

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

THE NAME OF THE COURSE SHALL BE “**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**”. THE BBA COURSE SHALL BE OF SIX SEMESTER (THREE YEARS DURATION).

- 1.1
- a) A candidate seeking admission to Bachelor of Business Administration (BBA) course should have passed Higher Secondary Examination (+2 stage) for any other equivalent examination there to. A candidate who has passed the +2 examination conducted by the **Board of Technical Education Maharashtra** or equivalent thereto shall also be eligible for admission to this course.
 - b) A student who has passed the Minimum Competency Based Vocational Course (MCVC) at +2 level shall also be eligible for admission to this course.
 - c) A student seeking the admission to this course must have obtained at least 40% marks at the qualifying examination.
 - d) A Common Entrance Test will be conducted by the university for admission to the course. the admission to the course shall be strictly on the basis of the percentage of marks obtained by the candidates in the Entrance Examination.

O.693 The BACHELOR OF BUSINESS ADMINISTRATION (B.B.A) degree shall be conferred on a candidate who has successfully completed a regular course of study consisting of Six Semester spread over Three Years.

R 1252- The maximum number of students in a class shall not exceed 60. There shall be six subjects of 100 marks each in a semester. There are 60 marks for theory and 40 marks as sessional/ practical. Each paper or subject has 4 credits. Accordingly there are 24 credits in a semester. The total credit for BBA degree is.(24 x 6)= 144

PASSING STANDARDS:

R- 1254 A Student who secures at least 40% marks in each paper (theory and sessional together and project work and secures 50% or more marks but less than 60% of marks in aggregate of six semesters (three years) total shall be declared to have passed in SECOND DIVISION. There shall be no pass class.

A student who secures at least 40% in each paper (Theory & Sessional together) and project work and secure 60% or more marks in aggregate of six semesters (three years) shall be declared to have passed in FIRST DIVISION.

R-1255 A Student who has failed to secure at least 40% marks in any one or more papers shall be declared to have failed in that/those papers and such student will have to reappear for such papers (for theory only and not for sessional) to secure minimum passing marks.

A student who has secured minimum 40% marks in each paper (theory & sessional together) and project work but has failed to secure minimum of 50% of marks in aggregate of all the three years. He /She may choose to reappear for any one or more papers (of third year only) to secure 50% of the aggregate of three years. In such a case the candidate can reappear only for the theory paper and the sessional marks of the papers will remain same. A student cannot reappear for the sessional part.

R- 1256 (a) To be eligible for promotion to second year (third semester) of the BBA course, a student must successfully clear at least 9 out of 12 papers offered during the first year (first and second semesters) of the programme. For promotion to fifth semester, a student must have successfully cleared 16 out of 24 papers, offered upto fourth semester, and must clear all the papers of first and second semesters. For promotion to second, fourth and sixth semester, the appearance at the respective preceding semester is compulsory. Clearing first, third and fifth is not essential for promotion to next semester.”

(b) The sessional marks allotted by the Institute/ College are subject to scale down. The scaling shall be in relation to the marks obtained by the student in the respective subject. A variation of $\pm 10\%$ shall be allowed.

- (c) The university will appoint external examiner for assessment of the project. The project will be assessed by the external examiner and the guide separately on the basis of the following criteria:-

1. Preparation of report 50 Marks
2. Presentation 25 Marks
3. Viva Voce 25 Marks

Both the examiners will submit their marks lists separately to the university. The average marks of the two examiners shall be taken as the marks obtained by the student in the project. The scaling down will not be applicable to the project marks.

R-1257 The following shall be the syllabus for the examination:-

FIRST SEMESTER

Pap er No	Title	Weekly Th Pr	Credit Th Pr	Marks Theory	Marks Sessional or Practical S Pr	Total Marks	Duration Theory Exam
I	Accountancy I	4	4	60	40	100	2 Hrs
II	Management Perspective I	4	4	60	40	100	2 Hrs
III	Business Organisation	4	4	60	40	100	2 Hrs
IV	Business Statistics	4	4	60	40	100	2 Hrs
V	Human Communication in Business	4	4	60	40	100	2 Hrs
VI	I T Fundamentals	2 4	2 2	60	- 40	100	2 Hrs
	Total	22 4	22 + 2 = 24	360	200 40	600	--

SECOND SEMESTER

Pap er No	Title	Weekly Th Pr	Credit Th Pr	Marks Theory	Marks Sessional or practical S Pr	Total Marks	Duration Theory Exam
VII	Accountancy II	4	4	60	40	100	2 Hrs
VIII	Management Perspective II	4	4	60	40	100	2 Hrs
IX	Business Economics	4	4	60	40	100	2 Hrs
X	Environmental Awareness I	4	4	60	40	100	2 Hrs
XI	Administrative Practices	4	4 -	60	40	100	2 Hrs
XII	I T Applications in Business I	2 4	2 2	60	- 40	100	2 Hrs
	Total	22 4	22 + 2 = 24	360	200 40	600	--

THIRD SEMESTER

Pap er No	Title	Weekly Th Pr	Credit Th Pr	Marks Theory	Marks Sessional or practical S Pr	Total Marks	Duration Theory Exam
XIII	Cost Accountancy I	4	4	60	40	100	2 Hrs
XIV	Management Perspective III	4	4	60	40	100	2 Hrs
XV	Human Factor in Business	4	4	60	40	100	2 Hrs
XVI	Business Laws I	4	4	60	40	100	2 Hrs
XVII	Environmental Awareness II	4	4	60	40	100	2 Hrs
XVII I	Entrepreneur ship	4	4	60	40	100	2 Hrs
	Total	24	24 = 24	360	240	600	--

FOURTH SEMESTER

Pap er No	Title	Weekly Th Pr	Credit Th Pr	Marks Theory	Marks Sessional or practical S Pr	Total Marks	Duration Theory Exam
XIX	Cost Accountancy II	4	4	60	40	100	2 Hrs
XX	Management Perspective IV	4	4	60	40	100	2 Hrs
XXI	Organizational Effectiveness & Change	4	4	60	40	100	2 Hrs
XXII	Business Law II	4	4	60	40	100	2 Hrs
XXII I	Operation Research	4	4	60	40	100	2 Hrs
XXI V	I T Application in Business II	2 4	2 2	60	- 40	100	2 Hrs
	Total	22 4	22 + 2 = 24	360	200 40	600	--

FIFTH SEMESTER

Pap er No	Title	Weekly Th Pr	Credit Th Pr	Marks Theory	Marks Sessional or practical S Pr	Total Marks	Duration Theory Exam
XX V	Management Accounting	4 -	4 -	60	40 -	100	2 Hrs
XX VI	Management Perspective V	4 -	4 -	60	40 -	100	2 Hrs
XX VII	Capital Markets I	4 -	4 -	60	40 -	100	2 Hrs
XX VIII	Taxation Laws I	4	4 -	60	40	100	2 Hrs
XXI X	Institutional Assistance to Business	4	4 -	60	40	100	2 Hrs
XX X	E- Business & Internet	2 4	2 2	60	- 40	100	2 Hrs
	Total	22 4	22 + 2 = 24	360	200 40	600	--

SIXTH SEMESTER

Pap er No	Title	Weekly Th Pr	Credit Th Pr	Marks Theory	Marks Sessional or Practical S Pr	Total Marks	Duration Theory Exam
XX XI	Auditing	4 -	4 -	60	40 -	100	2 Hrs
XX XII	Management Perspective VI	4 -	4 -	60	40 -	100	2 Hrs
XX XIII	Capital Markets II	4 -	4 -	60	40 -	100	2 Hrs
XX XIV	Taxation Laws II	4 -	4 -	60	40 -	100	2 Hrs
XX XV	Management Support System	4	4 -	60	40	100	2 Hrs
XX XVI	Project	- 8	- 4	-	- 100	100	2 Hrs
	Total	18 8	20 + 4 = 24	300	200 100	600	--

Total Credits for BBA

No. of Semesters = 6

Credits at each Semester = 24

Total Credits = 24 x 6 = 144

Paper I- ACCOUNTANCY - I

Theory	60
Sessional	40
Credits	4

1. Double Entry Accounting System Introduction and concept & Advantages, Accounting Cycle, Types of Account, Journalising Rules, Subsidiary Books, Ledger, Trial Balance
2. Trading ,Profit and Loss Account and Balance Sheet (Simple exercise on Sole Trader, Final Account expected)
3. Partnership Account:
Introduction, Preparation of Partnership Final Accounts.
1. Depreciation
Introduction, meaning and definition, methods of Depreciation
1. Fixed Installment Method 2. Reducing Balance Method

Books:

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
2. Batliboy “ Advanced Accounting “, Standard Accounting Publication.
3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
4. S.C Kuchal “ Financial Management “

PAPER NO. II: MANAGEMENT PERSPECTIVE I

Theory	60
Sessional	40
Credits	4

- Unit – I Management Concepts : (Philosophy of Management) Theo Haimanns Concept of Management. Management is what management does. Management is a process for the utilisation of growth – inputs . Management Is the art of getting things done . Management is the development of the People . Management versus Administration . Several Concepts for getting results through people : M.B.C. , M.B.S. , M.B.R. , M.B.E. , M.B.P., .M.B. M., M.B.O.
- Unit- II Fundamentals of Management: Science or Art. Is Management a Profession ? Role of agencies interested in promoting professionals. Principles of Universality of management. The manager & his job . Different approaches to management.
- Unit- III Evolution of Management Thought : Management in antiquity. Management in the Pre- Taylor period . Impact of industrial Revolution on Management . The advent of scientific management Nineteenth century contributions. The Beginning of scientific epoch in management . Taylors philosophy in the scientific method . Gantt’s Philosophy of humanity in industry . Emerson’s philosophy of efficiency . Gilbeth’s Philosophy of the one best way
Evolution of Management Thought : School of Management Theory :
1) The Classical School including :
i) Scientific Management School (Taylor & his followers)
ii) Management Process School (Fayol, Follet, Gillick, Urwick)
iii) Bureaucracy Theory School (Max Weber)
2) The Human Relations School (Neo Classical) : Hawthorne Experiments by Elton Mayo)
3) The Contingency Theory School
- Unit- IV Objective : Objectives & Social Responsibilities of Business. Goals of business – Concept & Nature of Objectives, Importance of Objectives, Types of Objectives, Balancing the Objectives MBO . The Social Responsibilities of business . Areas of social Obligation . Classification of social responsibility. Problem of change .Recommendations for Environmental Planning .
- Unit- V Management Thinkers – Mary Parker follett . George Elton mayo , Henry Fayols contribution to management thoughts . The principles of management . Schools of management theory . Management movement in India . The problem of management development .

BOOKS:

- 1) Organisational & Management– Dr. S.C. Saxsena –Sahitya Bhavan - Agra.
- 2) Modern Business Organisation & Management – Sherlekar & Sherlekar
- 3) Principles of Mangement – C.N.Sontakke

PAPER NO. III: BUSINESS ORGANISATION

Theory	60
Sessional	40
Credits	4

Unit – I Meaning of terms:
Business, Industry, Commerce, Profession, Vocation

Unit – II Meaning , Characteristics , Formation , and merits and demerits of the following terms:

- Sole Proprietorship
 - Partnership
 - Joint Stock Company
 - Co – Operative Society
 - Public Enterprise
 - Non Profit Organisation.
- Conversion one form into another wherever feasible

Unit – III Ownership Organisation decision choice of form of organisation the initial choice , Problem of expansion

Unit – IV Business and its Environment

1. Social Responsibilities of business & public relations
2. Business & its environment
3. Objectives of business
4. Social Responsibility of a business firm
5. Corporate image

Unit – V Rationalisation & Automation
(Business term, Industry & Technological change)

- 1) Rationalization
- 2) Automation
- 3) Benefits of Rationalisation
- 4) Objections to Rationalisation

Unit – VI Business Combination & Monopoly

- 1) Causes of Combinations
- 2) Types of Combination
- 3) Forms of Combination
- 4) Economics of Combination

BOOKS:

1. Fundamentals of Business Organisation and Management – Y.K. Bhushan
2. Management & Organisation by C.B. Gupta

PAPER IV - BUSINESS STATISTICS

Theory	60
Sessional	40
Credits	4

1. Introduction, Origin & Growth of Statistics, Definitions, Functions, Scopes and Limitations.
2. Organising Statistical Survey, Planning the Survey, Scope of Survey Techniques of data collection.
3. Sampling and sample designs.
4. Classification and Tabulation of Data.
5. Measures of Central Value - Mean, Median and Mode,
6. Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.
7. Correlation Analysis:
Introduction: Utility of the study of correlation, Correlation and causation
Types of correlation - Positive and Negative Correlation
Karl Pearson's Coefficient of Correlation.

Books:-

1. Seymour Lipschutz Probability - Schaum Outline series. Mc Graw Hill.
2. M.C. Shukla and S.S. Gulshan - Statistic S. Chand & Co. New Delhi.
3. V. Seetharaman - A Text book of Statistics - M. Nandana South Bros.
4. Gupta and Kapoor Fundamental of Statistics.
5. D.N. Elhance Statistical Methods

PAPER NO. V: HUMAN COMMUNICATION IN BUSINESS

Theory	60
Sessional	40
Credits	4

Unit – I	Nature , Function , Scope and limitations of Communication , Process Of Communication and its elements, Channels & Media of Communication, Types of Communication.
Unit – II	Facilitators and Barriers in organisation and managerial Communication
Unit – III	Communication Skills : Filter & Feed back
Unit – IV	Listening Skills
Unit – V	Written Communication, merits, demerits, techniques, media
Unit – VI	Business Correspondence – Letters of complaints , Claims , Settlement of claims, Banking & insurance correspondence.
Unit – VII	E-communication : Use of Electronic Devices in Modern Communication. Such as Modem, Fax, e-mail, chat, Tele-conferencing, Video conferencing, etc.

Books :

1. Communication: C.S. Rayudu
- 2.. Business Communication : Bhende , Pradhan , Thakur
3. Communication Dynamics Dr. Mrs. V.S. Mishra
4. Business Communication Richard Huseman.
5. Business Communication Bhende, Pradhan & Others.

PAPER VI I.T.FUNDAMENTALS

Theory	60
Practical	40
Credits	4

- Unit – I Fundamentals of Computer; Data, Information, Data Processing, Input, Process, Output, EDP, Computer based Processing advantages , Role of Hardware and Software in computing, I.T. , Features and impact of I.T. on business, Historical Background of Development of computer field, Types and Generations of Computer
- Unit – II Different Input /Output and storage devices
- Unit – III Computer codes and languages; Computer Codes; Different number systems, Binary , Octal, Hexadecimal, Decimal, Conversion from one base to another base,- Coding, BCD, EBCDIC, ASCII, High level, low level, Assembly language
- Unit – IV Operating System; Concept, its role in computing, functions of OS, Components of Operating System, Types- Single user and Multi user, Popular Operating systems, MSDOS, Internal and External Commands, Concept of GUI, Windows, Utilities in Windows through Control Panel, My Computer, Notepad, Paintbrush etc,

Practical:

1. Familiarizing students with different devices and facilities of computer system
2. Using MSDOS Command- DIR,DATE,TIME,CLS,EDIT,COPYCON,REN,FORMAT, PROMPT,PATH, TYPE, MORE, TREE , VER, CHKDSK, FIND, RESTORE, COPY, DISKCOPY, XCOPY, Wildcard characters.
3. Working in Windows- Settings, Control Panel, Display, Add New Printer, Mouse, Date and Time, Regional Settings, Calculator, Character Map, Games, MSDOS Prompt, Transferring and updating file through My Brief case & Direct Cable Connection, Browsing through My Computer, Text Editing in Notepad, Drawing through Paint brush, file handling through Recycle Bin, Scanning Disk through Scandisk.

BOOKS

1. Chetan Srivastav “ Information Technology”,
2. O,Brien J. “ Management Information System”, Tata McGraw Hills, New Delhi
3. P.K.Taxali” PC Software made simple”, Tata McGraw Hills, New Delhi
4. V.Rajaraman “ Fundamentals of Computer”, Prentice Hall of India, New Delhi
5. Sanders D.H. “ Computers Today”, Tata McGraw Hill
6. Denies Sheila S. “ Microsoft Office Professional for Windows 95”, BPB Publications

PAPER VII – ACCOUNTANCY II

Theory	60
Sessional	40
Credits	4

1. Goodwill of Partnership Firm
Meaning, Need, factors affecting Goodwill, Methods of valuing Goodwill, - Average Profit Method, Super Profit Method
2. Accounts of Non Trading Concern – Preparation of Receipts and Payment Accounts, Income and Expenditure Account and Balance Sheet
3. Company Final Accounts
(Treatment of Provisions, Treatment of Dividends, Interim & Final Dividend on shares, Income Tax on Dividends, Payment of Dividends, Unclaimed Dividends, Treatment of Preliminary Expenses, Capital Profit, Income Tax Provision, Advance Payment, Payment of Tax, TDS, -- Simple exercises expected).
4. Single Entry System
Concept- Ascertainment of Profit from records of single entry method

Books:-

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
2. Batliboy “ Advance Accounting “ , Standard Accounting Publication.
3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
4. S.C Kuchal “ Financial Management “

PAPER VIII MANAGEMENT PERSPECTIVE II

Theory	60
Sessional	40
Credits	4

Unit – I	Planning – meaning and nature of planning, planning premises, planning process with objective of planning – classification of plans on the basis of scope, time, function including budgetary planning – forecasting- meaning & importance only, types of planning, principles of planning, Advantages Limitations of Planning, decision making process only.
Unit – II	Organizing – Definition of organizing, steps in organizing, principles of organizing, delegation & decentralization, organizational charts - Types of organization, Line – Line & Staff – committee – organizational climate – formal & informal.
Unit – III	Staffing: Recruitment, Selection training & Development of managers at various levels.
Unit – IV	Directing: Meaning & Principles of directing Motivation: Meaning, importance, Tools of motivation. Motivation Models: Maslow’s Need Hierarchy, Herzberg, Dual factor, McGregor’s theory X and Y. Leadership: Meaning, importance, leadership styles, traits
Unit – V	Co-ordination – Meaning, Features, Principles of Co-ordination, difference between Co-ordination & Co-operation, Coordination as essence of Management.
Unit – VI	Control: Meaning & Importance of Controlling, Process of control, Techniques of control, Requisites of effective control system.

BOOKS:

- 1) Basic organization & Management: By Dr. P.C. Shejwalkar, Dr. Sherlekar S.A
- 2) Organization & Management – R.D. Agarwal
- 3) Modern Business Organisation & Management – Sherlekar & Sherlekar
- 4) Principles of Mangement – C.N.Sontakke
- 5) Principles of Management – L.M.Prasad.

PAPER NO. IX: BUSINESS ECONOMICS

Theory	60
Sessional	40
Credits	4

Unit – I	Introduction to economics, Definition Scopes & nature of economics.
Unit- II	Law of Demand & Supply, Market equilibrium, Elasticity of Demand.
Unit – III	Utility Analysis ; Indifference curve Analysis, consumer Behavior
Unit – IV	Factors of production and its Rewards : Rent ;interest and profit
Unit – V	National Income .Meaning, Definition, concept, GNP,NNP, N I at Factor Cost, NI , PI, DI, Measuring National Income.

BOOKS:-

- 1) Principles of Economics – M.L. Seth
- 2) Principles of Economics – Ahuja
- 3) Micro economics – Datta & Samuelson
- 4) Modern Economic Theory – K K Dewett
- 5) Business and Managerial Economic- Sampat Mukherjee

PAPER NO. X: ENVIRONMENTAL AWARENESS – I

Theory	60
Sessional	40
Credits	4

- Unit - I Environmental Awareness : Introduction , Need, A Ecological factors –
Atmosphere : Structure & components, air as an ecological factor.
Hydrosphere : Structure & components, water as an ecological factor.
Lithosphere : Structure & components, soil as an ecological factor.
- Biotic factors : Structure and components, effect on environment.
Interaction between plants and local animal and man.
Interaction between plants growing in a community.
Interaction between plants and min & microbes.
- Unit - II Ecosystem:
Concept, definition, Structure biotic & abiotic biotic-producer-consumer
decomposers, Examples – aquatic marine & pond, forest, food, chain, food
web, energy flow in ecosystem.
- Unit - III Population ecology :
Characteristics of Population : - Population density, natality, mortality,
Population growth, age distribution of population, population fluctuation.
1) Population Structure :- Population dispersion emigration immigration,
migration, types of interaction neutralism, commensalism, mutualism, proto –
cooperation, amensilism, parasitism, cannibalism, predation competition.
- Unit - IV Environmental Pollution: - Concept, Definition.
Water Pollution – Pollutants – Sewage, organic chemicals.
Inorganic heavy metals [Hg-Pb-Cu-Cd] , Oil spill.. Eutrophication.
2) Air Pollution:- Pollutants – aerosols [SO₂, CO₂ , CO N-oxides,
Hydrocarbons, global warming, greenhouse effect, acid rains.]

BOOKS: -

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|--------------------------------|---------------|
| 1) Environmental Biology: - | P.D. Sharma |
| 2) Environmental Chemistry: - | A.K. De |
| 3) Ecology: - | M.P. Arora |
| 4) Ecology and Environment: - | P.D. Sharma |
| 5) Environmental Biology: - | K.C. Agarwal |
| 6) Environmental Pollution: - | Krishna Kanan |
| 7) Environmental Chemistry: - | Sharma |
| 8) Manual of Forest Ecology: - | Mishra & Puri |

PAPER NO. XI: ADMINISTRATIVE PRACTICES

Theory	60
Sessional	40
Credits	4

Unit – I	Role of company executives :- Company Secretary, Board of Directors
Unit – II	Law & procedure of meetings – General principles of law & practice relating to meetings.
Unit – III	Distinction between public and private meetings; rights and restrictions regarding the holding of meetings, preservation of order at meeting.
Unit – IV	The power & duties of chairman. The requisites of valid meeting, notice, constitution, quorum, agenda, papers, minutes, motions.
Unit – V	Voting & Proxies; adjournment; rules of debate, including formal (or procedural) motions. The committee system and its operation.
Unit – VI	Principles of security of documents and filing information.

Books:

- 1) Lectures on company law – Shantilal mohanlal shah-N.M.Tripathi- Pvt. Ltd. Mumbai
- 2) Business Organisation - Y K Bhushan
- 3) Business Organisation - Sherlekar

PAPER XII I.T. Applications in Business – I

Theory	60
Practical	40
Credits	4

- Text Processing; Meaning and role of word processing, Documents in MSWORD, features of MSWORD, Creation and saving of word document, searching a document , opening and closing a document, printing a document, Copying, Moving and Cutting Text in Word, Cut, Paste, Moving text between documents, Changing case, Fonts, Applying Bold, Underline and Italic, Insertion of pictures, symbols & special characters, page setting, margin styles and settings, Table creation in word document, columns & rows insertion deletion Formatting a document, Formatting Toolbar, Table and Border Toolbar, Border Shading Dialog, Bullet and numbering, Mail Merge Procedure in Word, Using forms, labels and envelopes Use of Help in Word document

- Electronic Spreadsheet; Structure of worksheet and its usage in commercial applications, creating worksheet in MSEXCEL, formatting and layout of worksheet, Excel Templates, working with range, rows, columns, total, sorting , formatting toolbars, moving cell contents, alignment of worksheet text, border colour, handling workbook, working with formulas and functions- SUM, PRODUCT, AVERAGE, COUNT, MAX, MIN, SQRT etc., Charts in Excel, Types, Graph, Axes, Variable, Labels, Legends, Titles, Analysis of Data in Excel, Exploring built in function of Excel, sharing data with other desktop applications.

- Presentation in Business with PowerPoint ; Creation of slides, adding objects, Movies, sound, animation , styles of presentation and linking procedures, Slide colour scheme, background, Custom animation, Slide Transition, Slide Show

Practical:

Familiarizing with Word , Excel and Power Point. Creating WORD DOCUMENT, WORKSHEETS IN excel and Presentations with Power Point

BOOKS:

1. Timothy J O’Leary “ Microsoft Office 2000”, Tata McGraw Hill
2. Techmedia “ Microsoft Office”
3. “MSOffice Complete”, BPB Publications
4. MSWORD 2000 , BPB Publications
5. MSEXCEL 2000, BPB Publications