



**Shivaji University, Kolhapur**  
**Revised Syllabus for**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(B.B.A.) PART – II**  
**(Introduced from June, 2005 and Onwards)**

**PAPER – I : MANAGEMENT OF BUSINESS SERVICES**

**SECTION – I**

1. Meaning of Services : Concept – Goods and Services – Salient features of Services – Importance, Growth and Development of Service Sector in India – New Economic Policy and its impact on Service Sector.
2. Classification of Services : Infrastructure of Services – Business Oriented Services – Trade Services – Social and Personal Services and Public Services.
3. Service Marketing : Meaning – 7 Ps in Service Marketing – Service Product – Pricing the Service – Service Location and Channels of Services – Promotion and Communication of Services – People in services – Process in Services – Physical Evidence in Service – Nature and Problems in Service Marketing.
4. Management of Banking Service : Concept – Scope and Importance Physical Infrastructure – Product and Pricing Policies – Human Resource Management – Productivity and Profitability – funds Management – Comutarization – Bank – Marketing in Indian Environment.
5. Management of Insurance Service – Concept Scope and Importance Types of Insurance Service – Product and Pricing – Organisational Setup – Customers Service and Promotional Strategies – Privatization of Insurance Services – Government Control and Protection of Customers Interest.

**SECTION - II**

6. Management of Transport Services – Concept Scope and Importance- Passenger Transport and Goods Transport – Road, Rail, Air and Water Transport – Organisation and Control of Transport Services – Problem of Coordination – Pricing and Facilities – Management of Transport Services in India.
7. Management of Hotel Services – Concept, Scope and importance – Profile of Services, Locational Decisions – Pricing Policies – H.R.M. and Customer Care – Promotion Policies, Safety and Customer Management – Management of Hotel Services in India.

8. Management of Consultancy Services – Concept, Scope and Importance – Main Types of Consultancy Services – Legal, Technical Financial and Taxation, Managerial. M.I.S. Pricing Strategies – Consultancy Organization in India.
9. Other Services : Tourism – Entertainment – Education – Concept Scope and Importance – Present Position of these Services in India.
10. Telecommunication Services – Introduction - Telecommunication Service Marketing – A Conceptual Framework – The Formulation of Marketing Mix for Telecommunication organization.

#### **REFERENCE BOOK**

1. Jha S.M. “Service Marketing”, Himalaya Publishing House, Mumbai.
2. Services Marketing :- Valarie A. Zeithaml & Mary Jo. Bitner – Tata Mcgraw hill
3. Rao,A.V.S. “Services Sector Management in India, Allied Publishers, Hyerabad, 1986.
4. Shiv Shankar “Service Marketing”.
5. Vasanti Venugopal Raghu V.N. “Service Marketing”.
6. Reidenback E.R. & Pits, R.E., “Bank Marketing”.
7. Seth Prem Nath, “ Successful Tourism Management”.
8. Colin J Coulson. Thomas Collier, “Service Management : Operating Decisions”.
9. Kotler Philip (1996) “Marketing Management Analysis, Planning, Implementation and Control”, Prentice Hall of India Pvt. Ltd., New Delhi – 110 001

**PART II**  
**“MANAGEMENT ACCOUNTING”**

**Section – I**

1. **Management Accounting –**  
Meaning and Definitions. Functions of Management Accounting  
Difference between Financial Accounting and Management  
Accounting, Difference between Cost Accounting and Management  
Accounting.
2. **Budgets and Budgetary Control -** **25**  
Concept of Budgets and Budgetary Control, Objectives. Advantages,  
Steps of Budget preparation, classification of Budgets. Budget Manual.  
Preparation of Cash Budget, Capital Budget, Functional Budgets and  
Master Budget.
3. **Marginal Costing and Break – Even Analysis -** **15**  
Concept of Marginal Cost, Concept of Marginal Costing,  
Break-even analysis. Practical application of Break-even Analysis.  
Decisions Making under Break-even Analysis.
4. **Computer Applications in Management-  
Accounting Techniques.** **10**

**Section – II**

5. **Analysis and Interpretation of financial statements.** **20**  
Ratio, Analysis, Nature of Ratio Analysis, Classification  
of Ratios. Practical Problems – Basic Level.
6. **Funds Flow and Cash Flow Analysis –** **20**  
Concepts of funds, Concepts of flow, funds of flow and  
cash flow statements – Practical Problems.
7. **Reporting to Management** **10**  
Objects, Types of Reports, Use of Reports by Management.
8. **Computer Applications in Management Accounting** **10**  
**Techniques.**

**Reference Books.**

1. Principles of Management Accounting–Manmohan,Goyal S.N.
2. Management Accounting – I.M. Pandey.
3. Management (Problems) Accounting – Khan & Jain.
4. Management Accounting – Nagrainam

**NATURE OF QUESTION PAPER****SECTION – I**

QUEST – 1 – Problem ----- 15 Marks

QUEST – 2 – Problem ----- 10 Marks

OR

QUEST – 3 – Problem ----- 10 Marks

**SECTION – II**

QUEST – 4 – Problem ----- 15 Marks

QUEST – 5 – Problem ----- 10 Marks

OR

QUEST – 6 – Problem ----- 10 Marks

**Paper – III : “INTERNATIONAL BUSINESS”****SECTION – I****1. International Business:**

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**2. International Economic Environment.**

Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**3. Modes of Entering International Business.**

Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**4. World Trade Organization and Trade Blocks.**

Economic Integrations – free trade area, custom unions, common markers, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

**SECTION – II****5. International Marketing:**

Introduction – international marketing environment, market entry strategies, international marketing channels, export policies – export import procedure

**6. International Finance:**

Introduction – Foreign Exchange, theories of determination of foreign exchange rates, settlement of international transaction, exchange control, convertibility of Rupees and its implications letter of credit, Euro currency market.

7. **Direct Foreign Investment:**  
Reason of Direct foreign investment, foreign investment, instruments, G.D.R. A.D.R. strategies of Direct Foreign Investment Institutions and their roll in Capital Market. International liquidity and S.D.R., I.M.F., World Bank.
8. **Multinational Corporations:**  
Definition, Distinction among I.C. M.N.C., G.C. etc.,- Factor contributing to growth of multinationals – criticism on multinationals – World trade organizations and multinational corporations.

### Reference Books

1. Frame Works – International Business – II Edition  
By Roger Benneet – Financial Times management – Pitman Publishing, London.
2. International Business – Text and cases.  
By P. Subba Rao, Himalaya Publishing House.
3. International Trade and Export Management.  
By Francies Cherunilam, Himalaya Publishing House.(Sixth Edition 94)

## Part – IV :“BUSINESS ECONOMICS – II (MACRO)”.

### SECTION – I

Sr. No.		Periods
1.	<p><b>(A) MACRO ECONOMICS AND BUSINESS DECISIONS.</b></p> <p><b>1.1</b> Unemployment and Employment Ratio. 1.1 Balance of Payment. 1.2 Business Cycle and Price Level.</p> <p><b>(B) National Income</b> Concepts – G.D.P., G.N.P., N.N.P. Social Accounting Methods Methods of Measurement and Significance of N.1.</p>	<p><b>(15)</b></p>
2.	<p><b>VALUE OF MONEY</b></p> <p>2.1 Fisher’s Approach. 2.2 Cambridge Approach. 2.3 Milton Freidman’s Approach. 2.4 Index Number – Simple and Weighted – Index Number and their Importance.</p>	<p><b>( 15)</b></p>

- 3. THEORY OF INCOME AND EMPLOYMENT: (20)**
- 3.1 Say's Law of Marketing and Its Criticism
  - 3.2 Keynesian Income and Employment Theory.
  - 3.3 Shifts in Demand.

- 4. CONSUMPTION AND INVESTMENT AND ITS RELEVANCE TO BUSINESS: (20)**

- 4.1 Consumption Function – A.P.C., M.P.C.
- 4.2 Investment Function MEC and its Importance.
- 4.3 Multiplier and Acceleration and its Practical Significance.
- 4.4 Optimization Techniques for Business – Meaning and Types of Optimization: Pre – requisits for solving optimization; Optimization – Methods – Tables – Graphs, Equations.

### SECTION – II

- | Sr. No.   |                                       | Periods |
|-----------|---------------------------------------|---------|
| <b>5.</b> | <b>INFLATION AND BUSINESS CYCLES.</b> |         |

- 5.1 Inflation – causes, Types – Demand Pull and Cost Push: Measures.
- 5.2 Trade Cycles – Phases;
- 5.3 Theories of Trade Cycle – Hawtrey and Schumpeter.
- 5.4 Philips Curve.

- 6. INTERNATIONAL TRADE:**

- 6.1 Comparative Cost Doctrine.
- 6.2 Terms of Trade
- 6.3 Balance of Payment – Disequilibrium – Measures.
- 6.4 Foreign Exchange – Concept – Classification – Purchasing Power parity theory.

- 7. PUBLIC FINANCE:**

- 7.1 Principles of Public Finance.
- 7.2 Taxation – Classification.
- 7.3 Public Expenditure – Pecoock Wiseman Theory.
- 7.4 Public Debt – Classification – Burden of Public debt and its repayment.

**8. MONETARY AND FISCAL POLICY:**

- 8.1 Monetary Policy – Meaning, Objectives; Conflict and Co-ordination among Objectives.
- 8.2 Fiscal Policy – Meaning; Objectives and Limitation.
- 8.3 Budgetary Policy – Meaning and Classification.

**Note:** 20 Periods are allotted for field work, Seminar, Group discussion and oral examination. The College should arrange these periods according to their convenience.

**Reference Book**

1. Keynes J.M. : The General Theory.
2. Gardener Ackley : Macro Economics : Theory and Policy.
3. Shapiro Edward : Macro Economic Analysis.
4. Allen R.G.D.: Macro - Economic Theory.
5. Das Gupta A.K. : Keynestan Economics and Under developed countries.
6. Fisher Irving : The Purchasing Power of Money.
7. Ghose Alak : Financial Intermediaries and Monetary Policy in a Developing Economy.
8. Gupta K.R. : Macro Economics.
9. Hicks J.R. : Trade Cycles
10. Shukla D.K. : Monetary Economics.
11. Samuelson P.A. : Interactions Between the Multiplier Analysis and the principle of Acceleration.
12. Musgrave R.A. : The Theory of Public Finance.
13. Pigou A.C. : A Study in Public Finance.
14. Seligman E.R.A. : Essay in Taxation.
15. Taylor P.F. : The Economics of Public Finance.
16. Sundram K.P.M. : Indian Public Finance and Financial Administration.
17. Hicks, Ursula : Public Finance.
18. Stonier and Hague : A text book of Economic Theory.
19. Kurihara K.K. : Monetary Theory and Public Policy.
20. Vaish M.C. : Monetary Theory.
21. Mithani D.M. : Monetary Theory.
22. Gupta G.S. : Managerial Economics.

**Nature Of Question Paper.****SECTION – I**

	<b>Marks</b>
<b>Q.1</b> Broad Answer Questions. OR Broad Answer Questions.	15
<b>Q.2</b> Short Answer Questions. (2 out of 5)	12
<b>Q.3</b> Short Notes (2 out of 5)	8

**SECTION – II**

<b>Q.4</b> Broad Answer Questions. OR Broad Answer Questions.	15
<b>Q.5</b> Short Answer Questions. (2 out of 5)	12
<b>Q.6</b> Short Notes (2 out of 5)	8
<b>Total</b>	<u>70</u>

**Paper V (100 Marks)**  
**“STATISTICAL TECHNIQUES FOR BUSINESS”**

Topic No.	Name Of The Topic	Periods
1.	Reporting Statistical Data with Tables and Graphs:- Concepts of statistics. Descriptive Statistics, Information Statistics. Classification tabulation presentation of Data by diagrams and Graphs, Bar Diagram, Pie Chart, Histogram, Frequency Polygon and Ogive curves.	15
2.	Measures of (Central Tendency) Location:- Meaning of location. Arithmetic Mean. Combined A.M. Median. Quartiles and mode Determination of median and mode by graph. Merits and demerits of the Measures.	15
3.	Measures of variability:- Meaning of variability. Measures of variability – Q.D.: M.D.: Variance combined variance. S.D.: relative measures and merits and demerits.	15
4.	Correlation and Regression :- Concept of correlation and Regression, scatter diagram, Computation of correlation coefficient and regression equations. Interpretation of correlation coefficient , relationship between correlation coefficient regression coefficients.	20
5.	Sampling Techniques :- Census method , sampling method, advantages of sampling over Census method. Simple random sampling with and without Replacement method stratified sampling method.	10
6.	Time series Analysis and forecasting :- Meaning components of time series, determination of trend by Moving and progressive averages.	10
7.	Index Number : - Introduction, methods of constructions, uses and types of index numbers, chain index numbers, price and quantity index numbers. Paasene’s Laspeyre’s and Fisher’s Index numbers.	15
8.	Probability : - Introduction, Random experiment, sample space, outcome event, mutually exclusive events, independent events, classical and arithmetic definition of Probability, conditional Probability, Baye’s theorem ( statement only) and simple examples.	15

9. Probability Distribution :-  
Introduction, Random Variable, Probability Mass Function.  
Probability density function and distribution function. Concept of  
Permutation and combination.  
Binomial distribution :- P.a.f. Mean, variance (no derivation) and  
examples.  
Normal Distribution :- P.a.f. Mean variance, standard normal  
Variate normal curve and examples.

**Note: - Derivation and proofs are not expected.**

**Recommended Books :**

1. Statistical methods by Dr. S.P. Gupta, Sultan Chand and Sons Publishers.
2. Essential statistics by A.B.Rao.
3. Introduction to statistics methods by C.B.Gupta.
4. Mathematical Statistics by Saxena and Kapoor.
5. Statistic, Theory and practices by Ghosh Choudhari.
6. Basic Statistics for Behavioral Sciences – Kenneth D. Hopkins.
7. Statistics for Business and Economics – Paul Newbold.

**Structure of question paper and scheme of marking.**

1. There shall be EIGHT questions of which FIVE are to be attempted.  
Each question consists of two or three bits and carries fourteen marks.
2. Students are allowed to use calculators.

**PAPER VI**  
**“ E – COMMERCE ”**

- | Sr. No | Periods   |
|--------|---|
| 1.     | Introduction to E-Commerce – concept, features, and functions of e – commerce. Scope and basic models of E - Commerce. Benefits of E – commerce.  |
| 2.     | Electronic data interchange – Concept of EDI, Differences in Paper- based Business and EDI based Business. Advantages of EDI, Application Areas for EDI. Action plan for implementing EPI, Factors influencing the choice of EDI software.  |
| 3.     | Internet :- Concept of internet, Use of internet, requirement for internet Domains. Internet service. Identities. Establishing connectivity on the internet.Types of internet providers, constituents of internet, protocol, TCP, IP, FTP, STTA, WALS, GOFFER, SNNP, SMTP, POP, TELNET, Browsing the internet Email.  |
| 4.     | Applications of E-Commerce :-<br>a. E- Marketing – Traditional Marketing V/s E-Marketing. Impact of E-Commerce on markets. Marketing issues in E-Marketing. Promoting your E-Business, Direct Marketing – One to One Marketing.<br>b. E-Finance – Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking, E-Trading – Stock marketing trading. Importance and advantages of E-Trading.  |
| 5.     | E- Payments:- Transactions through Internet, Requirements of payment Systems, Post-Paid payment system, Credit card, Cyber cash, Internet cheques. <u>Instant paid payment system</u> - Debit cards, Direct Debit. <u>Prepaid payment system</u> - Electronic cash, Digi cash , net cash, Cyber cash, Smart cards.  |
| 6.     | E-Security :- Areas of Internet Security, Security Threats, Security Breach, Breach Avoidance, Defection and Recovery, Confidentiality and Integrity, Electronic signature, access control, Authentication, firewalls and proxy Services, Precautions for secure E – commerce.  |
| 7.     | Website – Meaning of Website and Webpage, importance of website and home page and it’s features, guidelines for constructing the web page introduction to HTMC – Web page Text formatting and alignment, font control and special characters, colours and design, Title , Paragraphs, indents , fonts , page brakes, graphics , putting images on the Web, creating Web page , image, hyper links from Text and images links for E- mails and WWW, working with themes, frames and table model, Interactive Web page, Interactive layout with frames creating HTML forms. |

8. Introduction to DHTML – Components of DHTML, Active Server Page, Use of Script Language, Publishing of Website  
( Application of HTML assignments mentioned above should be done through DHTML).
9. E – commerce in India – state of E – Commerce in India,, Problems and Opportunities in E – commerce in India, future of E – Commerce, Legal Issues Involved in E – commerce in India.

**Books Recommended**

1. Computer Today – S. Bansundara.
2. E – Commerce – Kamblesh Bajaj and Debjani Nag ( TATA Mc )
3. E – Commerce – S Jaiswal
4. E – Business – Kittel Amer
5. HTML4 Unleashed – Rick Dranell
6. Dynamic Web Publishing Unleashed – Shelly Power.

**PAPER - VII ENTREPRENEURSHIP DEVELOPMENT****SECTION – I**

1. Entrepreneur :- Meaning – historical Development – role of Entrepreneur in Economic Development – Characteristics – factors affecting Entrepreneurial Growth – theories of Entrepreneurship .
2. Entrepreneurship – Concepts - Entrepreneurship and economic Development - factors influencing Entrepreneurship – obstacles inhibiting Entrepreneurship – Entrepreneurship in India during Pre – and post Independence period.
3. Entrepreneurial Traits – common Entrepreneurial traits – The New Entrepreneurs and intrapreneur – family Entrepreneurship – paper – Academic – Educational Entrepreneurs. Functions of Entrepreneurs.
4. Starting a New Venture :- Search for a Business Idea – Sources of Ideas – identifying a Business Opportunity – where to begin – source of Information.

**SECTION – II**

5. Project identification and report :- Project – Mini – Project Life circle – Project identification – choosing the right line of activity – preparation of Project report of different Small Scale Units.
6. Entrepreneurial development programmes :- introduction – Meaning – Need – Entrepreneurship Development Programmes – Organisation for Entrepreneurship Development Programmes ( EDPS) , National Institute for Entrepreneurship and Small Business Development ( NIESBUD ).
7. Women Entrepreneurs :- Concepts – Functions and role of Women Entrepreneurs – Growth of women Entrepreneurship – Women Entrepreneurship in India.
8. Entrepreneurial opportunities in service Industry :- Transportation and Tourism – Information Technology Service – Advertising and Publicity.

**Reference Books**

1. Dynamics of Entrepreneurial Development and Management – Vasant Desai ( Himalaya Publishing House, Mumbai ).
2. Entrepreneurship Development :- Paul Ajithkumar, Paul etc. ( Himalaya Publishing House, Mumbai).
3. Developing Entrepreneurship for Economic Growth. :- P.N. Singh ( Vikas Publishing House ).
4. Entrepreneurship Development – Theories and Practices – N.P. Singh
5. Entrepreneurship and entertainment Development – M. Gangadhar Rao.

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