

SHIVAJI UNIVERSITY, KOLHAPUR.



★★★★★ B+
Accredited By NAAC

Revised Syllabus For

Revised Syllabus For
Bachelor of Business Administration - I (BBA Part I)
(Subject to the modifications will be made from time to time)
Syllabus to be implemented from June 2004.

Shivaji University, Kolhapur
Revised Syllabus For

Bachelor of Business Administration - I (BBA Part I)

(Subject to the modifications will be made from time to time)

Syllabus to be implemented from June 2004.

1. **Title :** The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce. (From June, 2004).
2. **OBJECTIVES :**
 - i) To provide adequate basic understanding about Management Education among the students.
 - ii) To create for the students an additional avenue of self-employment.
 - iii) To prepare students to exploit opportunities being newly created in the Management Profession.
 - iv) To give an adequate exposure to operational environment in the field of management.
 - v) To inculcate training in the use of modern technology for the benefit of all parties concerned.
 - vi) To inculcate Entrepreneurship skills.
3. **DURATION :**
 - i) The course shall be a full – time course.
 - ii) The duration of course shall be three years.
 - iii) The course shall be run on self-supporting basis.
4. **NUMBER OF STUDENTS :**

A batch shall consist of not more than 60 students.
5. **ELIGIBILITY :**
 - i) A candidate for being eligible for admission to the Degree Course in Business Administration shall have passed XII Std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma of not less than two years.
 - ii) Every eligible candidate has to pass a Common Entrance Test to be conducted by the University for getting admission to this Degree Course.
6. **MEDIUM OF INSTRUCTION :**

The medium of instructions shall be in English only.

7.

STRUCTURE OF B.B.A. DEGREE
FIRST YEAR B.B.A. (SEVEN PAPERS)

Sr.No.	Subjects	Marks
1.	Principles of Management	100
2.	Financial and Cost Accounting	100
3.	Business Environment	100
4.	Business Economics – I (Micro)	100
5.	Business Communication	100
6.	Fundamentals of Computer and Computer Applications in Office	100
7.	Foundation of Human Skills	100
	Total	700

SECOND YEAR B.B.A. (SEVEN PAPERS)

S.r.No.	Subjects	Marks
1.	Management of Business Services	100
2.	Management Accounting	100
3.	International Business	100
4.	Business Economics – II	100
5.	Statistical Techniques for Business	100
6.	E- Commerce	100
7.	Entrepreneurship Development	100
	Total	700

THIRD YEAR B.B.A. (EIGHT PAPERS)

Sr.No.	Subjects	Marks
1.	Production and Services Management	100
2.	Financial Management	100
3.	Fundamentals of Business Laws	100
4.	Business Economics – III (Indian Economics Environment)	100
5.	Marketing Management	100
6.	Information Technology Applications in Management	100

iii)	Aggregate 50% and above but less than 60%	Second Class
iv)	Aggregate 40% and above but less than 50%	pass Class

12. FEE STRUCTURE :

i)	Tuition Fees per year	Rs. 4,000-00
ii)	Library Fees per year	Rs. 300-00
iii)	Computer Fees per year	Rs. 500-00
iv)	Gymkhana Fees year	Rs. 100-00
	TOTAL	Rs. 4,900-00

13. REQUIREMENTS :**(A) Core Faculty :**

i)	First Year	1	Full- time Teacher
ii)	Second Year	2	Full- time Teachers
iii)	Third Year	3	Full- time Teachers
iv)	In addition there shall be visiting Faculty drawn from academicians / professionals from different fields.		

(B) LIBRARY :

The College / Institution shall spent Rs. 10,000/- each year on purchase of books and journals in the first three years as the initial investment on the library. In addition, the entire library fees collected from the students shall be invested on library.

(C) EQUIPMENTS :

T.V., V.C.R. V.C.P., Overhead Projector, 5 Computers and necessary softwares and operating systems.

(D) COMPUTER STATIONARY :

Supply of adequate computer stationery as per requirements.

★★★★★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

Paper – I
PRINCIPLES OF MANAGEMENT

1. **Management** : Definitions of management, nature and importance of management, Functions- Planning, Organising, Staffing, Directing, Controlling. Levels of Management and its functions.
2. **Management yesterday & Today**: Management's connection to other fields of Study, Historical Background of Mgt- Scientific approach., Administrative approach, Quantitative approach, Human Relation approach . Recent developments in Management Theory – System approach, Contingency approach.
3. **Planning** : Meaning, Nature and Importance of Planning- Types of Plans, Steps in Planning
4. **Organising** : Nature and purpose of organising- Organisational Design and Organisational Structure – Four building blocks – Division of Work, Departmentalisation, Hierarchy and co-ordination. Downsizing, Types of organisation structures, Power and Authority : Authority and Responsibility, Delegation of Authority.
5. **Staffing** : Meaning, nature and purpose- Selection, training and performance appraisal, Formulating career strategy.
6. **Motivation** : Motivation and human factors- motivation and motivators- perspective : Self motivation- The need – want satisfaction chain. Motivational techniques : Financial and Non-financial incentives. Theories of motivation : hierarchy of needs theory, McGregor's theory X and Y. Herzbers' Two factor theory, Theory Z by Ouchi.
- A) **Leadership** : Definition of leadership, ingredients of leadership, trait approach to leadership, situational approach to leadership- Leadership Styles-Management Grid, Likert's System Management, Cutting – Edge Approaches to Leadership – Transformational–Transactional Leadership – Charismatic–Visionary Leadership, Team Leadership.
- B) **Communication** : Meaning and types of communication, attributes of effective communication- Electronic communication.
7. **Controlling** : Meaning, Steps in Control Process, why control is needed, Types of Control- Feedforward control, Concurrent control & feedback control, Contemporary issues in control.

- 8. Inventing** and reinventing organisations – Small Business, Meaning of Entrepreneurship, Importance, Benefits, Entrepreneurship vs. Management, The Entrepreneur –Physical factors, Sociological factors and Barriers to Entrepreneurship.
- 9. Management of Change** – Concept, Nature and process of Planned Change, Resistance to change, Emerging horizons of management in changing environment.

Recommended Books :

- 1) Management – Stephen P. Robins and Marry Coulter – Pearsons pub.
- 2) Management – Stoner , Freeman, Gilbert – Pearsons Pub.
- 3) Management – Michael
- 4) Essentials of Management – Wehrich and Koontz - Tata Mcgraw Hill
- 5) Management – L.M.Prasad.

★★★★★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

Paper No. II

FINANCIAL AND COST ACCOUNTING

Financial Accounting :

Financial Accounting : Need for Accounting, Internal and External uses of Accounting Information, Accounting Concepts and conventions

Accounting process and system : Nature of accounting transactions, Journal entries and posting to ledger, Subsidiary books, Cash Book, Bank Reconciliation Statement.

Depreciation – Concept, Depreciation Methods – Straight Line, Written Down, Sum of digits method, Double Declining Method.

Preparation of Trial Balance, Final Accounts for Proprietor and Partnership.

Cost Accounting :

- a) Introduction to Cost Accounting – Meaning, Nature, Scope Advantages . Distinction between Financial & Cost Accounting.
- b) Elements of Cost- Material, Labour and Overhead, Preparation of Cost Sheet.
- c) Material – Purchasing of material, stores keeping and stock control. Inventory Valuation Methods – FIFO, LIFO, Simple Average and Weighted Average Methods.
- d) Labour cost – Direct and indirect labour cost, Remuneration and incentives (Broad view)

- e) Introduction to overheads – classification and collection of overheads, allocation and absorption of overheads.

Recommended Books :

- 1 Advance Accountancy : M. C. SHUKLA . & T.S. GREWAL .
- 2 Advance accountancy : S.C. JAIN & K. L. NARANG.
- 3 Advance Accountancy : S. M. SHUKLA
- 4 Cost Accounting : JAWARHARLAL .
- 5 Advance Accountancy : R. L. GUPTA & M. RADHASWAMI .
- 6 Cost Accounting : B.K.Bhar

★★★★★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

Paper III

BUSINESS ENVIRONMENT

- 1 Business – Meaning, Definition, Features, Scope- Changing concept and objectives of business, types of business organisation – Sole Proprietor, Partnership, Joint Stock company and co-operative Society. Concepts – Public sector, Private sector, Joint venture.
2. Business Environment – Meaning, Definition, Importance- Micro and Macro factors of environment- Internal and External environment of business- Merits and Demerits of study of business environment.
3. Economic Environment – Meaning, Nature, Economic Factors- New economic policy and its impact of business environment. Impact of Liberalisation, Privatisation and Globalisation.
4. Technological Environment- Features of technology- Impact of technology- Technology and Society- Technology and Economy – Status of Technology in India.
5. Social, Cultural, Nature-components- Its impact on business environment. Social responsibility of Business. Approaches of Social responsibility, Responsibility towards customer, share holders, employees, government etc.
6. Political and legal environment – Political institution – legislature, Executive, Judiciary. Constitution of India – the Preamble, fundamental right, Directive principles, Nature and extent of State Regulation – Reasons of State Intervention, Extent of Intervention, Problems of control.

7. Natural Environment – Nature- components- Its impact on business environment. Environment Management : Basics of Environment, Environment pollution, Ozone Depletion, Global Climate change, Air Pollution, Water Pollution, Waste Management. Environmental Regulations – Environmental Regulation in India , Environment Protection .
8. Global Environment- Nature of Globalisation, Why do companies go global, How do companies go international, Benefits from MNCs and problems of brought by MNCs.

Books Recommended :

- 1 Business Environment – K.Aswathappa
- 2 Business Environment - Freancis Cherunilam, Himalaya
- 3 Management Policy and Strategic Management, R.M.Srivastava
- 4 Industrial Health and Safety Management- A.M.Sarma
- 5 Business Policy : Azar Kazmi.
- 6 Corporate Planning – L.M.Prasad

★★★★★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

PAPER – IV

BUSINESS ECONOMICS –I (MICRO)

SECTION – I

PERIODS

1.	INTRODUCTION OF ECONOMICS		(15)
	1.1 Definitions	(3)	
	1.2 Scope and Significance	(3)	
	1.3 Micro and Macro Economics	(3)	
	1.4 Basic Economic Problems	(3)	
	1.5 Business Economics and Business Decisions	(3)	
2.	CONSUMER BEHAVIOUR :		(15)
	2.1 Concept of Consumer Behaviour and Utility.	(3)	
	2.2 Law of Diminishing Marginal Utility	(3)	
	2.3 Law of Equi-Marginal Utility	(2)	
	2.4 Consumer's Surplus	(2)	
	2.5 Indifference Curve Analysis – Features, Price-line, Consumer's Equilibrium.	(5)	

- 3. DEMAND ANALYSIS :** (20)
- 3.1 Concept of Demand, Types of Demand (3)
- 3.2 Demand Function and The Law of Demand (4)
- 3.3 Elasticity of Demand, Types, Methods of Measurement, Determinants and Significance of Elasticity of Demand. (6)
- 3.4 Demand Forecasting- meaning, methods (7)
(Market Survey, Time-Series and Projections, Expert's opinion), Importance of Demand Forecasting.
- 4. ANALYSIS OF SUPPLY, PRODUCTION AND COST :** (20)
- 4.1 Derivation of Individual and Market Supply Curves. (3)
- 4.2 Concept of Production Function (3)
- 4.3 Concepts of Cost – Fixed and Variable, Money and Real, Opportunity and Social, Short-run and Long-run Cost Curves. (7)
- 4.4 Revenue Curves – Total, Average and Marginal (Perfect Competition and Monopoly). (7)

SECTION – II

PERIODS

- 5. MARKET STRUCTURE AND PRODUCT PRICING :** (15)
- 5.1 Perfect Competition – Features, Price Determination, Time element in price determination. (6)
- 5.2 Short –run and Long – run Equilibrium of the Firm and Industry. (4)
- 5.3 Monopoly – features, price determination, price discrimination, dumping. (5)
- 6. MONOPOLISTIC COMPETITION, OLIGOPOLY AND FREE MARKET ECONOMY :** (20)
- 6.1 Monopolistic Competition – Features, Price Determination. (5)
- 6.2 Product Differentiation, Selling Cost (4)
- 6.3 Oligopoly – features, kinked demand Curve, price leadership. (6)
- 6.4 Free Market Economy – meaning, functioning and limitations. (5)
- 7. DISTRIBUTION :** (20)
- 7.1 Marginal Productivity Theory of Distribution. (3)
- 7.2 Rent – Modern Theory of Rent, Quasi – Rent. (4)
- 7.3 Wages – Minimum and Living Wages, Trade Union and Wages. (6)

- 7.4 Interest – Liquidity Preference (3)
Theory of Interest.
- 7.5 Profit – Innovation Theory of Profit Risk (4)
and Uncertainty Theory of Profit.
- 8. WELFARE ECONOMICS :** (15)
- 8.1 Concept of Welfare and its Determinents. (3)
- 8.2 Concept of Welfare State and Role of (5)
Government.
- 8.3 Views of Prof. A.C. Pigou, (7)
Dr. H. Dalton, Prof. Pareto and
Dr. Amartya Sen on Welfare.

NOTE : 20 Periods are allotted for field work, seminar, Group Discussion and Oral examination. The Colleges should arrange these periods according to their convenience.

REFERENCE BOOKS AND PERIODICALS

1. Stonier and Hague : A Textbook of Economic Theory, Orient Longmans Ltd. (Latest edition).
2. Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green, Micro Economic Theory , oxford University Press, New York, 1985.
3. J. M. Henderson and Richard E. Quandt., Micro Economic Theory, McGraw Hill Company, New York, 1971.
4. M. L. Seth, Micro Economics, Laxmi – Narayan Agarwal, Agra, 1979.
5. M. L. Jhingan, Micro Economic Theory, Vikas Publication, New Delhi, 1982.
6. Amartya Sen, Choice, Welfare and Measurement, Oxford University Press, New Delhi, 1983.
7. Amartya Sen, on Economic Inequality, Oxford University Press, New Delhi, 1974.
8. Gupta, G. S., Managerial Economics, TaTa McGraw Hill Publishing Comp. Ltd., New Delhi, 1990.
9. Dean J., Managerial Economics, Prentice Hall, New Delhi, 1976.
10. Mithani, D.M. , Managerial Economics, Theory and Applications, Himalaya Publishing House, New Delhi.
11. Ahuja, H. L., Advanced Economic Theory.
12. Mithani, D.M., Business Economics, Himalaya Publishing House, New Delhi.
13. देसाई जोशी, आर्थिक विश्लेषण, अंशलक्षी, गो. य. राणे प्रकाशन, पुणे/निराली प्रकाशन, मुंबई.
14. कृष्णराव पाटील, उच्चतर आर्थिक सिद्धांत, विद्या प्रकाशन, नागपूर.
15. केळकर भावे, मूल्य सिद्धांत, दास्ताने रामचंद्र आणि कंपनी, पुणे, १९७६.
16. प्रभाकर देशमुख, व्यावसायिक अर्थशास्त्र, पिंपळापुणे आणि कंपनी, नागपूर.

PERIODICALS

1. Indian Economic Journal, Indian Economic Association,
C/o Deptt. of Economics, University of Bombay, Bombay.
2. Economic and Political Weekly, Sameeksha Trust Publication, Mumbai.
3. Business World (weekly), New Delhi.
4. अर्थसंवाद, मराठी अर्थशास्त्र परिषद, द्वारा आ.गो.पुजारी,
श्री संत दामाजी महाविद्यालय, मंगळवेढा, जि. सोलापूर.
5. The Economic Times, Mumbai.
6. The Financial Express, Mumbai.

★ ★ ★ ★ ★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

PAPER – V

BUSINESS COMMUNICATION

1) NATURE OF COMMUNICATION :

Definition , Need and Importance of communication skills , basic types of communication (Reading , writing , listening , speaking). Forms of Communication: (verbal, written, oral Non-verbal, Body language , signs , symbols etc.) The communication Process (Thinking , Getting ideas , Determining intent , Selecting notes , and media) encoding , transmitting messages, decoding, receiving , perceiving and interpreting, giving feed-back. Barriers of Communication and ways in overcoming barriers. Nature and importance of Intrapersonal , interpersonal group and Mass Communication :

2) Written Communication :

The process of formal written communication – Designing a message , deciding purpose, analyzing audience, organizing , selecting , arranging ideas and preparing outlines, developing a message – writing , evaluating , revising and editing.

The qualities of good writing – the ‘You ‘ attitude, clarity , conciseness , preciseness , style , flow, accuracy and readability.

3) Business Communication :

Business Correspondence in organization , Business letters : Related to purchase, Letters related to sales , letters related to insurance companies , Banks, Public authorities.

Inter Departmental Communication – Internal Memo , Office Circulars , Office orders, office notes, communication with Regional and Branch Office.

4) Reporting to Management :

Principles of writing reports for management, types of reports , structures of report, preparation of information highlights, use of graphs , presentation of reports.

Meetings – Circulars, notice , agenda , minutes , drafting resolutions.

5) Oral Communication:

The characteristics of face-to-face exchange, Oral statements, preparation, delivery, public speaking, prepared and extempore speeches.

Business interactions – Various situations in business world..

Talking to groups at work, exercises in-group communication.
Interviews : Conducting interviews , giving interviews

6) Communication in organization :

Formal Channels : Downward, upward , Horizontal

Informal Channels : Grapevine , Rumor etc. , Communication systems in organizations.

7) Seminar , Conferences and group discussions :

Seminars – preparation for seminar, conducting seminars, organizing conferences.

Group Discussions: Group size, parameters of evaluation, opening of topic, discussion , summary , observer's comments.

Concepts of symposium , work-shops, orientation, refresher programs etc.

8) Common errors in business writing :

Errors with pronouns, errors with adjectives, errors with verbs ,errors with adverbs , errors with participles, errors with prepositions.

9) Modern office communication :

Electronic communication – Telephone , EPBAX system, Tele-Conferencing , answering machines , E-mail , voice-mail , Fax , Internet , Audio – Visual aids etc.

Recommended Books :

- 1 Basic Business Communication : Robert MaArcher , Ruth Pearson Amos Prentice Hall Inc.
- 2 Effective Business Communication :Murhy.
- 3 Excellence in Business Communication : Thill .
- 4 Handbook of Business Correspondance by : Frailey .
- 5 Business English & communication : Cleark .
- 6 Business communication : Pradhan & Thakur .
- 7 Business communication : Balsubramanium M.
- 8 Business Communication : Rayadu

★★★★★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

Paper No. VI

FUNDAMENTALS OF COMPUTER AND COMPUTER APPLICATIONS IN OFFICE

1. Introduction to Computer : Computer Characteristics, Evolution of computer and Generations of Computer. Types of Computer, Input Devices, Output Devices..
2. Personal Computers- PC and its main components, hardware configuration, Computer Memory – Concept, Internal and Exteranal Memory, Internal Memoryt-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROMtypes- RAM, ROM External Memory- Floppy Disk, Hard Disk, CD, DVD, ZIP drive Factors influencing PC performrance.
3. Software – System and Application Software, Operating system- Functions and types.
Computer Languages- Lower level lanaguage and Higher level language, compiler and interpetor,
Characteristics of Good Language. Introduction to Windows , Basic commands in Windows.
4. Modern Information Technology – Network Topology, Basic idea of Local Area Networks and Wide Area Networks, Intranet and Internet, Basic requirements for internet connection, Internet Access, E-mail, Discussion groups, Search tools, Web utilities.
5. Word Processing : Introduction and working with MS Word , Word basic commands, Formatting- text and documents, sorting and tables, introduction to mail-merge.
6. Spread Sheets : Working with EXCEL- formatting, functions, chart features, Working with graphics in Excel.
7. Presentation with Power-Point : Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.

8. Introduction to Accounting Packages : Presentation of vouchers, invoice , Maintenance of inventory records, Maintenance of accounting books and final accounts, financial report generation.

Recommended Books :

1. Fundamentals of Computer by P.K.Sinha
2. Computer Today – Basundara
3. Fundamentals of Computer – V.Rajaraman
4. MS – OFFICE

★★★★★ B+

Shivaji University, Kolhapur
Revised Syllabus For
Bachelor of Business Administration - I (BBA Part-I)

PAPER VII

FOUNDATION OF HUMAN SKILLS

Basics of Human Skills :

Introduction to Human skills, Types of human skills – reading, writing, listening. Basic abilities – muscular, sensor , mental , social and conceptual.

Self Discovery and Behavior :

Journey of Self Discovery – Analysis of strength and weakness, Goal setting to overcome weaknesses, Learning, Learning through reinforcement, learning through feedback, learning by observing, learning through experience, Individual Behavior and process – Thinking, memory, learning, emotions, intelligence and ability.

Human Attitudes & Values :

Johari Window, Values, Importance of values, Sources of Value Systems and Types of values, Attitudes- The attitude formation process, Five universal values ,Truth, Righteous conduct , peace, love and non violence and their sub values.

New skills in Management :

Creative style – emotional intelligence – leadership skills , work style , sales competencies, sports mental skills, stress management , team role skills , critical thinking skills, computing skills.

Personality :

Aspects of personality, Development of personality : Erikson’s eight life stages, locus of control, Jung’s Personality theory - Emotional orientation, problem solving styles, general attitudes.

Skills development :

Decision making skills , Analytical skills , Methods used to develop decision making skills – in basket , business games , case studies.

Interpersonal skills , Methods used to develop interpersonal skills , Role playing, behavior modeling, sensitivity training, transaction analysis , structured insight.

Utilization of Skills :

Career stages – A career stage model, Career Management, Basic career anchors – creativity , functional competence, Managerial competence. Factors affecting career choices , roles in career development.

Note : Practical sessions may be conducted to improve the skills of students.

Reference Books :

- 01) Modern business Vol. III , Personnel Management, A. C. Croft
- 02) Education to human values – Tilak Raj Bhardwaj , A Mittal Publication
- 03) Web site : <http://etesting.modwest.com>
- 04) Personnel Management – Edwin Filppo , McGraw Hill International Editions.
- 05) Basic Managerial Skills for all - E.H.McGrath, S.J. – PHI
- 06) Managing Organizational Behavior – Randolph / Blackburn – Tata Mcgraw Hill

★★★★★ B+

BBA Part-I Syllabus from June 2004/ birje

SSP - BOS

BIRJE SR