

SOLAPUR UNIVERSITY
COURSE STRUCTURE FOR
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
SEMESTER PATTERN SYLLABUS (w. e. f. June 2010)

1. Title :

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce w.e.f. the academic year 2010-2011 B.B.A. Part II w.e.f. 2011-2012 and B.B.A. Part III w.e.f. 2012-2013..

2. Objectives :

- (i) To provide adequate basic understanding about Management Education among the students.
- (ii) To prepare students to exploit opportunities being newly created in the Management Profession.
- (iii) To train the students in communication skills effectively.
- (iv) To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- (v) To inculcate Entrepreneurial skills.

3. Duration :

The Course shall be a full time course and the duration of the course shall be of three years.

4. Eligibility :

- (i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream
- (ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iii) Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iv) MCVC
- (v) Every eligible candidate has to pass a Common Entrance Test to be conducted by university or college..

5. Medium of Instruction:

Medium of instruction shall be in English only.

6. Scheme of Examination :

The B.B.A. Examination will be 3600 marks divided into 3 parts as per details given below :

- (i) B.B.A. Part I (Sem I, II) Aggregate marks 1200
- (ii) B.B.A. Part II (Sem III, IV) Aggregate marks 1200
- (iii) B.B.A. Part III (Sem V, VI) Aggregate marks 1200

There will be written Examination of 80 marks 3 hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course.

For Courses in Industrial Exposure (Sem III, IV) there will be viva voce examination of 20 marks and for Written

Report and Industrial visits 80 marks. For course on Project work (Sem VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

7. Backlog :

The candidate will be allowed to carry any number of backlog of courses prescribed for BBA PT I, II. However a candidate shall not be admitted to B.B.A. Part III Examination (Sem V) unless he has passed in all courses at B.B.A. Part I.

8. Standard of Passing and Award of Class :

In order to pass examination a candidate has to obtain 40% marks out of 100 (Sem-end exam 80 + class work marks 20 taken together) in each course.

The award of class :

The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II and III). The award of Class is as follows :

- (i) Aggregate 70% and above First Class with Distinction.
- (ii) Aggregate 60% and above but less than 70%..... First Class
- (iii) Aggregate 50% and more but less than 60%..... Second Class.
- (iv) Aggregate 40% and more but less than 50% Pass Class.
- (v) Below 40% Fail.

B.B.A First Year – Semester I

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
101	Principles of Management	20	80	100	4
102	Business Communication Paper I	20	80	100	4
103	Financial Accounting	20	80	100	4
104	Business Economics (Micro)	20	80	100	4
105	Business Organisation & Systems	20	80	100	4
106	Practicals on Management- I	50	50	100	4
	Total	150	450	600	24

B.B.A. First Year – Semester II

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
201	Business Environment	20	80	100	4
202	Business Communication Paper II	20	80	100	4
203	Cost Accounting	20	80	100	4
204	Management of Business Services	20	80	100	4
205	Business Informatics	20	80	100	4
206	Practicals on Management- II	50	50	100	4
	Total	150	450	600	24

B.B.A. Second Year – Semester III

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
301	Business Statistics	20	80	100	4
302	Service Management	20	80	100	4
303	Foundation of Human Skills	20	80	100	4
304	Management of SME	20	80	100	4
305	E- Commerce	20	80	100	4
306	Mini Project I	50	50	100	4
	Total	150	450	600	24

B.B.A. Second Year – Semester IV

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
401	Business Policy	20	80	100	4
402	Business Economic (Macro)	20	80	100	4
403	Organisational Behaviour	20	80	100	4
404	Entrepreneurship Development	20	80	100	4
405	Marketing Management I	20	80	100	4
406	Mini Project II	50	50	100	4
	Total	150	450	600	24

B.B.A. Third Year – Semester V

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
501	International Business	20	80	100	4
502	Marketing Research	20	80	100	4
503	Financial Management -I	20	80	100	4
504	Human Resource Management – I	20	80	100	4
505	Production Management- I	20	80	100	4
506	Taxation	50	50	100	4
	Total	150	450	600	24

B.B.A. Third Year – Semester VI

Subject code	Subjects	Internal marks	Uni. Exam.	Total Marks	Weekly workload (Hrs)
601	Business Law	20	80	100	4
602	Marketing Management II	20	80	100	4
603	Financial Management II	20	80	100	4
604	Human Resource Management II	20	80	100	4
605	Production Management II	20	80	100	4
606	Project Report	50	50	100	4
	Total	150	450	600	24

Internal – Division of 20 Marks

Attendance - 5 Marks
 Class Assignments (2) 5 Marks
 Seminar/ Group Exercise - 10 Marks

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Revised Syllabus
Class – B.B.A.-I Sem-I
Semester System
Name of the paper - PRINCIPLES OF MANAGEMENT
Paper No. : 101

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objective – To develop understanding regarding basic concepts and functions of management.

Unit No.	Name of the topic	Details	No.of Periods
1	Management	Definitions of management, nature and importance of management, Functions- Planning, Organising, Staffing, Directing, Controlling. Levels of Management and its functions.	7
2	Planning	Meaning, Nature and Importance of Planning- Types of Plans, Steps in Planning	7
3	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.	10
4	Staffing	Meaning, nature and purpose- Selection, training and performance appraisal,	8
5	Motivation	Motivation and human factors-Need – want satisfaction chain. Motivational techniques : Financial and Non-financial incentives. Theories of motivation : Maslow's Hierarchy needs theory, McGregor's theory X and Y. Theory Z by Ouchi.	10
6	Leadership	Definition of leadership, ingredients of leadership, trait approach to leadership, situational approach to leadership- Leadership Styles	8
7	Controlling	Meaning, Steps in Control Process, why control is needed, Types of Control- Feedforward control, Concurrent control & feedback control, Contemporary issues in control	10

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 – Weihrich and Koontz - Tata Mcgraw Hill
- 5) Management – L.M.Prasad.

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Revised Syllabus
Class – B.B.A.-I Sem-I
Semester System
Name of the paper - Business Communication Paper I
Paper No. : 102

Total Marks – 100
 University Exam. 80
 Internal Assessment – 20

Objectives-To develop effective business communication skills among the students.

Unit No.	Name of the topic	Details	No.of Periods
1	Introduction to Communication	Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers	7
2	Types of Communication	Written - Oral - Face-to-face - Silence - Merits and limitations of each type	5
3	Business Letter	Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence	8
4	Drafting of business letters	Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters, Circular letters - Application for employment and resume .	10
5	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.	15
6	Common errors in business writing	Errors with pronouns, errors with adjectives, errors with verbs ,errors with adverbs , errors with participles, errors with prepositions.	15

Recommended Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 7) Business Communication - M. Balasubrahmanyam - Vani Educational Books.

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Revised Syllabus
Class – B.B.A.-I Sem-I
Semester System
Name of the paper - FINANCIAL ACCOUNTING
Paper No. : 103

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives – a) To develop awareness about accounting as a language of business.

b) To impart basic accounting knowledge as applicable to business.

Unit No.	Name of the topic	Details	No.of Periods
1	Accounting	Introduction, Meaning of Accounting, Procedural Aspects of Accounting – Objectives of Accounting – Functions of Accounting – Sub Field of Accounting – Accounting Concepts – Accounting Principles – Accounting Conventions, Fundamental Accounting Assumptions.	10
2	Accounting Standards	Introduction – Concepts, Objectives – Overview of Accounting Standards in India.	5
3	Accounting Process and System	Nature of Accounting Transactions, Journal Entries, Posting of ledgers, Subsidiary books, Cashbook, Bank Reconciliation Statement.	15
4	Depreciation	Concept, Objectives of depreciation, Depreciation Methods, Straight line, Written down, Sum of Years Digits Method, Double Declining Method.	10
5	Trial Balance	Introduction, Objectives of Preparing trial balance, Methods of Preparation, adjusted trial balance, rules of preparing trial balance- limitations of trial balances. Preparation of trial balance, final accounts for Proprietor	8
6		Preparation of trial balance, final accounts for Proprietor	12

Recommended books:

1. Advance Accountancy – M.C.Shukla and Grewal
2. Advance Accountancy – S.C.Jain and K.L.Narang
3. Advance Accountancy – S.M.Shukla
4. Advance Accountancy – R.L.Gupta and M.Radhaswami.

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Revised Syllabus
Class – B.B.A.-I Sem-I
Semester System

Name of the paper - BUSINESS ECONOMICS –I (MICRO)
Paper No. : 104

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives a) To acquaint the students with concepts and techniques used in Micro Economic Theory.

b) To enable them to apply this knowledge in business decision making.

Unit No.	Name of the topic	Details	No.of Periods
1	INTRODUCTION OF ECONOMICS	1.1 Definitions 1.2 Scope and Significance 1.3 Micro and Macro Economics 1.4 Business Economics and Business Decisions	5
2	CONSUMER BEHAVIOUR	2.1 Concept of Consumer Behaviour and Utility. 2.2 Law of Diminishing Marginal Utility 2.3 Law of Equi-Marginal Utility	7
3	DEMAND ANALYSIS	3.1 Concept of Demand, Types of Demand 3.2 Demand Function and The Law of Demand 3.3 Elasticity of Demand, Types, Methods of Measurement, Determinants and Significance of Elasticity of Demand. 3.4 Demand Forecasting- meaning, importance and time series method	12
4	ANALYSIS OF SUPPLY, PRODUCTION AND COST	4.1 Concept of Production Function 4.2 Concepts of Cost – Fixed and Variable, Money and Real, Opportunity and Social, Short-run and Long-run Cost Curves. 4.4 Revenue Curves – Total, Average and Marginal (Perfect Competition and Monopoly).	12
5	MONOPOLISTIC COMPETITION, OLIGOPOLY AND FREE MARKET ECONOMY	5.1 Monopolistic Competition – Features, Price Determination. 5.2 Product Differentiation, Selling Cost 5.3 Oligopoly – features, kinked demand Curve, price leadership. 5.4 Free Market Economy – meaning, functioning and limitations.	12
6	DISTRIBUTION	6.1 Marginal Productivity Theory of Distribution. 6.2 Rent – Modern Theory of Rent, Quasi – Rent. 6.3 Wages – Minimum and Living Wages, Trade Union and Wages. 6.4 Interest – Liquidity Preference Theory of Interest. 6.5 Profit – Innovation Theory of Profit Risk and Uncertainty Theory of Profit.	12

REFERENCE BOOKS

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.

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Class – B.B.A.-I Sem-I

Semester System

Name of the paper - BUSINESS ORGANISATION & SYSTEMS

Paper No. : 105

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives a) To acquaint the students with various forms of business organization

b) To make the students aware about developments in the business world.

Unit No.	Name of the topic	Details	No.of Periods
1	Introduction to business	Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. - Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium.	10
2	Business sectors & forms of business organizations	private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies –their features, relative merits, demerits & suitability	10
3	Merges & acquisitions	Mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, patents, trademarks & copyright.	10
4	Setting up a New Enterprise	Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc	10
5	Domestic Trade	Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy	10
6	Aids to Trade	Transport – Modes of Transport, Insurance-Types of Insurance , Communication- Telecommunication, Internet , Fax , other utilities (services) to trade.	10

Books Recommended:

1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
3. Business Organization and Management By Jallo, Tata McGraw Hill
4. Business Environment Text and Cases By F. Cherunilam
5. Organising and Financing of Small Scale Industry By Dr. V. Desai
6. Industrial Organization and Management
By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi
7. Business Organization and Management
By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi

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Revised Syllabus
Class – B.B.A.-I Sem-I
Semester System
Name of the paper - Practicals on Management-I
Paper No. : 106

Total Marks – 100

University Exam. 50

Internal Assessment – 50

Objectives –a) To expose the student with current developments in business.

b) To improve communication skill of the students.

Practicals

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

- a) Communication Skills – (10 speeches in one semester) (10 marks)
- b) News items related business – (News items minimum of 100 words need to be read and analysed- Per Semester 10 news items) (10 Marks)
- c) Student should read 1 book related business, biographies/autographies, Industrist, Management books (Other than regular subject) (10 Marks)
- d) Industrial visit Report – Minimum two business units (20 Marks)

At the end of semester , examination 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)

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Revised Syllabus
Class – B.B.A.-I Sem-II
Semester System
Name of the paper - BUSINESS ENVIRONMENT
Paper No. : 201

Total Marks – 100
 University Exam. 80
 Internal Assessment – 20

Objectives - To acquaint the students with business environment.

Unit No.	Name of the topic	Details	No.of Periods
1	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	10
2	Economic Environment	Meaning, Nature, Economic Factors- New economic policy and its impact of business environment. Impact of Liberalisation, Privatisation and Globalisation.	10
3	Technological Environment	Features of technology- Impact of technology- Technology and Society- Technology and Economy – Status of Technology in India.	10
4	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.	10
5	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.	10
6	Demographic Environment	Nature, Scope, Importance, Population size, factors of demographic environment.	10

Books Recommended :

- 1 Business Environment – K.Aswathappa
- 2 Business Environment - Francis 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

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Revised Syllabus
Class – B.B.A.-I Sem-II
Semester System
Name of the paper - BUSINESS COMMUNICATION-II
Paper No. : 202

Total Marks – 100
University Exam. 80
Internal Assessment – 20
Objective – To improve oral communication of students.

Unit No.	Name of the topic	Details	No.of Periods
1	Oral Communication	Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion – Oral report - Closed circuit TV). The art of listening - Principles of good listening.	10
2	Application of Communication Skills	Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches -Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).	10
3	Oral Communication	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	10
4	Communication in organization	Formal Channels : Downward, upward , Horizontal Informal Channels : Grapevine , Rumor etc. , Communication systems in organizations.	10
5	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.	10

6	Modern office communication	Electronic communication – Telephone , EPBAX system, Tele-Conferencing , answering machines , E-mail , voice-mail , Fax , Internet , Audio – Visual aids etc.	10
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Recommended Books :

- 1 Basic Business Communication : Robert MaArcher , Ruth Pearson Amos Prent10ice 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

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Revised Syllabus
Class – B.B.A.-I Sem-II
Semester System
Name of the paper - Cost Accounting
Paper No. : 203

Total Marks – 100
 University Exam. 80
 Internal Assessment – 20

Objective – To impart basic cost accounting knowledge as applicable to business.

Unit No.	Name of the topic	Details	No.of Periods
1	Introduction to cost Accounting	Meaning , Nature, Scope Advantages. Distinction between Financial & Cost Accounting , objectives of cost Accounting, costing, Cost Accounting, Advantages of cost Accounting.	5
2	Elements of cost	Cost Classification and cost elements, cost center, cost unit, cost control and cost reduction, Preparation of cost – Sheet.	10
3	Material Costing	Store Ledger, ABC Technique, Stock Level, Inventory Valuation, LIFO,FIFO, Simple Average and Weighted average Methods, Base Stock Method.	10
4	Labour costing & Overheads	Labour turnover, Time Keeping and Time Booking, overtime and idle time, Remuneration and incentive. Introduction of Overheads, Allocation of overheads, Classification and Accounting of Overheads, absorption of overheads.	12
5	Budgets and Budgetary Control	Concept of Budgets and Budgetary Control, Objectives. Advantages, Types of Budget. Budget Manual. Preparation of various budgets (Cash Budget, Capital Budget, Functional Budget and Master Budget.)	13
6	Marginal Costing and Break – Even Analysis	Concept of Marginal Cost, Concept of Marginal Costing, Break-Even analysis. Decision Making & Practical application of Break-even Analysis.	10

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
5. Cost Accounting – Jawahar Lal – Tata McGraw hill.
6. Cost Accounting – Methods and Problems – B.K. Bhar – academic Publishers.
7. Practical costing (Self Tutor)– Gauri Shankar – Himalaya publishing .

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Revised Syllabus
Class – B.B.A.-I Sem-II
Semester System

Name of the paper - Management of Business Services
Paper No. : 204

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objectives – a) To create awareness about various services .

b) To develop understanding about management of services.

Unit No.	Name of the topic	Details	No.of Periods
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 Classification of Services : Infrastructure of Services – Business Oriented Services – Trade Services – Social and Personal Services and Public Services.	
2	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.	
3	Management of Banking Service	Concept – Scope and Importance,– Product and Pricing Policies – Human Resource Management – Productivity and Profitability – Computerisation , Bank Marketing in Indian Environment.	
4	Management of Insurance Service	Concept Scope and Importance, Types of Insurance Service – Pricing and Promotion, Organisational set up– Privatization of Insurance Services – Government Control and Protection of Customers Interest,	
5	Management of Hotel Services	Concept, Scope and importance – Profile of Services, Locational Decisions – Pricing Policies – H.R.M. and Customer Care – Promotion Policies,– Management of Hotel Services in India	
6	Management of Telecommunication Services	concept, Scope , Importance, Product Mix, Pricing and Promotion, Introduction to Telecom Regulatory Authority of India (TRAI) , it's role and functions	

REFERENCE BOOK

1. Sasser, W.E., Olson, R., P., Wyokoff, D.D., "Management of Service Operations, Allyon & Bacon Inc. 1978.
2. Rao, A.V.S. "Services Sector Management in India, Allied Publishers, Hyderabad, 1986.
3. Shiv Shankar "Service Marketing".
4. Vasanti Venugopal Raghu V.N. "Service Marketing".
5. Reidenback E.R. & Pits, R.E., "Bank Marketing".
6. Seth Prem Nath, " Successful Tourism Management".
7. Colin J Coulson. Thomas Collier, "Service Management : Operating Decisions".
8. Jha S.M. "Service Marketing", Himalaya Publishing House, Mumbai.
9. Kotler Philip (1996) "Marketing Management Analysis, Planning, Implementation and Control", Prentice Hall of India Pvt. Ltd., New Delhi – 110 001
10. Retail Management – Suja Nair – Himalaya Publication.

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Revised Syllabus
Class – B.B.A.-I Sem-II
Semester System
Name of the paper - Business Information
Paper No. : 205

Total Marks – 100

University Exam. 80

Internal Assessment – 20

Objective - To familiarize the students with the innovations in information technology.

Unit No.	Name of the topic	Details	No.of Periods
1	Introduction to Computers	Characteristics of Computers, Block diagram of computer, Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers, Types of Programming Languages, Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Types of Memory (Primary And Secondary), RAM, ROM, PROM, EPROM, Secondary Storage Devices (FD, CD, HD, Pen drive), I/O Devices, Scanners, Digitizers, Plotters, LCD, Plasma Display, Number Systems	15
2	Software	System & application software, operating system – functions & types	5
3	Windows Operating Environment	3. Features of MS – Windows 3.1.1 Control Panel 3.1.2 Taskbar 3.1.3 Desktop 3.1.4 Windows Application 3.1.5 Icons 3.2 Windows Accessories 3.2.1 Notepad 3.2.2 Paintbrush	5
4	Editors and Word Processors	4.1 Basic Concepts 4.2 MS-Word- Letter, mailmerge, reports, tables and graphs, text formatting	10
5	Spreadsheets and Presentation packages	5.1 Purpose, usage, commands 5.2 MS-Excel 5.5 MS –PowerPoint	15
6	Internet	Concept of internet, use of internet, Internet service provider, constituents of internet, protocols : TCP IP, FTP, WAIS, GOPHER, SNMP, SMTP, POP, TELNET. www- World Wide Web.	10

Referential Books :

1. Fundamental of Computers – By V. Rajaraman (Prentice Hall)
2. Fundamental of Computers – By P. K. Sinha (B.P.B publication)
3. MS- Office 2000(For Windows) – By Steve Sagman

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Revised Syllabus
Class – B.B.A.-I Sem-I
Semester System
Name of the paper - Practicals on Management – II
Paper No. : 206

Total Marks – 100

University Exam. 50

Internal Assessment – 50

Objectives a) To develop reading habit among the students.

b) to improve the communication skills of the students.

Practicals

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

- d) Communication Skills – (10 speeches in one semester) (10 marks)
- e) News items related business – (News items minimum of 100 words need to be read and analysed- Per Semester 10 news items) (10 Marks)
- f) Student should read 1 book related business, biographies/autographies, Industrious, Management books (Other than regular subject) (10 Marks)
- d) Industrial visit Report – Minimum two business units (20 Marks)

At the end of semester , examination 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)



Solapur University, Solapur

Nature of Question Paper For Semester Pattern

• Faculty of Commerce (B.B.A.)

(w.e.f. June 2010)

Time :- 3 hrs.

Total Marks-80

Note: - All questions are compulsory.

Q. 1.	A) Multiple choice questions	8 Marks	} (16 Marks)
	B) Fill in the Blanks	8 Marks	
Q. 2.	Write Short Notes		(16 Marks)
	(a)		
	(b)		
Q. 3.	Write Short Notes		(16 Marks)
	(a)		
	(b)		
Q. 4.	Long Answers		(16 Marks)
	(a)		
	(b)		
Q. 5.	Long Answers		(16 Marks)
	(a)		
	(b)		

1. Structure of the courses :-

- A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
- B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
- C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

2. Nature of question paper:

A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.
Each objective question will carry one mark **each**.
 - C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
 - D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.
for questions 2 to 5.
- 3. Practical Examination for B. Sc. I. will be conducted at the end of second semester.
 - 4. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.