

Punyashlok Ahilyadevi Holkar

Solapur University, Solapur

Structure of BBA Honors Programme under
Choice Based Credit System (CBCS) Pattern: 2020
Under Faculty of Commerce & Management

Bachelor of Business Administration

BBA-II

Semester – III

&

Semester – IV

STRUCTURE OF BBA HONORS PROGRAMME UNDER CBCS PATTERN: June 2019
Under Faculty of Commerce & Management

Semester III							Semester IV					
	Subject Code	Subjects	Credits	UA	CA	Total Marks	Subject Code	Subjects	Credits	UA	CA	Total Marks
1	CC 6	Research Methodology-I	4.00	40	10	50	CC 6	Research Methodology-II	4.00	40	10	50
2	CC 7	Foundation of Human Skills-I	4.00	40	10	50	CC 7	Foundation of Human Skills-II	4.00	40	10	50
3	CC 8	International Business-I	4.00	40	10	50	CC 8	International Business-II	4.00	40	10	50
4	CC 9	Entrepreneurship Development & SME-I	4.00	40	10	50	CC 9	Entrepreneurship Development & SME-II	4.00	40	10	50
5	CC 10	IT for Management-I	4.00	40	10	50	CC 10	IT for Management-II	4.00	40	10	50
6	SEC 1	Mini Project – I	4.00	30	20	50	SEC 1	Mini Project – II	4.00	30	20	50
							SEC 2	Environmental Studies	0.00			
			24			300			28			300

CC: Core Course: All courses (subjects) are compulsory.

SEC: Skill Enhancement Course (**Compulsory Subject- Environmental Studies**)

Subject: Research Methodology - I

BBA II Semester III (w. e. f. June 2020)

Subject Code: CC 6

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives: 1. To acquaint students with some basic concepts of Research.
2. To make them aware about some elementary research methods & analysis of data.

1) Marketing Research: (10)

1.1 Introduction, Meaning & Objective of research,

1.2 Types of research, Concept

1.3 Applications of marketing research

2) Design of Marketing Research: (10)

2.1 Introduction to research problems,

2.2 Meaning of research design, Need of research,

2.3 Types of research design- Exploratory, Descriptive & Causal

3) Sampling Techniques & Data Collection: (15)

3.1 Concepts- Population, Sample, Sample size, Sampling method & Census method, & Sampling Errors,

3.2 Concept & Types of data, Concept of primary data and its sources, Concept of secondary data and its sources,

3.3 Designing of questionnaire, Characteristics of good questionnaire

4) Scaling & Analysis of data: (15)

4.1 Measurement in Research, Scales of Measurement- Nominal, Ordinal, Interval and

4.2 Ratio scales, Important scaling techniques Rating Scales, Likert-type scale,

4.3 Processing Operations – Editing, Coding, Classification & Tabulation,

4.4 Elements and types of analysis

5) Report Writing: (10)

5.1 Interpretation,

5.2 Significance of report writing, Steps in writing report,

5.3 General layout of research

5.4 Types of report – Written & Oral, Conclusion

Reference books:

1. Marketing Research – G.C. Beri – Tata McGraw Hill.

2. Research Methodology – C.R. Kothari – New Age International Publication.

3. Marketing Research - Nargundkar- Tata McGraw Hill.

Subject: Foundation of Human Skills- I

BBA II Semester III (w. e. f. June 2020)

Subject Code: CC 7

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. Building self Confidence, critical thinking.
2. Creating understanding related to expected behavior in Organization.
3. Helps understanding to be a part of Organizational structure and part of teams.
4. Understanding to cope up with organizational problems, and to work in a given environment.

1) Basics of Human Skills: (12)

- 1.1 Introduction, Meaning and Importance of Soft Skills
- 1.2 Attributes of Soft Skills (Interpersonal Skills, Team Working, Negotiation skills, Communication Skills, Time Management, Stress Management)
- 1.3 Practicing Soft Skills

2) Know Yourself and Concept of Goal Setting: (12)

- 2.1 Self Awareness through Johari Window
- 2.2 Process of knowing yourself - SWOT Analysis, Importance of SWOT Analysis
- 2.3 Why goal setting fails, SMART Goals

3) Individual Behavior: (12)

- 3.1 Introduction, Nature
- 3.2 Understanding Individual Behavior in Organization
- 3.3 Factors affecting individual Behavior- Environmental, Personal factors & Psychological

4) Emotional Intelligence, Emotions and Moods: (12)

- 4.1 Meaning and Importance of Emotional intelligence
- 4.2 Measures of Emotional Intelligence
- 4.3 Types and sources of emotions and moods

5) Time Management & Stress Management: (12)

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

Recommended Books:

1. Soft Skills – Dr. K .Alex – S. Chand Publication
2. Corporate Soft Skills – Survesh Gulati – Rupa Publications
3. Organisational Behaviour – Suja Nair – HPH
4. Organisational Behaviour – K. Ashwathappa – HPH

Subject: International Business - I

BBA II Semester III (w. e. f. June 2020)

Subject Code: CC 8

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

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

1) Introduction to International Business: (14)

- 1.1 Meaning, Nature & Scope of International Business
- 1.2 Why go international?
- 1.3 International business approaches
- 1.4 Theories of International Trade: -
 - a) Ricardo - Comparative Cost Theory
 - b) Heckscher- Ohlin Theory
- 1.5 Advantage and Problems of International Business

2) Trade Policy & Trade Barriers: (14)

- 2.1 Free Trade Policy: - arguments for & against
- 2.2 Protection Trade Policy: - argument for & against
- 2.3 Trade Barriers: - Concept, Objectives, **Types:** Tariff & Non tariff barriers
- 2.4 Effects of trade barriers

3) Modes of Entry & Globalisation: (14)

- 3.1 Introduction, Decision Factors
- 3.2 Exporting, Licensing & Franchising, Special Modes
- 3.3 Foreign direct investment with & without alliances
- 3.4 Globalisation: Meaning & definition, features & Stages of globalisation
- 3.5 Advantages & disadvantages of globalisation

4) India's Foreign Trade & Institutional framework for Foreign Trade: (10)

- 4.1 EXIM / Foreign Trade Policy 2015-2020: Introduction, Objectives, Implications
- 4.2 Negative list of imports & exports
- 4.3 Directorate General of Foreign Trade (DGFT)
- 4.4 Indian Institute of Foreign Trade (IIFT)
- 4.5 Chamber of Commerce (CoC)

5) Trends in International Trade: (10)

- 5.1 Trade blocs / Economic Integration
- 5.2 Positive & negative effects of regional economic groups
- 5.3 Regional Trade Blocks:-
 - a) European Union (EU)-Exit of Britain
 - b) G-20
 - c) Brazil –Russia- India-China, South Africa (BRICS)
 - d) Association of South East Asian Nations (ASEAN)
- 5.4 Contribution of IT to International Business

Reference books:-

1. International Business – Text and cases - P. Subba Rao (Himalaya Publishing House)
2. International Business Environment - Francis Cherunilam (Himalaya Publishing House)
3. Foreign Trade-Theory, Procedures, Practices & Documentation- Dr. Khushpat Jain & Dr. Apexa Jain (Himalaya Publishing House)
4. International Trade & Finance-I.V. Trivedi, Renu Jatana, Nidhi Bajaj (RBSA Publishers)

Subject: Entrepreneurship Development & SME - I

BBA II Semester III (w. e. f. June 2020)

Subject Code: CC 9

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. Widen the base of entrepreneurship by development achievement motivation and entrepreneurial skills.
2. Motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successfully opportunities for enterprises.
3. To get Introduced about various schemes and supporting organizations of Government.

1) Introduction to Entrepreneurship: (12)

- 1.1 Meaning, Definition and Characteristics of Entrepreneur
- 1.2 Entrepreneur V/S Intrapreneur V/S Manager
- 1.3 Factors affecting Entrepreneurship Growth,
- 1.4 Role of Entrepreneurship in Economic Development
- 1.5 Classification of Entrepreneurs

2) Introduction to SME: (10)

- 2.1 Definition and Classification of SME
- 2.2 Characteristics
- 2.3 Role of SME in Indian economy
- 2.4 Problems of SME

3) Institutional support for New Ventures: (10)

- 3.1 DIC
- 3.2 NSIC
- 3.3 TCO
- 3.4 Industrial Estates
- 3.5 KVIC

4) Search for Business idea: (14)

- 4.1 Identifying Business opportunities
- 4.2 Business opportunities in various Sectors
- 4.3 Idea Generation & Choosing an idea
- 4.4 Sources of business ideas

5) Business plan for small enterprises: (14)

- 5.1 Definition, Classification, Steps in Project Identification
- 5.2 Importance of project report
- 5.3 Planning Commission guideline for formulation of Project Report
- 5.4 Project feasibility analysis - Technical analysis, Financial analysis, Marketing analysis
- 5.5 Writing of Business Plan

Recommended Books:

1. Entrepreneurial Development – S. S. Khanka (S. Chand Publication)
2. Entrepreneurship Development – E. Gordon & K. Natrajan (Himalaya Publication House)
3. Entrepreneurship Development & Project Management – Lipika K. Guliani & R. K. Gupta (HPH)
4. Fundamentals of Entrepreneurship – G. S. Sudha (Ramesh Book Depot)

Subject: IT for Management- I
BBA II Semester III (w. e. f. June 2020)
Subject Code: CC 10

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objective: 1) To Know the Fundamentals of Computers

2) To Understand how to use Computer applications in day to Day Applications.

1) Introduction to Computer: (18)

1.1 Definition & history of computer

1.2 Components & Block diagram of computer

1.3 Characteristics and types

1.4 Applications of computer

1.5 Input Devices: Keyboard, Card Readers, Scanning devices (Bar Code, OMR, OCR, MICR), Light Pen, Mouse, Touch Screen, Digitizer, and Scanner.

1.6 Output Devices: **Printers:** Impact and Non-impact, Plotter

Monitors: CRT, LCD, LED, TFT, DLP, OLED, Plasma & other output devices

1.7 **Memory Management:** Concept, Types: Internal and External Memory

Internal Memory- Types-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM.

External Memory- Floppy Disk, Hard Disk, Compact Disk, Zip Drive

2) Operating Systems & Software: (14)

2.1 Different Operating Systems & its functions

2.2 Introduction to Windows O.S. & its various tools

2.3 Introduction to Android Operating system

2.4 Software: Concept of Software, System and Application Software

2.5 Computer Languages- Lower level language and Higher level language & its types

2.6 Translator: Compiler and Interpreter

3) Introduction to MS Word: (10)

3.1 Starting and Closing Word for Windows, Creating & Saving Documents, Printing Documents,

3.2 Working with different Tools, Setting up multiple columns and sorting blocks

3.3 Mail merge

4) Introduction to MS Excel: (10)

4.1 Data entry and Worksheet, Moving around in a Worksheet,

4.2 Types of data, Formulas, Editing data in worksheet, Data Display, Formatting your data,

4.3 Calculations - Using formulas Functions, Printing your Workbook, Working with Charts, Sorting, Filtering, Goal Seek, Conditional Formatting.

5) Introduction to Power Point: (08)

5.1 Power point basics, creating presentation, working with graphics in power point,

5.2 Show effect and Animation effects, Slide timings

Reference Books:

1. Computer Fundamentals- P. K. Sinha and Priti Sinha- (BPB Publication)

2. 2007 Microsoft Office System-Inside-out -John Pierce (Microsoft Press)

3. The Compact guide to Microsoft Office-Ron Mansfield (BPB Publications)

4. Microsoft Office 2003-Laurie Ann Ulrich (McGrawHill-Osborne)

Subject: Mini Project-I
BBA II Semester III (w. e. f. June 2020)
Subject Code: SEC 1
Total Periods: 60

Total Marks: 50

University Assessment: 30

College Assessment: 20

A group of 2-3 students will be formed by the college. Each group will be given the project for starting a new unit. Group is expected to do the market survey for market potential, technical details may collected by visiting industrial units.

Financial data may be prepared by taking the help of bankers, consultants and Chartered accounts. Students are expected to undertake Project Work in following way:

Chapter 1: Executive Summary

Chapter 2: Project Description

Chapter 3: Market Potential

Chapter 4: Technical Feasibility

Chapter 5: Financial Analysis (Cost of production – Fixed cost & Variable cost, Calculation of Working Capital, Break Even Point, Ratios- Net profit ratio, ROI)

Bibliography

Annexure

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.

One typed copy of report should be submitted to college and students can have their personal copies which will be required at the time of oral examination. The college will give marks out of 20 on the basis student's efforts in preparing the project report. University oral examination will be conducted for 50 marks. The panel will consist of 2 teachers i.e. one external and one internal. Panel will be appointed by the university. Questions will be based on the work presented by the student in project.

Subject: Research Methodology - II

BBA II Semester IV (w. e. f. June 2020)

Subject Code: CC 6

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

- Objectives:**
1. To acquaint students with some basic concepts of statistics.
 2. To make them aware about some elementary application

- 1) Introduction to Statistics (8)**
 - 1.1 Definition, Importance and scope of statistics in Business,
 - 1.2 Concept of statistical Classification and tabulation with illustrations,
 - 1.3 Introduction to Sample random sampling, Stratified random sampling, Systematic sampling, (Only Theory)
- 2) Data Condensation and Graphical Methods (12)**
 - 2.1 Attributes and Variables,
 - 2.2 Frequency distribution
 - 2.3 Graphical representation (Histogram, Ogive curve)
- 3) Measures of Central Tendency & Dispersion (15)**
 - 3.1 Mean (A.M, Weighted A.M., Combined mean),
 - 3.2 Median & Mode,
 - 3.3 Range, Coefficient of range,
 - 3.4 Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of Variation
- 4) Correlation (For ungrouped data) (15)**
 - 4.1 Meaning of Bivariate Data,
 - 4.2 Concept of Correlation and its types, Measures of Correlation (Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman Rank Correlation),
 - 4.3 Properties of Correlation Coefficient,
 - 4.4 Concept of regression and Lines of Regression (Least squares Method)
- 5) Index Numbers & Testing Hypothesis (10)**
 - 5.1 *Index numbers*: Unweighted Indexes, Weighted Indexes (Laspeyres', Paasche's & Fisher's Price Index Numbers),
 - 5.2 *Testing Hypothesis*: Introduction to Hypothesis, Concept of Null & Alternate hypothesis, Type I & II error, Decision rule of hypothesis, Testing procedure of hypothesis.

Reference Books:

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

Subject: Foundation of Human Skills - II

BBA II Semester IV (w. e. f. June 2020)

Subject Code: CC 7

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. Building self Confidence, critical thinking.
2. Creating understanding related to expected behavior in Organization.
3. Helps understanding to be a part of Organizational structure and part of teams.
4. Understanding to cope up with organizational problems, and to work in a given environment.

1) Body Language, Etiquettes and Manners: (12)

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

2) Attitude & Perception, Values: (12)

- 2.1 **Attitude:** Introduction, Definition, Attitude formation, Types of Organizational Attitude.
- 2.2 **Perception:** Introduction, Definition, Perception Process, Factors affecting perception
- 2.3 **Values:** Meaning and sources of values

3) Group Behavior and Teams: (12)

- 3.1 Definition & Types of groups
- 3.2 Stages of group development
- 3.3 Skills required for Team Building, Teams Vs Groups

4) Personality Development: (12)

- 4.1 Meaning, Determinants of Personality
- 4.2 Problem Solving Techniques – (Brain Storming, Six Thinking Hats, Mind Mapping, Analytical Thinking)
- 4.3 Difference Between Bio data – C.V. - Resume, Drafting of CV

5) Power and Politics: (12)

- 5.1 **Power:** Introduction, Sources of Power, Power Tactics
- 5.2 **Politics:** Introduction, Types of Political Activities.

Recommended Books:

1. Soft Skills – Dr. K. Alex – S. Chand Publication
2. Corporate Soft Skills – Survesh Gulati – Rupa Publications
3. Organisational Behaviour – Suja Nair – Himalaya Publishing House
4. Organisational Behaviour – K. Ashwathappa – Himalaya Publishing House

Subject: International Business - II

BBA II Semester IV (w. e. f. June 2020)

Subject Code: CC 8

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. To acquaint the students with intentional marketing
2. To provide a knowledge of International finance
3. To Study the significance of international business for Indian economy.

1) International Marketing: (16)

- 1.1 Concept of international marketing
- 1.2 Features & importance of international marketing
- 1.3 Drivers of international marketing
- 1.4 Special Problems of international marketing
- 1.5 Import and Export Procedure

2) Multinational Corporations (MNCs) & Foreign Direct Investment: (16)

- 2.1 Multinational Corporations (MNCs):- Meaning, Features, Importance and Challenges
- 2.2 Merits & demerits of MNCs
- 2.3 Role of MNCs in India
- 2.4 Foreign Direct Investment:- Concept, Role of FDI in developing countries
- 2.5 Benefits of FDI to home & host country

3) International Financial Institutions: (14)

- 3.1 World Trade Organization (WTO):- Objectives, Functions, Principles, Pros & Cons of WTO
- 3.2 World Bank (IBRD):- Objectives, Functions
- 3.3 International Monetary Fund (IMF):- Objectives and Functions
- 3.4 International Finance Corporation:- Objectives & assistance

4) International Finance: (07)

- 4.1 Foreign Exchange:- Meaning, Determination and Classification
- 4.2 Balance of Trade (BOT) & Balance of Payment (BOP)

5) International Foreign Exchange Market: (07)

- 5.1 Foreign Exchange Market: Functions, Methods of Payment, Transactions
- 5.2 Introduction to Financial Markets: Capital, Stock, Forex, Money, Derivative, Commodity.

Reference books:-

1. International Business – Text and cases - P. Subba Rao (Himalaya Publishing House)
2. International Business Environment - Francis Cherunilam (Himalaya Publishing House)
3. Foreign Trade-Theory, Procedures, Practices & Documentation- Dr. Khushpat Jain & Dr. Apexa Jain (Himalaya Publishing House)
4. International Trade & Finance-I.V. Trivedi, Renu Jatana, Nidhi Bajaj (RBSA Publishers)

Subject: Entrepreneurship Development & SME - II

BBA II Semester IV (w. e. f. June 2020)

Subject Code: CC 9

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

Objectives:

1. Widen the base of entrepreneurship by development achievement motivation and entrepreneurial skills.
2. Motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successfully opportunities for enterprises.
3. To get Introduced about various schemes and supporting organizations of Government.

1) Entrepreneurial Motivation & Entrepreneurship Development Programme(EDP): (14)

- 1.1 Meaning of entrepreneurial motivation
- 1.2 Entrepreneurship theories:
 - a) Risk bearing theory by Prof. Frank Knight
 - b) Innovation theory by Joseph Schumpeter
 - c) Systematic innovation theory by Peter Drucker
- 1.3 Meaning & definition of Entrepreneurship development programmes (EDPs)
- 1.4 Objectives, Importance, phases or stages of EDP

2) Women Entrepreneurship: (12)

- 2.1 Meaning & definition, Characteristics & types of women entrepreneurs
- 2.2 Problems of Women entrepreneurs
- 2.3 Remedies for Women Entrepreneurship Development

3) Family Managed business: (12)

- 3.1 Overview of family managed business in India
- 3.2 Meaning, Type, Advantages & Disadvantages of Family Managed Business
- 3.3 Major Challenges faced by Family Managed Business

4) Role of Government in Entrepreneurial Development: (12)

- 4.1 Government Assistance
- 4.2 Government Incentives
- 4.3 Government Schemes for Infrastructural Facilities
- 4.4 Other Roles

5) Intellectual Property Rights: (10)

- 5.1 **Patents:** Meaning, What can be Patented, Types of Patents, Process of Patent
- 5.2 **Copyrights:** Meaning and Objectives
- 5.3 **Trademarks:** Meaning, Functions, Registration of Trademarks.

Recommended Books:

1. Entrepreneurial Development – S. S. Khanka (S. Chand Publication)
2. Entrepreneurship Development - – E. Gordon & K. Natrajan (HPH)
3. Entrepreneurship Development & Project Management – Lipika K. Guliani & R K Gupta (HPH)
4. Fundamentals of Entrepreneurship – G. S. Sudha (Ramesh Book Depot)

Subject: IT for Management-II
BBA II Semester IV (w. e. f. June 2020)
Subject Code: CC 10

Total Periods: 60

Total Marks: 50

University Assessment: 40

College Assessment: 10

- Objective:**
- 1) To understand the role of IT in Management.
 - 2) To understand the concepts of Information System
 - 3) To understand the issues in MIS

- 1) Introduction to Internet: (16)**
 - 1.1 Data Communication: Introduction, Communication Channels –Wired, Microwave, Radio, Satellite.
 - 1.2 Introduction to Internet: Concepts and Definition, Network Topology, Types of Networks (LAN, MAN, WAN) Intranet and Internet, Email, WWW, Search Engine
 - 1.3 Internet Application in Business
 - 1.4 Creating web forms (Using Google Forms, Sheets, Drive)

- 2) Management Information System: (14)**
 - 2.1 Introduction & Definition, Components, Characteristics
 - 2.2 Benefits & Limitations, Information need at Top, Middle and Lower level Management

- 3) Classification of Information Systems: (14)**
 - 3.1 Introduction to TPS, KWS/KMS
 - 3.2 Introduction OAS
 - 3.3 Introduction to DSS & types of decision
 - 3.4 Introduction to MIS, ESS/EIS

- 4) IT in Various Departments: (16)**
 - 4.1 Information system for Finance and Accounts
 - 4.2 Information system for Human Resource Management
 - 4.3 Information system for Marketing Management
 - 4.4 Information system for Production Management
 - 4.5 MIS in Service industry: Banking & Hospital
 - 4.6 Recent trends in IT: Introduction to AI, Cloud Computing, Green IT

- 5) E-Commerce & M-Commerce: (10)**
 - 5.1 Concept
 - 5.2 Types and Applications of E-Commerce
 - 5.3 M-Commerce
 - 5.4 Advantages & Disadvantages of E-commerce, M-Commerce

Reference Books:

1. Computer Fundamentals- P. K. Sinha and Priti Sinha –(BPB Publication)
2. MIS Text & Cases- W. S. Jawadkar – (TMGH Publication)
3. Management of Information Systems – Organisation and Technology by Kenenth C. Laudon, Jane P. Laudon.- (Pearson Publication)
4. Management Information Systems- Nitin C. Kamat & Jyotindra Zaveri – (HPH Publication)
5. Management Information Systems-Dharmider Kumar & Sangeeta Gupta, (Excel Books)
6. E-Commerce-David Whitley (TMGH Publication)
7. Computer Today- Suresh K. Basandra (Galgotia Publications)

Subject: Mini Project - II
BBA II Semester IV (w. e. f. June 2020)
Subject Code: SEC 1
Total Periods: 60
University Assessment: 30

Total Marks: 50

College Assessment: 20

A group of 2-3 students will be formed by the college. Each group will be given the project to do the market survey for market potential or existing customer for FMCG, Consumer durables, Shopping Product and specialty Products and various services like Bank. Tourism, Insurance, Hospitals, Transportation etc.

Project may be prepared by taking the help of Primary, Statistical tools -minimum 3 tools to be used. Use Google forms to collect data, Use of excel (basic or Advanced) for data processing, books and magazine, and web pages. Students are expected to undertake Project Work in following way:

The Chapter Scheme for the Project Report will be as follows:

Chapter 1: Introduction

General introduction to research area, Research problem, Scope of research, Literature Review.

Chapter 2: Research Methodology:

Research Objective, Research hypothesis, Research methodology/statistical analysis plan.

Chapter 3: Data Analysis

Statistical Tables, Graphs, charts, testing hypothesis with statistical tools.

Chapter 4: Findings

Detailed discussion of project, conclusion, findings, scope of further research.

Chapter-5: Suggestions

Chapter-6: Conclusion

Bibliography

Appendix

Instructions:

- (1) There should be a proper linkage between Objectives, Data and Interpretation, Findings and Suggestions.
- (2) Header should consist University name on right side and Footer should consist institute name on left side, page no. in centre of page, right side consist of course name on project report. 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.

One typed copy of report should be submitted to college and students can have their personal copies which will be required at the time of oral examination. The college will give marks out of 20 on the basis student's efforts in preparing the project report. University oral examination will be conducted for 30 marks. The panel will consist of 2 teachers i.e. one external and one internal. Panel will be appointed by the university. Questions will be based on the work presented by the student in project.