



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ

नांदेड— ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY

NANDED-431606, MAHARASHTRA STATE, INDIA.



स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड.

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

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व्यवस्थापनशास्त्रे विद्याशाखेंतर्गत विद्यापीठ व संलग्नित महाविद्यालयांत चालणाऱ्या बी.बी.ए. — प्रथम वर्ष (प्रथम सत्र) या विषयाचा अभ्यासक्रम व प्रथम वर्ष, द्वितीय वर्ष व तृतीय वर्षांचे सी.बी.सी.एस. पॅटर्नचे स्ट्रक्चर शैक्षणिक वर्ष २०१६—१७ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठाच्या व्यवस्थापनशास्त्रे विद्याशाखेंतर्गत विद्यापीठ व संलग्नित महाविद्यालयांत चालणाऱ्या बी.बी.ए. — प्रथम वर्ष (प्रथम सत्र) या विषयाचा अभ्यासक्रम व प्रथम वर्ष, द्वितीय वर्ष व तृतीय वर्षांचे सी.बी.सी.एस. पॅटर्नचे स्ट्रक्चर शैक्षणिक वर्ष २०१६—१७ पासून लागू करण्यात येत आहे.

सदरील परिपत्रक, अभ्यासक्रम व अभ्यासक्रमाचे स्ट्रक्चर प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड — ४३१ ६०६.

जा.क्र.: शैक्षणिक—०१/परिपत्रक/बीबीए—प्रथम वर्ष—प्रथम सत्र—
सीबीसीएस अभ्यासक्रम व स्ट्रक्चर/२०१६—१७/११२८

दिनांक : ०६.०९.२०१६.



स्वाक्षरित/—

संचालक

महाविद्यालय व विद्यापीठ विकास मंडळ

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. परीक्षा नियंत्रक यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ३) मा. संचालक, वाणिज्य व व्यवस्थापनशास्त्रे संकुल, प्रस्तुत विद्यापीठ.
- ४) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ५) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ६) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ७) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

Swami Ramanand Teerth Marathwada University, Nanded

Proposed CBCS Syllabus - Bachelor of Business Administration (BBA) 2016 – 2017

B.B.A. FY (I-Sem)							
Paper Code	Subject / Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
101	Business Communication-I	Ability Enhancement - Compulsory	4	4	10	40	50
102	Business Environment - I	Core Discipline	4	4	10	40	50
103	Principles of Management-I	Core Discipline	4	4	10	40	50
104	Business Mathematics & Statistics – I	Core Discipline	4	4	10	40	50
105	Business Economics(Micro)-I	Core Discipline	4	4	10	40	50
106	Business Accounting-I	Core Discipline	4	4	10	40	50
107	Growth & Structure of Industries - I	Elective Course - Generic / Interdisciplinary	4	4	10	40	50
				28			350
B.B.A. FY (II-Sem)							
Paper Code	Subject / Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
201	Business Communication-II	Ability Enhancement - Compulsory	4	4	10	40	50
202	Business Environment - II	Core Discipline	4	4	10	40	50
203	Principles of Management-II	Core Discipline	4	4	10	40	50
204	Business Mathematics & Statistics – II	Core Discipline	4	4	10	40	50
205	Business Economics(Micro)-II	Core Discipline	4	4	10	40	50
206	Business Accounting-II	Core Discipline	4	4	10	40	50
207	Growth & Structure of Industries-II	Elective Course - Generic/ Interdisciplinary	4	4	10	40	50
				28			350
B.B.A. SY (III-Sem)							
Paper Code	Subject / Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
301	Marketing Management-I	Core Discipline	4	4	10	40	50
302	Human Resource Management-I	Core Discipline	4	4	10	40	50
303	Financial Management-I	Core Discipline	4	4	10	40	50
304	Corporate Accounting-I	Core Discipline	4	4	10	40	50
305	Production & Operations Management-I	Elective Course-Generic /Interdisciplinary	4	4	10	40	50
306	Computer Applications for Business	Skill Enhancement Course	4	4	10	40	50
				24			300
B.B.A. SY (IV- Sem)							
Paper Code	Subject / Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
401	Marketing Management-I	Core Discipline	4	4	10	40	50
402	Human Resource Management-II	Core Discipline	4	4	10	40	50
403	Financial Management-II	Core Discipline	4	4	10	40	50
404	Corporate Accounting-II	Core Discipline	4	4	10	40	50
405	Production & Operations Management-II	Elective Course – Generic/Interdisciplinary	4	4	10	40	50
406	Research Methodology	Skill Enhancement Course	4	4	10	40	50
				24			300

Swami Ramanand Teerth Marathwada University, Nanded

B.B.A. TY (V-Sem)							
Paper Code	Subject / Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
501	Business Taxation-I	Core Discipline	4	4	10	40	50
502	Business Law-I	Core Discipline	4	4	10	40	50
503	Business Policy & Strategic Management-I	Core Discipline	4	4	10	40	50
504	Cost & Management Accounting-I	Core Discipline	4	4	10	40	50
505*	Finance Group DSE-I 1. Banking & Insurance 2. Introduction to Financial Markets	Discipline Specific Elective *	4	4	10	40	50
505*	Marketing Group DSE-II 1. Digital Marketing 2. Advertising & Brand Management	Discipline Specific Elective *	4	4	10	40	50
505*	Human Resource Group DSE-III 1. Training & Development 2. Management of Industrial Relations	Discipline Specific Elective *	4	4	10	40	50
B.B.A. TY (VI-Sem)							
Paper Code	Subject / Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
601	Business Taxation-II	Core Discipline	4	4	10	40	50
602	Business Law-II	Core Discipline	4	4	10	40	50
603	Business Policy & Strategic Management-II	Core Discipline	4	4	10	40	50
604	Cost & Management Accounting-II	Core Discipline	4	4	10	40	50
605**	Finance Group DSE-I 1. Research Project 2. Viva-voce	Discipline Specific Elective *	4	4+2	50	50	100
605**	Marketing Group DSE-II 1. Research Project 2. Viva-voce	Discipline Specific Elective *	4	4+2	50	50	100
605**	Human Resource Group DSE-III 1. Research Project 2. Viva-voce	Discipline Specific Elective *	4	4+2	50	50	100
				22			300

*DISCIPLINE SPECIFIC ELECTIVE COURSE: A student should choose two papers from any one group		
505* DSE-I (Finance Group)	505 *DSE-II (Marketing Group)	505*DSE-III (Human Resource Group)
1. Banking & Insurance	1. Digital Marketing	1. Training & Development
2. Introduction to Financial Markets	2. Advertising & Brand Management	2. Management of Industrial Relations
605** DSE-I (Finance Group)	605** DSE-II (Marketing Group)	605** DSE-III (Human Resource Group)
1. Research Project	1. Research Project	1. Research Project
2. Viva-voce	2. Viva-voce	2. Viva-voce

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Swami Ramanand Teerth Marathwada University, Nanded

Proposed CBCS Syllabus - Bachelor of Business Administration (BBA)

Academic Year 2016 - 2017

B.B.A. - I Semester

B.B.A. FY (I-Sem)							
Paper Code	Subject/Title of the Paper	Course	Lectures / week	Credits	IA	UA	Total Marks
101	Business Communication-I	Ability Enhancement-Compulsory	4	4	10	40	50
102	Business Environment - I	Core Discipline	4	4	10	40	50
103	Principles of Management-I	Core Discipline	4	4	10	40	50
104	Business Mathematics & Statistics-I	Core Discipline	4	4	10	40	50
105	Business Economics(Micro)-I	Core Discipline	4	4	10	40	50
106	Business Accounting-I	Core Discipline	4	4	10	40	50
107	Growth & Structure of Industries - I	Elective Course- Generic /Interdisciplinary	4	4	10	40	50
				28			350

All the papers would be of 50 marks each, of which the University Examination for each paper shall be of 40 marks and its duration, would be of two hours and internal assessment would be of 10 marks.

Internal Assessment of 10 marks would be as follows:

Sr.No.	Particulars	Marks
1.	Tests-Two	04
2.	Tutorial-One	02
3.	Seminar-One	02
4.	Assignment-One	02
	Total:	10 Marks

Pattern of Question Paper (40 Marks, Two Hours), (University Assessment):

- First Question will be compulsory and will have seven short answer type questions carrying two marks each and of these seven questions, five have to be answered. (10 marks).
- Question No.2,3,4,5 and 6 will be broad answer type questions, and of these three have to be solved.(10 marks each).

Note:

- Minimum marks for passing in all papers will be-
 - Internal Exam 4 marks (40%).
 - University Exam. (Theory) 16 marks (40%)
- Other rules for ATKT, Grace, Class determination etc. applicable to B.Com degree would be applicable to B.B.A.also.
- Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

BUSINESS COMMUNICATION - I

University Examination 40 Marks
Internal Assessment 10 Marks
Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Speaking with Correct Pronunciation: a) Phonemes- English Vowels and Consonants; b) Syllable, Accent, Intonation; c) Three Term Labels; d) Word and sentence Transcription	1	15
2	Communication Skills: a) Importance of Communication; b) Types/Methods of Communication – Verbal and Non-verbal; c) One way and two way Communication; d) Barriers to Communication.	1	15
3	Business Letters: a) Letter of Order; b) Letter of Complaint, Memo; c) Letter of Application Leave; d) Curriculum Vitae.	1	15
4	Conversational Skills: a) Formal, and Informal Conversation; b) Day today conversational skills: Greetings, introducing oneself, Apologizing; c) Role playing; d) Dialogue Writing.	1	15
	Total	4	60

REFERENCE BOOKS:

- 1) **English for Practical Purposes:** Z. N. Patil, B. S. Valke, Ashok Thorat, Zeenat Merchant
- 2) **Prism** (Spoken and Written Communication) Board of Editors, S.R.T.M.U. Nanded
- 3) **Business Communication:** Urmila Rai and S.M. Rai, Himalaya Publication.
- 4) **Better English Pronunciation:** J D O'Connor
- 5) **Oxford Guide to Effective Writing and Speaking:** John Seely
- 6) **Communication:** C.S. Rayudu, Himalaya Publication.

BUSINESS ENVIRONMENT - I

University Examination 40 Marks
Internal Assessment 10 Marks
Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Concept of Business: Definition and scope, characteristics of today's business goals: economic, Social & strategic goals	1	15
2	Business Environment: Meaning and Significance, Maintenance of business and environment – Classification, Departmental factors on business.	1	15
3	Social and Cultural environment : Nature of culture, Impact of culture in business; Ethics in business – Nature and meaning, Ethical business practices.	1	15
4	Economic and Political environment: Meaning and Definition elements of environment – economics system – economic planning – objectives of economic planning (Evaluation measurement and problems size of national Income on capital income)	1	15
	Total	4	60

REFERENCE BOOKS:

- 1) Francis Cherunilam – Business Environment, Himalaya Books.
- 2) Indian Industrial Economy – S. Chand & Co.
- 3) Indian Economy – Sultan Chand & Co.
- 4) Essentials of Business Economy – Pinna,
- 5) The Indian Economics – Sulthan Chand & Co.
- 6) Essentials of Business Environment – K. Ashwathappa

PRINCIPLES OF MANAGEMENT- I

University Examination 40 Marks

Internal Assessment 10 Marks

Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Nature and Scope of Management:- Management: Meaning, Significance and objectives, Managements as a process, Management as a profession. Contribution of Management thinkers – Tylor, Fayol and Elton Mayo.	1	15
2	Planning and Decision making: Meaning and Nature, planning premises and constraints, planning process, types of plans, Forecasting: Meaning and significance, M.B.O. – Significance and process. Decision-making : Concept, importance, process in decision-making.	1	15
3	Organizing: Definition, process, Principles, Departmentation. Delegation of Authority, centralization and decentralization, informal organization, organization chart, types of organization : Line, functional, line and staff and committee, hierarchy of organization.	1	15
4	Direction : Meaning, nature and importance of direction – Types of directing – Principles of effective direction.	1	15
	Total	4	60

REFERENCE BOOKS:

1. Sherlekar – Principles of Management
2. Saxena – Principles of Management.
3. Shejwalkar & Ghanekar – Principles & Practices of Management
4. Management – Koontz & Weihrich

BUSINESS MATHEMATICS & STATISTICS - I

University Examination 40 Marks
Internal Assessment 10 Marks
Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Sets: Meaning, Types of sets, Subsets, Equity of sets, Operations on sets, Venn diagram, Carte Sian Product of sets, Permutation and combinations.	1	15
2	Matrices: Definition and types of matrices, Algebra of matrices, Multiplications of two matrices, Inverse of a Matrix, Solution of a system of Linear equation in two variables using matrix theory (Only by inverse method)	1	15
3	Frequency Distribution: Introduction of Statistics, Meaning of data, Discrete variates, Continuous variates, Formation of frequency distribution.	1	15
4	Measures of Central Tendency & Probability: Arithmetic Mean, Median, Mode-definitions and calculations, quartile, decile and percentile, definitions and calculations. Probability: Definitions of random experiment, sample space, events definitions of probability and examples.	1	15
	Total	4	60

REFERENCE BOOKS:

- 1) A Text Books of Business Mathematics- by G. K. Rangnath and Y. Rajaram
- 2) Business Mathematics – by D. C. Sancheti & V. K. Kapoor
- 3) Statistics - by S. P. Gupta
- 4) Statistics - by S. C. Gupta

BUSINESS ECONOMICS (MICRO) - I

University Examination 40 Marks

Internal Assessment 10 Marks

Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Introduction to Micro Economics (a) Definition, scope and nature of economics (b) Methods of economic study (c) Central problems of an economy and production possibilities curve	1	15
2	Theory of Demand and Supply (a) Meaning and determinants of demand, Law of demand and Elasticity of demand, Price, income and cross elasticity. (b) Theory of consumer's behavior – Marshallian approach and indifference curve approach. (c) Meaning and determinants of supply, Law of supply and Elasticity of supply.	1	15
3	Theory of Production and Cost (a) Meaning and Factors of production (b) Laws of production – The law of variable proportions and Laws of returns to scale. (c) Concepts of costs, Short-run and long-run costs, Average and marginal costs, Total, fixed and variable costs.	1	15
4	4. Price Determination in Different Markets (a) Various forms of markets – Perfect competition, Monopoly, Monopolistic competition and oligopoly. (b) Price determination in these markets.	1	15
	Total	4	60

REFERENCE BOOKS:

1. Micro Economics – D.M. Mithani
2. Business Economics – Zamre
3. Business Economics – Ahuja

BUSINESS ACCOUNTING - I

University Examination 40 Marks
Internal Assessment 10 Marks
Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Introduction : Definition, Need, Objectives & Scope of Accounting, Branches of Accounting, Classification of accounts & rules for debit & credit.	1	15
2	Accounting cycle (Journal, Ledger & Trial Balance) : Introduction to journal & ledger. Examples only on recording the transaction into journal, balancing & preparation of trial balance.	1	15
3	Subsidiary Books :Meaning, Need and importance of subsidiary books. Advantages of maintaining subsidiary books. Subsidiary books – Purchase book, Sales book and Purchase Return and Sales return books.	1	15
4	Depreciation : Meaning, Objectives for providing depreciation, Causes of depreciations, Methods of depreciation (Theory only). Examples only on Straight-line method, Reducing balance method.	1	15
	Total	4	60

REFERENCE BOOKS:

1. Financial Accounting - P. C. Tulsian
2. Advance Accounting – Dr. Shukla & Dr. Gerewal
3. Modern Accountancy Volume – A Mukherjee & M. Hanif

GROWTH & STRUCTURE OF INDUSTRIES- I

University Examination 40 Marks

Internal Assessment 10 Marks

Total 50 Marks

Unit. No.	Particulars	No. of Credits	No. of Lectures
1	Introduction : Concepts Industry and Industrialization - Classification of Industries on the basis on Nature, size (Scale) and ownership - Motives for Industrialization – Limitations - Factors inhibiting industrialization.	1	15
2	Location of Industry : Meaning significance - Factors affecting location decision - Concepts of Agglomeration and Degglomeration tendencies - Theories of industrial location (a) Weber’s theory and b) Sergeant Florence theory - Concentration & dispersal of industries - Dynamics of industrial location - Split location - Location coupling	1	15
3	Industrial productivity : Measurement – Scope Tools of Productivity - Factors in flouncing - Industrial Productivity.	1	15
4	Industrial Policy & Industrial Development: Introduction: Objectives of Industrial Policy – a) Background b) Features c) Critical Appraisal - Latest Industrial Policy Resolution. Industrial Development : Role of Industrialization – State of growth and planning – Concept of balanced regional development – Policy for development of backward areas.	1	15
	Total	4	60

REFERENCE BOOKS:

- 1) Desai & Bhalerao – Industrial Economy of India.
- 2) Dutt & Sundaram – Indian Economy
- 3) Francis Cherunilam – Business Environment and Policy
- 4) Mishra & Puri– Indian Economy
