

# Solapur University, Solapur

## BBA-III Subject List

As per CBCS Semester Pattern (w. e. f. June 2018)

### B.B.A. Third Year – Semester V

| Subject Code | Subject Name                        | Internal Marks (CA) | University Exam (UA) | Total Marks | Weekly Workload (Hrs) |
|--------------|-------------------------------------|---------------------|----------------------|-------------|-----------------------|
| 501          | Marketing Management-I              | 30                  | 70                   | 100         | 4                     |
| 502          | Human Resource Management-I         | 30                  | 70                   | 100         | 4                     |
| 503          | Financial Management-I              | 30                  | 70                   | 100         | 4                     |
| 504          | Production Management-I             | 30                  | 70                   | 100         | 4                     |
| 505          | Practical's on Employability Skills | 50                  | 50                   | 100         | 4                     |
|              | <b>Finance Specialization (A)</b>   |                     |                      |             |                       |
| 506          | Cost & Management Accounting-I      | 30                  | 70                   | 100         | 4                     |
|              | <b>Marketing Specialization (B)</b> |                     |                      |             |                       |
| 507          | Retail Management                   | 30                  | 70                   | 100         | 4                     |

### B.B.A. Third Year – Semester VI

| Subject Code | Subject Name                        | Internal Marks (CA) | University Exam (UA) | Total Marks | Weekly Workload (Hrs) |
|--------------|-------------------------------------|---------------------|----------------------|-------------|-----------------------|
| 601          | Marketing Management-II             | 30                  | 70                   | 100         | 4                     |
| 602          | Human Resource Management-II        | 30                  | 70                   | 100         | 4                     |
| 603          | Financial Management-II             | 30                  | 70                   | 100         | 4                     |
| 604          | Production Management-II            | 30                  | 70                   | 100         | 4                     |
| 605          | Project Work                        | 50                  | 50                   | 100         | 4                     |
|              | <b>Finance Specialization (A)</b>   |                     |                      |             |                       |
| 606          | Cost & Management Accounting-II     | 30                  | 70                   | 100         | 4                     |
|              | <b>Marketing Specialization (B)</b> |                     |                      |             |                       |
| 607          | Media Management                    | 30                  | 70                   | 100         | 4                     |

#### About Specialization:

During **5th Semester**, the students will have to select one of the Elective groups (consisting of one subject) from Financial Management (A) or Marketing Management (B)

During **6th Semester**, The students will have to continue with the same Elective group.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class BBA-III Semester V (w.e.f. June 2018)  
**Subject- Marketing Management- I**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Introduction to Marketing Management-**

Definition of Marketing & Marketing Management Nature & Scope, Core concepts of Marketing, Importance of Marketing, Traditional and Modern Concepts of Marketing, Distinction between Marketing and Selling, Functions of Marketing Management. **(10)**

**2) Marketing Environment –**

Concept, Major Macro-environmental Forces of Marketing Environment- Demographic, Economic, Socio-cultural, Political & Regulatory, Physical/ Natural, Technological and International. **(10)**

**3) Understanding Consumer-**

Introduction & Definition, Concepts – Buyer, Consumer, Customer, Meaning of Consumer Behaviour, Factors Influencing Consumer Behaviour, Buying Decision Making Process. **(10)**

**4) Market Segmentation –**

Introduction & Definition, Bases for Market Segmentation, Benefits of Market Segmentation, Market Targeting, Market Positioning **(6)**

**5) Marketing Mix -**

Introduction & Definition Marketing Mix Elements (7Ps) - Product, Price, Place, Promotion, Place, People, Physical Evidence. **(14)**

**6) Contemporary Issues in Marketing -**

Customer Relationship Management, Network Marketing, E- Marketing, Green Marketing, Social Marketing. **(10)**

**Reference Books:**

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler (9<sup>th</sup> Edition)- Published by Prentice Hall
2. Marketing Management (Kotler, Keller, Koshy, Jha) – A South Asian Perspective- Pearson Prentice Hall
3. Marketing Management – Rajan Saxena- (2nd Edition)- Tata McGraw Hill
4. Marketing Management – S.A. Sherlekar (13th Edition) – Himalaya Publication

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester V (w.e.f. June 2018)  
**Subject- Financial Management-I**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Nature of Financial Management:** Meaning and Scope of Financial Management - Objectives of Financial Management - Functions of Finance Manager

**2) Financial Plan:** Importance of Financial Plan - Steps in Financial Planning - Principles for formulating Financial Plan - Limitations of financial plan

**3) Sources of Long Term Finance:** Equity Shares, Preference Shares and Debentures (Features, Types, Advantages, Disadvantages)

**4) Working Capital Management:** Concepts of Working Capital - Need for Working Capital - Determinants of Working Capital - Estimation of Working Capital Requirements (Practical Problems)

**5) Management of Cash:** Objectives of Cash Management, Preparation of Cash Budget (Practical Problems)

**6) Management of Inventory and Receivables:** Objectives of Inventory Management - Inventory Management Techniques: EOQ, Various Inventory levels (Practical Problems) - Objectives of Receivables Management

**Reference Books:**

1. Financial Management – M. Y. Khan and P.K.Jain – Tata McGraw–Hill
2. Financial Management – P.V.Kulkarni & B.G. Sattyaprasad – Himalaya Publishing House
3. Basic Financial Management – Dr. Satish M. Inamdar – Himalaya Publishing House.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester V (w. e .f. June 2018)  
**Subject- Human Resource Management-I**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**Objective:**

To familiarize the students to the basic concepts of Human Resource Management in order to aid in understanding how an HR department functions, and in understanding the challenges faced by managers in today's business firms.

**1) Human Resource Management: (10)**

- 1.1 Meaning and Definition
- 1.2 Scope and Objectives
- 1.3 Functions of Human Resource Management
- 1.4 Role of HR Manager and Qualities of HR Manager
- 1.5 Challenges faced by HRM

**2) Job Analysis and Design: (10)**

- 2.1 Concept of Job Analysis
- 2.2 Aspects of Job Analysis: Job Description and Job specification
- 2.3 Uses and Process of Job Analysis
- 2.4 Methods of collecting Job Data
- 2.5 Concept of Job Design and Methods of Job Design.
- 2.6 Concept of Job Evaluation and Process of Job Evaluation

**3) Human Resource Planning: (10)**

- 3.1 Meaning, Definition and Importance
- 3.2 Factors affecting HRP
- 3.3 HRP at different level
- 3.4 Process of HRP

**4) Recruitment: (10)**

- 4.1 Meaning, Definition and importance
- 4.2 Factors affecting recruitment
- 4.3 Process of Recruitment
- 4.4 Sources of Recruitment- Internal, External & Modern

**5) Selection:** (10)

5.1 Meaning and definition,

5.2 Essentials of selection and Factors affecting selection decision

5.3 Process of selection

5.4 Placement: concept, Significance and Problems in Placement

5.5 Induction: Concept, objectives of Induction, Types of induction programme

**6) Training and Development:** (10)

6.1 Meaning, Definition and Need of Training

6.2 Steps in Training and Training Methods

6.3 Management Development - Concept, Importance, Objectives, and Methods of Management Development

**Reference Book:**

1. Human Resource Management – K. Aswathappa – McGraw Hill – Sixth Edition

2. Essentials of Human Resource Management and Industrial Relations – Subba Rao – Himalaya Publishing House - Third edition

3. Human Resource Management– Dr S S Khanka – S Chand – First Edition

4. Human Resource Management– Biswajeet Pattanayak – Prentice Hall of India

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester V (w. e. f. June 2018)  
**Subject: Production Management- I**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Introduction to Production Management: (10)**

- 1.1 Meaning, Nature and Scope of Production Management
- 1.2 Objectives & Characteristics
- 1.3 Decision making in production management
- 1.4 Recent trends in production management

**2) Product Design & Product Development: (10)**

- 2.1 Product Life Cycle
- 2.2 Product Design – Objectives, Factors influencing Product Design
- 2.3 Characteristics of Good Product Design & Approaches to Product Design
- 2.4 Process Planning and Process Design – Defining Process, Process Planning and Selection, Process Strategy
- 2.5 Product Development – Stages and Techniques of Product Development
- 2.6 Factors Responsible for Product Development

**3) Production System & Production Technology: (10)**

- 3.1 Classification of Production System
  - Intermittent & Its Types
  - Continuous & Its Types
- 3.2 Meaning & Classification of Production Technology
- 3.3 Choice of Technology-CIM, CAD, CAM, FMS, Robotics, Office Technology, Service Industries

**4) Plant Location: (10)**

- 4.1 Need for & Steps in Selection of Location
- 4.2 Factors affecting Plant Location-Primary & Secondary Factors
- 4.3 Selection of Site (Urban, Rural & Suburban)
- 4.4 Recent Trends in the Location of Industries

**5) Plant Layout:**

**(10)**

- 5.1 Meaning, Objectives & Principles of an Ideal Plant Layout
- 5.2 Types of Plant Layout-Process, Product, Fixed Position, Cellular, Hybrid and Service Facility
- 5.3 Factors Influencing Plant Layout
- 5.4 Importance of Plant Layout
- 5.5 Material Flow System-Horizontal & Vertical Flow System

**6) Work Study, Method Study Systems & Productivity**

**(10)**

- 6.1. Work Study- Definition, Importance, Benefits, Objectives
- 6.2. Method Study-Objectives, Advantages, Procedure
- 6.3. Work Measurement- Definition, Benefit, Steps in Work Measurement
- 6.4 Productivity-Meaning, Importance, Indices of Productivity
- 6.5 Factors Affecting Industrial Productivity

**Reference Books:**

- 1. Production Management – K. Ashwathappa , Himalaya Publishing House.
- 2. Production & Operation Management- S. A. Chunawala & D. R. Patel, Himalaya Publishing House

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester V (w. e. f. June 2018)  
**Subject: Practical's on Employability Skills**

**Total Marks- 100**

**University Viva Exam-50**

**Internal Exam-50**

1. **The Mind** - Positive thinking & Attitude, Motivation, Character Building, Self Esteem, Goal Setting
2. **Effective Communication** - English Conversation, Pronunciation, Voice Modulation, Stressing and stretching, Accent Improvisation, Facial Expressions, Body language, writing skills.
3. **Business Etiquettes** -Business Etiquettes, Office Etiquettes, Phone Etiquettes, Dining Etiquettes, Party Etiquettes.
4. **Problem Solving and Decision Making** - Understanding Problem solving, Developing effective problem statements, Identifying and managing risks, Critical thinking, Convergent and Divergent thinking, Six Hat thinking.
5. **Corporate Look** - Office Wear, Meetings/Interviews, Business Presentations
6. **Executive Skills** - Writing a profile (Personal/ Company), Group Discussion, Facing an Interview, Business Presentation Skills
7. **Special Corporate Skills** - Interpersonal Relationship, Leadership Qualities, Time Management, Stress Management
8. **Marketing.** : Understanding of customer's thinking and aligning products and services to meet the customer need. Visiting retail outlets and understanding techniques on how to sell the products and Services, Undertaking Market study on various advertising and promotional strategies of various companies.
9. **Finance:** Preparation and interpretation of receipt and payments account, Income and expenditure account, Balance Sheet. Use of Accounting software - Tally

**Books Recommended:**

1. Enhancing Employability : Connecting Campus with Corporate : M.S. Rao
2. Corporate Softskills : Sarvesh Gulati
3. The ACE of Soft Skills: Attitude, Communication and Etiquette for Success: Gopalaswamy Ramesh, Mahadevan Ramesh



# Solapur University, Solapur

Semester Pattern Syllabus CBCS

Class: BBA- III Semester V (w. e. f. June 2018)

**Group A-Finance Specialization**

## **Subject- Cost & Management Accounting-I**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

- 1. Introduction to Cost & Management Accounting:** Introduction & Objectives of cost and Management Accounting, difference between Cost Accounting, Management Accounting and Financial accounting. (Theory)
- 2. CVP Analysis:** Meaning of CVP analysis, Break Even Point, problems on different decisions under CVP analysis.
- 3. Process Costing:** Meaning, Features, difference between Job order and Process costing, advantages and limitations of Process Costing, Inter process profits, Problems.
- 4. Job Costing:** Introduction, Types of Production activity suitable for job costing, ascertainment of cost (Problems).
- 5. Joint Product & By Product:** Meaning, features, Joint Product, accounting for Joint Product cost, Difference between joint product & By product, Methods of apportionment of joint cost (Problems).

### **Books Recommended:**

1. Cost Accounting – JawaharLal Tata Mcgraw Hill Publisher
2. Cost & Management Accounting- S.M. Inamdar Everest Publishing House
3. Advanced Cost & Management Accounting-V.K. Saxsena and C D Vashit
4. Financial, Cost and Management Accounting- Dr. P Perisamy Himalaya Publication.
5. Advanced Cost Accounting – J Made Gowda Himalaya Publication.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class BBA-III Semester V (w. e. f. June 2018)  
Group B-Marketing Specialization  
**Subject- Retailing Management**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Retailing**

Meaning of Retail and Retailing, Functions of Retailer. Retail Strategy Process and its steps, Retailing in India and its Growth. **(06)**

**2) Retail Formats**

Types of Retailing- Store and Non- Store Retailing, Different Retail Formats- Convenience Store, Supermarket, Discount Stores, Hypermarket, etc. Concept of Retail Franchising. **(10)**

**3) Retail Location & Store Planning**

A) *Location Planning*- Types of Location, Factors affecting Location Decisions, Site Selection.

B) *Store Planning*- Concept of Store Design, Elements of Store Design- Interior and Exterior Store Design, Concept of Store Layout, Types of Store Layout**(14)**

**4) Retail Merchandising**

Meaning, Role of Merchandiser, Merchandising Planning Process, Concepts of Visual Merchandising, Private Label Brands, Category Management, Assortment Planning. **(10)**

**5) Retail Pricing**

Meaning, Concept of Retail price, elements of retail price, determining the price, retail pricing policies/strategies **(6)**

**6) Retail Communication Mix –**

Concept, Communication Tools- Advertisement, Sales Promotion, Public Relation, Personal Selling, Point of Purchase Display ( Use of all these tools in retailing), Concept of Retail branding **(10)**

**7) Technology in Retailing-**

Concept of – Bar coding, RFID, E-Tailing, Electronic Payment System. **(04)**

**Reference Books:**

1. Retailing Management – by Swapna Pradhan (3<sup>rd</sup> Edi.) - Tata McGraw Hill
2. Retail Management– by Suja Nair – Himalaya Publication
3. Retail Management – Gibson G. Vedamani - (3<sup>rd</sup> Edition) JAICO Publication
4. Retail Management – Dr. Harjit Singh (Revised Edition) – S. Chand & Co. Ltd.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class BBA-III Semester VI (w. e. f. June 2018)  
**Subject- Marketing Management- II**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Product Decisions-**

Concept of Product, & levels of product, New Product Development Process, Product Mix Decisions, Product Line Decisions, Individual product decisions- Branding, Packaging and Labeling. Product Life Cycle- Stages and Strategies (10)

**2) Pricing Decisions -**

Meaning, Methods of Pricing, Factors affecting Product Pricing Decisions. (08)

**3) Place Decisions -**

Meaning of Marketing Channels, Channel of Distribution- Channel Functions and Flows, Channel levels. Wholesaling and Retailing- and their respective functions. Market Logistics, Market Logistics Objectives- Order Processing, Warehousing, Inventory and Transportation. (12)

**4) Promotion Decisions-**

Meaning, Steps in Promotion Mix, Tools/ Elements of Promotion Mix- Advertising, Sales Promotion, Personal Selling, Direct Marketing and Public Relations. (10)

**5) People -**

Introduction, Types of Service Personnel- Contact and Support, Development of Employees, Role of Front Line Staff (05)

**6) Process-**

Introduction, Classification of Service Operating System, Policies & Flowcharting, Designing Service Process, Service Blueprint (05)

**7) Physical Evidence-**

Introduction, Physical Facilities- Essential and Peripheral Evidence. Physical Environment- Ambience, Space, Decor. Social Setting- Employee Appearance. Role of Physical Evidence. (10)

**Reference Books:**

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler (9<sup>th</sup> Edition)- Published by Prentice Hall
3. Marketing Management – Rajan Saxena- (2<sup>nd</sup> Edition)- Tata McGraw Hill
4. Marketing Management – S.A. Sherlekar (13<sup>th</sup> Edition) – Himalaya Publication
5. Service Marketing – Vasanti Venugopal & Raghu V.N. – Himalaya pub.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester VI (w. e. f. June 2018)  
**Subject- Financial Management-II**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Capital Budgeting:** Meaning and Importance of Capital Budgeting -  
**Capital Budgeting Techniques:** Pay Back Period, ARR, NPV (Practical Problems)

**2) Capital Structure and Cost of Capital:** Meaning of Capital Structure & Concept of Trading on Equity –  
**Factors affecting Capital Structure:** Internal factors, External factors, General Factors.  
**Cost of Capital** – Debt, Equity, Preference Shares, composite cost of capital (Practical Problems)

**3) Management of Earnings:**

**i. Dividend policy:** Factors determining dividend policy, Choosing the dividend policy, Forms of dividend payment

**ii. Retained Earnings:** Factors affecting retained earnings, Advantages and Disadvantages of retained earnings

**4) Financial Analysis:**

**Ratio Analysis** – Meaning and Interpretation

**Classification of Ratios:** Liquidity Ratio, Turnover Ratio, Solvency Ratio, Profitability Ratio. Advantages and Limitations of Ratio Analysis

Calculation of ratios from Balance Sheet and draw Balance Sheet from given Ratios

**Reference Books:**

1. Financial Management – M. Y. Khan and P.K.Jain – Tata McGraw Hill
2. Financial Management – P.V.Kulkarni & B.G. Sattyaprasad – Himalaya Publishing House
3. Basic Financial Management – Dr. Satish M. Inamdar – Himalaya Publishing House.
4. Financial Markets and Financial Services- Vasant Desai –Himalaya Publishing House.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester VI (w. e. f. June 2018)  
**Subject- Human Resource Management-II**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**Objective:**

- 1.To gain an insight into the functioning of Compensation Management, Performance Appraisal, employee mobility and career planning and development.
2. To create an awareness about recent trends and Practices of human resource Management.

**1) Compensation Management: (10)**

- 1.1 Concept and Importance of Compensation
- 1.2 Components of Remuneration
- 1.3 Factors affecting Wage and Salary levels
- 1.4 Types of Wages – Living, Minimum and Fair Wages
- 1.5 Concept of Incentives and Fringe Benefits.

**2) Performance Appraisal: (10)**

- 2.1 Concept, Need and Objectives
- 2.2 Methods of Performance Appraisal: Traditional and Modern
- 2.3 Advantages and Disadvantages of Performance Appraisal.

**3) Career Planning and Development: (10)**

- 3.1 Concepts of Career, Career Planning
- 3.2 Need and Process of Career Planning
- 3.3 Career Stages
- 3.4 Advantages and Disadvantages of Career Planning and Development.
- 3.5 Succession Planning: Concept and Importance

**4) Internal Mobility and Employee Separation: (10)**

- 4.1 Internal Mobility: Concept and Need
- 4.2 Promotion: Concept, Purposes, Types and bases of Promotion
- 4.3 Transfers: Concept, Need and Types of Transfer
- 4.4 Demotion: Concept and Reasons of Demotions
- 4.5 Employee Separation: Concept; Forms of separation- Retirement, Voluntary Retirement Scheme, Resignation, Layoff, Retrenchment and Dismissal.

**5) Employee Health and Safety: (10)**

- 5.1 Concept of Health and Importance of Health
- 5.2 Occupational Hazards and Diseases, Protection against Hazards
- 5.3 Industrial Accident: Types and Causes of Accidents
- 5.4 Concept of Safety, Safety Measures, Factories Act of 1948 Safety Provisions.

**6) Recent Trends in HRM: (10)**

- 6.1 Moon Lighting by Employees
- 6.2 Virtual Organization: Concept, Types, Advantages and Disadvantages
- 6.3 Dual Career Groups, Flexi Time and Work
- 6.4 Green HRM: Concept, Importance and Applications or Practices of GHRM
- 6.5 E-HRM: concept, Advantages, Disadvantages and Applications
- 6.6 Talent Management: Concept, Benefits and Principles

**Reference Books:**

1. Human Resource Management – K Aswathappa – Mc Graw Hill – Sixth Edition
2. Essentials of Human Resource Management and Industrial Relations: Subba Rao – Himalaya Publishing House - Third edition
3. Human Resource Management: Dr S S Khanka – S Chand - First Edition
4. Human Resource Management: Biswajeet Pattanayak – Prentice Hall of India - Third edition
5. Human Relations and Organizational Behavior – R S Dwivedi – Oxford and IBH Publishing Co. - Fifth Edition

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester VI (w.e. f. June 2018)  
**Subject: Production Management- II**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Production Planning & Control: (10)**

- 1.1 Meaning, Objectives, Determinants of Production Planning
- 1.2 Levels and Functions of Production Planning
- 1.3 Meaning, Objectives- Determinants of Production Control
- 1.4 Functions of Production Control
- 1.5 Importance & Limitations of Production Planning & control
- 1.6 Scope of Production Planning & Control

**2) Maintenance Management: (08)**

- 2.1 Meaning –Importance, Objectives of Plant Maintenance
- 2.2 Classifications of Maintenance
- 2.3 Planning & Scheduling of Maintenance
- 2.4 Total Productive Maintenance

**3) Purchasing and Materials Management: (10)**

- 3.1 **Purchasing** –Meaning, Importance, Principles, Objectives, Functions of Purchasing Department
- 3.2 Purchasing Policy – Make or Buy
- 3.3 **Materials Management-** Meaning, Importance, Objectives of Material Management
- 3.4 Meaning, Objectives & Principles of Material Handling
- 3.5 Types of Material Handling Equipment
- 3.6 Factors affecting the selection of Material Handling Equipments

**4) Stores and Inspection: (10)**

- 4.1 **Stores-**Functions of Stores and Types of Stores Layout
- 4.2 Storage System, Classification & Codification
- 4.3 **Inspection-** Meaning, Nature and Objectives, Scope

**5) Inventory Management: (10)**

5.1 Meaning, Importance, Objectives of Inventory Management

5.2 Functions of Inventory, Inventory Costs & Inventory Control Techniques

**6) Quality Management: (12)**

6.1 Meaning of Quality, Dimensions

6.2 Just in Time (JIT) –Meaning, Importance, Characteristics, Basic Elements, Benefits

6.3 Total Quality Management (TQM) - Meaning, Quality management Principles, Basic Elements – Programme of (TQM).

6.4 ISO 9000 – Quality Certification, Standards for Quality System, Steps for Implementing ISO

6.7 Deming's 14 principles of Quality, Deming's concept of PDCA Cycle

6.8 Japanese 5-“S” approach (5S kaizen movement)

6.9 Business Process Reengineering-Concept

**Reference Books:**

1. Production Management – K. Ashwathappa , Himalaya Publishing House.

2. Production & Operation Management- S. A. Chunawala & D. R. Patel, Himalaya Publishing House



**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester VI (w. e. f. June 2018)  
**Subject: Project Work**

**Total Mark- 100**

**University Exam-50**

**Internal Exam-50**

**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.

#### **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.

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 viva-voce committee, consisting of 2 members, one member being external and one 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.

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester VI (w. e. f. June 2018)  
**Group A-Finance Specialization**  
**Subject- Cost & Management Accounting-II**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

- 1. Standard Costing and Variance Analysis:** Introduction, Objectives, Advantages & Disadvantages, Types of Variance- Material Variance, Labour Variance & Overhead Variance, Sales and Profit variance Problems
- 2. Contract Accounting:** Meaning, Features, Escalation clause, cost plus profit contract, profit on incomplete contracts, Ascertainment of Contract costs, Problems.
- 3. Operating costing:** Introduction, Analysis of Operating cost, Cost ascertainment, Problems on transportations services.
- 4. Activity Based Costing:** Meaning, Classification of activities, difference between Traditional and Activity Based Costing, Advantages & Limitations of Activity Based Costing, Problems.
- 5. Budget & Budgetary Control:** Meaning of Budget, Budgeting and Budgetary control, Problems on Types of Budget (except Cash budget, Flexible Budget and capital budget), Budget Manual, Advantages and Disadvantages of Budgeting, Zero Based Budgeting, Master Budget.

**Books Recommended:**

1. Cost Accounting – Jawahar Lal Tata Mcgraw Hill Publisher
2. Cost & Management Accounting- S.M. Inamdar Everest Publishing House
3. Advanced Cost & Management Accounting-V.K. Saxsena and C D Vashit
4. Financial, Cost and Management Accounting- Dr. P Perisamy Himalaya Publication.
5. Advanced Cost Accounting – J Made Gowda Himalaya Publication

**Solapur University, Solapur**  
Semester Pattern Syllabus CBCS  
Class: BBA- III Semester VI (w. e. f. June 2018)  
Group B-Marketing Specialization  
**Subject- Media Management**

**Total Marks- 100**

**University Exam-70**

**Internal Exam-30**

**1) Media Planning and Strategy (10)**

Introduction, Basic terms and concepts- Reach, frequency, impact, Major media types, Media vehicles, Media timing, Geographical media allocation, Developing a media plan, Media selection, problems in media planning.

**2) Print Media (10)**

Introduction, Newspaper- Advantages & Disadvantages, Magazine- Advantages & Disadvantages, Business Publications, New trends in press media.

**3) Electronic Media (10)**

Introduction, Characteristics of TV, TV Advertisement- Merits and Demerits, Satellite television, TV-Commercials & Informatials

**4) Radio (10)**

Introduction, Radio Advertising- Advantages & Limitations, FM Broadcasting and channels, Radio services, Radio programmes

**5) Media of the new millennium (10)**

Introduction, Internet as Media- Advantages & Disadvantages, Key terms, Developing internet program, Internet & Integrated Marketing Communication, Social Media advertisement- Facebook, Twitter, Youtube , Portals, etc.

**6) Miscellaneous Media (10)**

Introduction, Concepts of- Outdoor media, Billboards, Neon signs, Transit Advertising, Cinema, Supplementary Medias

**Reference Books:**

1. Foundations of advertising- S.A. Chunawala & K.C.Sethia
2. Advertising & Promotion- An IMC persepective- Belch & Belch, Tata McGraw Hill
3. Media & Communication Management- C.S. Rayudu, Himalaya Pub house
4. Advertising Management- P.K. Agarwal, A Pragati Edition
5. Advertising Management- Batra, Myers, Aaker, Pearson Publication
6. Contemporary Advertising- William F Arens, The McGraw Hill Companies

**Solapur University, Solapur.**  
**B.B.A.-III Sem-VI**  
**Practical on Employability Skills**

Total Marks – 100      University Exam – 50      Internal Assessment - 50

**Practicals** -Student should maintain the Practical Book (Journal) for this subject. The practicals include following - .

- a) **SWOT Analysis** Student should do self SWOT Analysis      (05 marks)
- b) **Goal Setting** – Student should set their Short term and Long term goals  
(05 Marks)
- c) **Writing a Profile** – Student should write Personal Profile (Resume)  
(05 Marks)  
**Business Profile** (Assuming starting up new business, profile should include basic introduction, vision, mission and objectives, products offered, etc.)  
(05 Marks)
- d) **Writing Skills** – Student should write a Job Application (Applying to any Business/ Industry of own choice)      (05 Marks)
- e) **Case Analysis**- Student should analyse and solve any 1 case based on Problem Solving and Decision making.      (05 Marks)
- f) **Specialisation Exercise** - As mentioned in syllabus, individually student should undertake any one exercise from Marketing/ Finance (Unit no-8/9) and should write its report in journal.      (20 Marks)

At the end of semester, Oral examination of Individual student will taken by the university (One internal and One external examiner ) Examiners should ask the questions on the basis of practical Book (Journal) maintained by the Students.      (50 Marks)