Firms and its Consequences.	20
4	The Companies Act	Definition and Characteristics of Companies, Kinds of Companies, Memorandum of Association, Articles of Association, Share Capital, Meetings of Companies, Motion and Resolution (with latest amendments).	20
5	The Negotiable Instruments Act,	Definition of Negotiable Instruments, Features, Kinds of Negotiable Instruments,	20

	1881	Holder and Holder-in-due course, Crossing of Cheque, Types of Crossing, Dishonour and Discharge of Negotiable Instruments.	
6	The Consumer Protection Act, 1986	Definition of 'Consumer', Complaint, Complainant, Goods and Services, Provisions relating to Consumer Disputes, Redressal Machinery.	20

Reference Books

1. Indian Contract Act, 1872 : Student Edition : D.F.Mulla, N.M.Tripati Private Limited, Mumbai.
2. Elements of Mercantile Law including Industrial Law : N.D.Kapoor, Sultan Chand Publications.
3. Principles of Mercantile Law : R.P.Maheshwari and S.N.Maheshwari.
4. Commercial & Industrial Law, A.K.Sen and J.K.Mitra.
5. Sale of Goods Act and Partnership Act, D.F.Mulla, N.M.Tripati Private Limited, Mumbai.
6. The Negotiable Instruments Act, J.S.Kherangamwala, N.M.Tripati Private Limited, Mumbai.
7. Mercantile and Industrial Law, Davar.
8. The Consumer Product Act, 1986, Government Publication Base Act.

Distribution of Marks for the university examination

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40 % Marks : Short notes/Short answer type questions/
Short Mathematical type questions

40 % Marks : Descriptive type questions/Long mathematical type questions

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Revised Syllabus

Class – B.B.A.III

Yearly System

Name of the paper - HUMAN RESOURCE MANAGEMENT

Paper No. : 18

Total Marks – 100

University Exam. 70

Internal Assessment – 30

- Objectives – 1) To introduce the principles of Human Resource Management
2) To educate the students about the process in HRM
3) To impart the knowledge about the employee benefits and services.

Unit No.	Name of the topic	Details	No.of Periods
1	Human Resource Management (HRM)	Meaning, Nature, Importance and Functions of HRM, Role of HR Manager, Characteristics and Qualities of HR Manager, Challenges of HRM in the 21st Century.	10
2	Human Resource Planning	Meaning, Importance and Factors affecting Human Resource Planning, Human Resource Planning Process, Human Resource Planning at different levels, Concept of Job Analysis, Job Description, Job Evaluation and Job Specification.	20
3	Recruitment	Objectives, Sources of recruitment, Factors affecting Recruitment.	10
4	Selection	Essentials and Significance of Selection, Selection Procedure, Factors affecting Selection Decision.	10
5	Training and Development	Training Needs and Objectives, Training Methods, Advantages of Training, management Development - Concept, Essential Ingredients, Methods of Management Development.	15
6	Compensation Management	Components of Remuneration, Factors affecting Wage and Salary levels, Variable Compensation, Incentive Schemes.	15
7	Performance Appraisal	Need, Methods of Performance Appraisal	5

8	Promotion, Transfer and Demotion	Meaning & Importance.	5
9	Employee Separation	Exit Policy, Voluntary Retirement Schemes, Lifetime employment without guarantee, Layoff, retrenchment	10
10	Employee Benefits and Services	Factors influencing Benefits and Services, Employee Security Benefits, Old-age and Retirement Benefits, Employee Health and Safety, Accident Prevention, Safety Engineering	20

Reference Books

1. Human Resource Management : Ian Beardswell and Len Holden.
2. Human Resource Management : S.S.Khankar.
3. Human Resource Management : Biswajeet Patnayak.
4. Human Resource Management and Personnel Management : K.Aswathappa
5. Management of Human Resources : R.S.Dwivedi.
6. Essentials of Human Resource Management and Industrial Relations : P.Subba Rao.
7. Managing Human Resources : Arun Monappa.
8. Personnel - The Management of Human Resources : Stephen S.Robbins.

Distribution of Marks for the university examination

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Short Mathematical type questions

40 % Marks : Descriptive type questions/Long mathematical type
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Revised Syllabus
 Class – B.B.A.III
 Yearly System
 Name of the paper - BUSINESS ECONOMICS - III
 Paper No. : 19

Total Marks – 100
 University Exam. 70
 Internal Assessment – 30

- Objectives – 1) To impart the knowledge about Indian economy
 2) To create the awareness about the privatization, liberalization and globalization
 3) To introduce the international institutions and economic environment.

Unit No.	Name of the topic	Details	No.of Periods
1	Basics of Indian Economy	(a) Basic Characteristics of Indian Economy. Major problems of Indian economy. (b) Poverty - Concept, nature, causes and measures. (c) Unemployment - Concept, nature, causes and measures. (d) Major factors in economic development. (e) Environmental protection and sustainable development.	15
2	Structure of Indian Economy	Composition of output and relative rates of growth of agriculture, industry and services sector; Sub-sectoral analysis.	10
3	Population	Size and growth of population in India. Demographic characteristics of population. Causes of rapid growth of population. Policy measures to control population growth. Population explosion and recent population policy.	15
4	Agricultural Development	(a) Role of agriculture in Indian economy, (b) Trends in Agriculture Production and Productivity. (c) Causes of Low Productivity. (d) Measures to raise Productivity. (e) Green Revolution and its impact on agricultural environment.	15
5	Industrial Development	(a) Role of industry in Indian economy. (b) Trends in industrial production and productivity. (c) Industrial Policy Resolutions of 1948, 1956, 1978 and 1991.	15

		(d) Role and problems of small scale industries. (e) Public and private sector in Indian economy.	
6	Economic Planning	(a) Objectives of Planning. (b) Overall Performance of Planning. (c) 10th and 11th Five Year Plans - Objectives, Strategy, Mobilization and Allocation of resources and evaluation.	10
7	Privatization, Liberalization and Globalization	(a) Concepts, implementation and impact on economy. (b) New Economic Policy and Challenges before Indian Economy.	10
8	International Economic Environment	(a) Trends in world trade and problems of UDCs. (b) Foreign capital - meaning, need, component. Policy of Government of India towards foreign capital. (c) Multinational Corporations - Definition, characteristics, Merits and Demerits.	15
9	International Institutions	IMF, IBRD, WTO, ADB, SAARC	15

Referenc Books

1. Sundaram and Black, "The International Business Environment", Prentice Hall of India, New Delhi.
2. A.N.Agarwal, "Indian Economy", Vikas Publishing House.
3. R.Dutt and K.P.M.Sundaram, "Indian Economy", S.Chand & Co., New Delhi.
4. S.K.Misra and V.K.Puri, "Indian Economy", Himalaya Publishing, Mumbai.
5. R.Dutt, "Economic Reforms in India - A Critique", S.Chand & Co., New Delhi.
6. Charan D.Wadhva (Editor), "Some Problems of India's Economic Policy", Tata-McGraw hill Publishing Co.Ltd., New Delhi.
7. J.S.Uppal, "India's Economic Problems", Tata-McGraw hill Publishing Co. Ltd., New Delhi.
8. V. Lokanathan, "India's Economic Development", S.Chand & Co., New Delhi.
9. G.S.Monga, "Environment and Development", Deep & Deep Publications.
10. Uma Kapila, "Indian Economy - Issues in Development and Planning and Sectoral Aspects", Academic Foundation, Ghaziabad.

Distribution of Marks for the university examination

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Short Mathematical type questions

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Revised Syllabus

Class – B.B.A.III

Yearly System

Name of the paper - FINANCIAL MANAGEMENT

Paper No. : 20

Total Marks – 100

University Exam. 70

Internal Assessment – 30

Objectives – 1) To introduce the basics of financial management

2) To develop the skills related to working capital management

3) To make them aware about the techniques of financial statement analysis.

Unit No.	Name of the topic	Details	No.of Periods
1	Nature of Financial Management	Meaning and Significance, Nature : Finance and related disciplines, Scope : Traditional and modern approaches, Objectives : Profit maximization versus wealth maximization, Functions of Financial Management : Recurring and non-recurring.	10
2	Financial Planning	Meaning, Objectives, Characteristics, Steps, Types of financial plans, Capitalization : Concept, theories of capitalization, over-capitalization and under-capitalization.	5
3	Management of Working Capital	Meaning and concepts, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (practical problems)	15
4	Cash Management	Concept, Motives for holding cash, Objectives of cash management, Factors determining cash needs, Preparation of Cash budget (practical problems).	15
5	Inventory Management	Concept, Motives for holding inventories, Techniques of inventory management, EOQ and ABC (practical problems).	15
6	Financial Statement Analysis	Meaning, Tools of financial statement analysis - - Ratio analysis - Meaning, Classification of ratios, importance and limitations (practical problems). -	20

		Common Size Statement - Meaning and importance. - Trend analysis - Meaning, importance and limitations	
7	Cost of Capital	Meaning, Importance, Measurement of cost of capital (i) specific cost : Cost of debt, Cost of equity shares, cost of preference shares; (ii) Overall cost : Weighted average Cost of capital.	20
8	Capital Budgeting Decision	Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Pay back period, Accounting rate of return, Net Present Value, Profitability index , Internal Rate of Return. (practical problems).	20

Reference Books

1. Financial Management : Prasanna Chandra,
2. Financial Management - Text and Problems : M.Y.Khan and P.K.Jain
3. Financial Management - An Analytical and Conceptual Approach, S.C.Kuchal.
4. Financial Management : I.M.Pandey
5. Tax man's Financial Management - Ravi M.Kishore,
6. Financial Management - Principles and Practice : S.N.Maheshwari.

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Revised Syllabus

Class – B.B.A.III

Yearly System

Name of the paper - IT APPLICATIONS IN MANAGEMENT

Paper No. : 21

Total Marks – 100

University Exam. 70

Internal Assessment – 30

Objectives – 1) To impart the knowledge about IT Applications in Management.

2) To make aware about the networking.

3) To study the IT applications in various management fields.

Unit No.	Name of the topic	Details	No.of Periods
1	Introduction to IT	Concept, Components – Hardware, Software, Humanware, Communication. Basic Concept of Communication. Introduction to Data Communication, Communication Channels – wired, Optical fibre, Microwave, Radio, satellite.	10
2	Types of Computer Networks	LAN, MAN, WAN – features, comparative study of these networks. Network topologies – Star, Bus, Ring, Hybrid topologies and their comparative study. Components of network – server, nodes, hubs, cable Connectors, network cards, modem and network multiplexing.	15
3	Management information system	Concept, Characteristics, MIS and organization structure. Information need of Top, Middle and Lower level Management. Types of Decisions. Introduction to Decision Support System.	10
4	Personnel and Administration	Computer Applications in Employee Database. Recruitment – Modern source – Internet websites. Interviews through Telephone. Making training effective through IT. Use of Video Conferencing in administration. Introduction to Information system for personnel management.	10
5	Finance and accounts	Invoicing, sales ledger and statement. Payroll, pay slips, End of year tax returns. Purchase ledger, Sales and Purchase Ledger analysis. Preparation of final statements, Analysis of final statements. Age-wise	15

		debtor analysis Introduction to Information system for finance and accounts.	
6	Purchase and Materials Management	Analysis of material requirement, floating Tenders on Net. Search of suppliers on internet. Order planning and order generation. Materials information during transportation receipts of material. Stores Accounting – Receipt, issue and balance of material. Inventory levels. Use of computers in Inventory Control. Use of Bar Codes in effective material handling. Production – Benefits of Computerized production control. Introduction to Information system for materials.	15
7	Marketing	Sales analysis – Product, customer, area-wise. Market research, Analysis of Data collected through market research, cataloguing, cost estimation and pricing. Order receipt, order selection and order prioritisation, Order Scheduling, Order fullfilling and delivery. Order billing and payment management. Introduction Marketing Information System.	15
8	IT Applications in Service Industry	Hotel, Tourism, Transport, Hospital, Banking	15
9	Enterprise Management System	Concept, ERP Basic – Features, Benefits of ERP, ERP Selection and ERP implementation.	15

Reference Books –

1. Management Information System – W.S.Jawadekar
2. Management Information System – O'Brien. J.
3. Management Information System – Kenneth C. Laudon.

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Short Mathematical type questions

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Revised Syllabus
Class – B.B.A.III
Yearly System
Name of the paper - PROJECT WORK
Paper No. : 22

Total Marks – 100
University Exam. 70
Internal Assessment – 30

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

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

- (a) Field Work,
- (b) Library Work,
- (c) Placement with an Organization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the month of January. The guidelines for the project report are as follows”

- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide : The guide should certify that the research work is original and completed satisfactorily under this guidance.
- The Chapter Scheme for the Project Report will be as follows:

Chapter-1 : Introduction to the Study

- 1.1 Introduction
- 1.2 Objectives and Importance of the Study
- 1.3 Scope and Limitations of the Study
- 1.4 Research Methodology,

Chapter-2 : Introduction to the Organization

- 2.1 Introduction to the Industry
- 2.2 Brief History of the Organization
- 2.3 Subsidiaries, Associates of the Company
- 2.4 Departments/Manufacturing Process
- 2.5 Important Statistical Information
- 2.6 Future Prospects

2.6 Organization Structure

If the student is completing a project in an organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this Chapter.

Chapter 3 : Theoretical Background
Basic Concepts

Necessary theoretical inputs may be added to support the research work.

Chapter-4 : Data Analysis and Interpretation

Chapter-5 : Findings and Observations

Chapter-6 : Conclusions and Suggestions

Appendix

Bibliography

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report. The guide has every discretion to change the Chapter as per requirements.

Notes:

- (1) There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- (2) Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- (3) Colour ink should not be used for text.
- (4) Page numbers are compulsory.

Project Report will be assessed by the internal teacher out of 50 marks and there will be a viva-voce examination carrying 50 marks. University will appoint a viva-voce committee, consisting of 3 members, 2 members being external and 1 member being internal. The viva-voce will be conducted before the annual examination. The Chairman has to submit viva-voce marks to the University immediately after the viva-voce.

The student should defend his project work before the viva-voce Committee. If any student fails in his viva-voce examination, the viva-voce committee should submit the reasons in writing to the University.

