



॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED**

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

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



## ACADEMIC (1-BOARD OF STUDIES) SECTION

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वाणिज्य व व्यवस्थापन विद्याशाखेतील  
B.B.A. II Year (III & IV Sem.)  
या विषयांचा सी.बी.सी.एस. पॅटर्नचा  
अभ्यासक्रम शैक्षणिक वर्ष २०१९-२०  
पासून लागू करण्याबाबत.

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी स्तरावरील खालील विषयाचा C.B.C.S. (Choice Based Credit System) Pattern चा अभ्यासक्रम मा. विद्या परिषदेच्या बैठकीच्या आधिन राहुन मा. कुलगुरू महोदयांच्या मान्यतेने शैक्षणिक वर्ष २०१९-२० पासून लागू करण्यात येत आहे.

#### 1. B.B.A. II Year (III & IV Semester)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://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/पदवी-सीबीसीएस अभ्यासक्रम/  
२०१९-२०/२८९  
दिनांक : ०२.०७.२०१९.

स्वाक्षरित / -  
**उपकुलसचिव**  
शैक्षणिक (१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

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

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

BBA II Year (Semester III)								
Paper No.	Name of the Paper	Course No.	Lect./ Week	Total Periods	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
XV	Marketing Management	CORE-9	4	54	35	40	75	3
XVI	Human Resource Management	CORE-10	4	54	35	40	75	3
XVII	Financial Management - I	CORE-11	4	54	35	40	75	3
XVIII	Corporate Accounting - I	CORE-12	4	54	35	40	75	3
XIX	Production Management	CORE-13	4	54	35	40	75	3
XX	Strategic Management	CORE-14	4	54	35	40	75	3
XXI	International Business	AECC-5	4	54	35	40	75	3
XXII	Event Management	AECC-6	4	54	35	40	75	3
Discipline Specific Elective (Any one of the following)								
SEC - I.1	Foundation of Tally.ERP 9	SEC-1A	3	45	25	25	50	2
SEC - I.2	Soft Skills for Business	SEC-1B	3	45	25	25	50	2
<b>Total</b>			<b>35</b>	<b>477</b>	<b>305</b>	<b>345</b>	<b>650</b>	<b>26</b>

All the papers would be of 75 marks each, of which the End of Semester Examination for each paper shall be of 40 marks and its duration, would be of 2 hours and Continuous assessment would be of 35 marks.

Continuous Assessment of 35 marks would be as follows:

Unit No.	Particulars	Marks
1.	Tests-Two (10 Marks Each)	20
2.	Tutorial-One	05
3.	Seminar-One	10
<b>Total:</b>		<b>35 Marks</b>

### Pattern of Question Paper (40 Marks, 2 Hours) (University Assessment):

- Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
- Q. Nos. 2, 3, 4 are alternative broad questions of 10 marks each. (30 Marks)

### **Note:**

- Minimum marks for passing in all papers will be-
  - Continuous Assessment (CA) 14 marks (40%)
  - End of Semester Exam (ESE) 16 marks (40%)
- Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
- Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XV. Marketing Management

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of Marketing Management.

**Utility:** Student can understand the importance of Marketing in Business.

**Prerequisite:** Basic knowledge of marketing.

Unit No	Particulars	No. of Lectures
1	<b>Introduction to Marketing:</b> <ul style="list-style-type: none"><li>• Meaning ,Definition of Marketing</li><li>• Nature, Scope, Importance &amp; Functions of Marketing</li><li>• Marketing Mix concept &amp; its elements</li><li>• Process of Marketing</li></ul>	10
2	<b>Product decisions:</b> <ul style="list-style-type: none"><li>• Concept of product.</li><li>• Classification of consumer &amp; Industrial goods, Product mix.</li><li>• Developing a new product (process).</li><li>• Product life cycle concept – Stage and marketing strategies.</li><li>• Concept of branding.</li></ul>	14
3	<b>Pricing decisions:</b> <ul style="list-style-type: none"><li>• Meaning, Objectives, Process &amp; Methods of pricing.</li></ul>	08
4	<b>Distribution Decisions:</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition</li><li>• Importance, Functions, Types of channels of distribution.</li><li>• Factors effecting choice of distribution channel.</li></ul>	08
5	<b>Promotion Mix:</b> <b>Advertising-</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition,</li><li>• Types of media, advertising budget</li></ul> <b>Sales promotion-</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition,</li><li>• promotional schemes for consumer, middlemen &amp; sales force</li></ul> <b>Personal selling-</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition,</li><li>• objectives &amp; Process of personal selling</li></ul>	14
	<b>TOTAL</b>	<b>54</b>

### Reference Books:

1. Marketing Management – P. Kotler
2. Marketing Management- K. Karunakaran
3. Marketing – N. Rajan Nair
4. Marketing Management- Ramaswamy & Namakumari

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XVI Human Resource Management

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of this course is to sensitize students to various facts of managing people and to create an understanding of the various policies and practices of human resource management.

**Utility:** Student can acquire basic-level knowledge of human resource management.

**Prerequisite:** Basic knowledge of human resource management.

Unit. No.	Particulars	No. of Lectures
1	<b>Human Resource Management</b> <ul style="list-style-type: none"><li>• Introduction to HRM; Concept &amp; Scope of HRM</li><li>• Functions of HRM; Importance of HRM</li><li>• Role of HR Manager, Organizational Structure for HRM</li></ul>	10
2	<b>Human Resource Planning</b> <ul style="list-style-type: none"><li>• Meaning of HRP; Need &amp; Importance of HRP; HRP Process</li><li>• Job Analysis:- Meaning, Need &amp; Purpose;</li><li>• Job Description &amp; Job Specification</li></ul>	11
3	<b>Recruitment</b> <ul style="list-style-type: none"><li>• Meaning, Various Sources of Recruitment</li><li>• Selection:- Steps in Selection; Process</li><li>• Interviews &amp; Types of Interviews</li><li>• Placement &amp; Induction</li></ul>	11
4	<b>Compensation Management:</b> <ul style="list-style-type: none"><li>• Meaning</li><li>• Evolution of Compensation System; Importance</li><li>• Types of Compensation (Direct &amp; Indirect)</li><li>• Incentives &amp; Benefits</li></ul>	11
5	<b>Employee Training &amp; Development:</b> <ul style="list-style-type: none"><li>• Introduction; Objectives; Significance/Importance of T&amp;D;</li><li>• Types of Training</li><li>• Identifying Training Needs</li><li>• Methods of Training</li></ul>	11
	Total	54

### Reference Books:

1. HRM- Managing people at work – Y.L. Giri [Nirali Prakashan]
2. HRM (Text & Cases) – Dr. Ravindranath Badi [Himalaya Pub. House]
3. Principle & Practices of Management – S.R.N. Pillai & S. Kala [S.Chand Pub.]
4. Personnel & HRM – P. Subbarao [Himalaya Pub. House]
5. HRM – K. Ashwathappa [Tata McGraw Hill]

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XVII Financial Management - I

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of financial management.

**Utility:** Student can acquire basic-level knowledge of financial management.

**Prerequisite:** Basic knowledge of finance.

Unit. No.	Particulars	No. of Lectures
1	<b><u>Financial Management – An Overview</u></b> <ul style="list-style-type: none"><li>• Finance – Meaning &amp; Definition</li><li>• Financial Management- Meaning &amp; Definition</li><li>• Financial Decisions-Investment Decision, Financial Decision, and Dividend Decision.</li><li>• Goals of Financial Management- Profit Maximization, Wealth Maximation, Merits and Demerits.</li><li>• Controller vs Treasurer, Risk return trade-off</li></ul>	11
2	<b><u>Indian Financial Market</u></b> <ul style="list-style-type: none"><li>• Introduction, Functions of financial market</li><li>• Primary and secondary market (Practical -Opening a D-MAT account )</li></ul>	11
3	<b><u>Corporate Financing and Financial Intermediaries:</u></b> <ul style="list-style-type: none"><li>• Sources of long term and short term finance</li><li>• Introduction to financial intermediaries- Underwriters, Brokers, Merchant bankers, Developments banks.</li></ul>	11
4	<b><u>Stock Exchanges:</u></b> <ul style="list-style-type: none"><li>• Meaning , objectives, Functions of stock exchanges</li><li>• BSE, NSE, OTCEI, SEBI (Practical- Buying a Share)</li></ul>	11
5	<b><u>Capitalization:</u></b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition</li><li>• Over and under capitalization- causes, merits and demerits, remedial measures .</li></ul>	10
	<b>Total</b>	<b>54</b>

### Reference Books:

1. Financial management-P.V.Kulkarni. Himalaya Publishing House
2. Financial management-I.M.Pandey. Vikas Publishing House Pvt.Ltd.
3. Financial Markets & Services -E.Gordon , K.Natarajan, Himalaya Publishing House

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XVIII Corporate Accounting - I

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the practical skills & knowledge of corporate accounting.

**Utility:** Student can acquire skills of corporate accounting.

**Prerequisite:** Basic knowledge of accounting.

Unit. No.	Particulars	No. of Lectures
1	<b>Issue of Shares:</b> <ul style="list-style-type: none"><li>Shares, Kinds of Shares , accounting entries of-Issue of shares at par, at premium, Calls in arrear and Calls in advance, forfeiture of shares and reissue of forfeited shares, Pro-rata Allotment.</li><li>(journal entries)</li></ul>	11
2	<b>Redemption of Preference Shares:</b> <ul style="list-style-type: none"><li>Kinds of Preference Shares, Methods of Redemption, Redemption of Preference Shares- Procedure,</li><li>Accounting entries and balance sheet after redemption of preference shares.</li></ul>	
3	<b>Issue and Redemption of Debentures:</b> <ul style="list-style-type: none"><li>Meaning and types of debentures, meaning of redemption of debentures</li><li>Accounting entries of issue of debenture and redemption of debentures (Sinking fund method only)</li></ul>	11
4	<b>Introduction to Accounting Standard:</b> <ul style="list-style-type: none"><li>Introduction, Nature, Scope, Purposes, IFRS, Accounting Standard Board, List of Current Accounting Standards.</li></ul>	11
5	<b>Company Final Accounts:</b> <ul style="list-style-type: none"><li>Preparation of company final accounts as per Schedule III of the Companies Act, 2013 (excluding calculation of managerial remuneration)</li></ul>	10
	<b>Total</b>	<b>54</b>

### REFERENCE BOOKS:

1. Modern Accountancy Volume -I M Hanif ,A Mukherjee- Mc Graw Hill Education
2. Modern Accountancy Volume-II M Hanif, A Mukherjee -Mc Graw Hill Education
3. Corporate Accounting – Dr. S. N. Maheshwari , Dr. S. K Maheshwari- Vikas Publishing House
4. Advanced Accountancy, Volume I- Gupta R.L. , Radhaswamy M., Sultan Chand & Sons, 2018

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XIX Production Management

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to acquaint students with the basic management decisions with respect to production and to understand the designing aspect of production systems.

**Utility:** Student can acquire basic-level knowledge of Production.

**Prerequisite:** Basic knowledge of Production.

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction To Production Management</b> <ul style="list-style-type: none"><li>• Meaning, Nature &amp; Scope of Production management</li><li>• Objectives of Production Management, Functions of Production Management, Responsibilities of Production Manager</li></ul>	11
2	<b>Types Of Production Systems</b> <ul style="list-style-type: none"><li>• Introduction, Factors influencing choice of Production System</li><li>• Classification of Production System: Mass &amp; Flow Production, batch production, job production, project production</li></ul>	11
3	<b>Physical Facilities</b> <ul style="list-style-type: none"><li>• Facilities Location - Meaning, Factors governing plant location, Recent trends in the location of the industries.</li><li>• Facilities Layout- Meaning, Objectives, Principles of good layout, types of layouts.</li><li>• Plant Building- Meaning, Factors considered in designing of Plant Building.</li></ul>	11
4	<b>Value Analysis</b> <ul style="list-style-type: none"><li>• Meaning of Value</li><li>• Types of Value: use value, cost value and exchange value</li><li>• Procedure of value analysis</li><li>• Benefits from value analysis</li></ul>	11
5	<b>Maintenance Management:</b> <ul style="list-style-type: none"><li>• Introduction, objectives &amp; Importance of maintenance management</li><li>• types of maintenance, Total Productive Maintenance (TPM).</li></ul>	10
	Total	54

### Reference Books:

1. Chary S.N.: Production & Operations Management, Latest ed. Tata McGraw Hill Publishing Co. Ltd., New Delhi.
2. Buffa E.S.: Modern Production Management, Latest Editions Wiley Eastern Pvt. Ltd. (EEE). 1994.
3. Adam E.E.: Production & Operations Management, Prentice Hall of India Pvt. Ltd. (EEE). 1994.
4. Nair N.G.: Production & Operations Management First De. 1996. Tata.
5. Jhamb L.C.: Production & Operations Management, Everest Publishing House, Pune. 2009.
6. K.Aswhappa, K.Shridhara Bhat, Himalayaya Publishing House, Mumbai. 2008.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XX Strategic Management.

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and know strategic decision making process in strategic management.

**Utility:** Student can acquire basic-level knowledge of Strategic management.

**Prerequisite:** Basic knowledge of Strategic management.

Unit. No.	Particulars	No. of Lectures
1	<b>1. Introduction to Business Policy :</b> <ul style="list-style-type: none"><li>• Meaning, Nature and importance of Business Policy,</li><li>• Objectives of Business Policy.</li></ul>	11
2	<b>2. Conceptual foundation :</b> <ul style="list-style-type: none"><li>• Concept and Characteristics: Mission, Objectives, Goals,</li><li>• Business Strategy – Meaning and definition of Business strategy,</li><li>• Levels at which strategy operates.</li></ul>	11
3	<b>3. Overview of Strategic Management :</b> <ul style="list-style-type: none"><li>• Nature of strategic Decision-making – Conventional decision-making, Strategic decision-making,</li><li>• Issues in strategic decision-making, Models of strategic management,</li><li>• Strategists and their role in strategic management – Entrepreneurs,</li><li>• Board of Directors, Chief executives, Senior Management</li></ul>	11
4	<b>4. Environmental and Organizational Appraisal</b> <ul style="list-style-type: none"><li>• Meaning Environmental Scanning – Factors to be considered.</li><li>• Factors affecting Environmental Appraisal,</li><li>• Organizational capability – Factors Affecting, Organizational Appraisal</li></ul>	11
5	<b>5. Strategic Alternatives</b> <ul style="list-style-type: none"><li>• Grand Strategies - Stability, Expansion, Retrenchment, Combination and</li><li>• Globalization Strategies, Modernization strategies, Diversification strategies, Merger, Takeover and Joint Venture Strategies, Turnaround, Disinvestment and Liquidation Strategies.</li></ul>	10
	<b>TOTAL</b>	<b>54</b>

### REFERENCE BOOKS:

1. Azhar Kazmi – Business Policy, Tata McGraw Hill Publishing Co. Ltd. Francis
2. P. Subba Rao – Business Policy and Strategic Management, Himalaya Publishing House
3. Cherunilam – Strategic Management, Himalaya Publishing House
4. Dr. M. Jeyarathnam – Strategic Management, Himalaya Publishing House
5. G. Sudarshana Reddy – Strategic Management, Himalaya Publishing House Pvt. Ltd.



# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

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## XXI International Business

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the competence to evaluate global business opportunities and the skills to develop and implement appropriate strategies at all levels of the organization.

**Utility:** Student can acquire basic-level knowledge of international business.

**Prerequisite:** Willingness to do international trade.

Unit. No.	Particulars	No. of Lectures
1	<b>International Business: An Overview</b> <ul style="list-style-type: none"><li>• Introduction, Evolution of International Business,</li><li>• Stages of Internationalization,</li><li>• Differences between Domestic Business and International Business.</li><li>• Goals of International Business.</li><li>• Advantages of International Business, Problems of International Business.</li></ul>	11
2	<b>International Business Environment</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Social and Cultural Environment, Technological Environment</li><li>• Economic Environment, Political Environment</li></ul>	11
3	<b>Modes of Entering International Business</b> <ul style="list-style-type: none"><li>• Introduction.</li><li>• Modes of Entry: Exporting, Licensing, Franchising, Contract Manufacturing, Turnkey Projects</li></ul>	11
4	<b>Foreign Direct Investment</b> <ul style="list-style-type: none"><li>• Meaning, Factors influencing FDI, Reasons for FDI</li><li>• Costs and Benefits of FDI</li></ul>	11
5	<b>Balance of Payments</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Balance of Trade and Balance of Payments</li><li>• Components of Balance of Payments</li></ul>	10
	<b>Total</b>	<b>54</b>

### Reference Books:

1. International Business Text and Cases , P. Subba Rao, Himalaya Publishing House
2. International Business Environment and Management, V. K. Bhalla, S. Shiva Ramu, Anmol Publication Pvt. Ltd.
3. International Business, Charles W. L. Hill, Arun K. Jain, McGraw-Hill

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## XXII Event Management

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of event management.

**Utility:** Student can acquire basic-level knowledge of event management.

**Prerequisite:** Basic knowledge of management.

Unit No.	Topic	No. of Lectures
1	<b>Introduction to Events:</b> <ul style="list-style-type: none"><li>• Definition: Event, Event Management, Event Marketing.</li><li>• 5 G's of Events, Event Designing, Importance of Events in Marketing.</li><li>• Focusing the Target Market, Implementation of Marketing Plan, Relationship Building, Creating Opportunities for Better Deals with Different Media.</li></ul>	11
2	<b>Facets of Event Management</b> <ul style="list-style-type: none"><li>• Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure,</li><li>• Set Objectives for the Event, Negotiating Contracts with Event Organizers</li><li>• Locating Interaction Points, Banners, Displays etc. at the Event</li><li>• Preparing the Company's Staff for the Event, Post-event Follow-up</li><li>• <b>Event Organisers</b> - Targeting Clients, Selecting Event Categories to Serve.</li><li>• <b>Venue</b> : In-house Venue, External Venue</li></ul>	11
3	<b>Marketing of Event</b> <ul style="list-style-type: none"><li>• Market in Events, Revenue Generating &amp; Nonr evenue Generating Customers</li><li>• Event Hierarchy, Categories and Variations of Events, Categories of Events and their Characteristics.</li><li>• Concept of Pricing in Events, Setting Pricing Objectives in Tune with Marketing.</li><li>• Skills Required for Negotiating the Best Price, Validation against Pricing Objectives.</li></ul>	11
4	<b>Activities in Event Management</b> <ul style="list-style-type: none"><li>• Networking Components, Print Media, Radio, Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity,</li><li>• Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Event Management Information System</li></ul>	11
5	<b>Strategies of Event Management</b> Strategic Approach, Maintenance Strategy, Developmental Strategy, Preemptive Strategy, Survival Strategy, Strategic Alternatives Arising from Competitive Analyses Sustenance Strategy, Rebuttal Strategy, Accomplishment Strategy, Venture Strategy	10
	<b>Total</b>	<b>54</b>

### Reference Books:

1. Avrigh Barry (1994), Event And Entertainment Marketing, Vikas, Delhi.
2. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
3. David C. Watt (1998), Event Management In Leisure And Tourism, Pearson, Uk.
4. Event Marketing And Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd. 2003
5. Event Planning And Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd. 2005
6. Events Management: Raj, Razaq, Sage Publication India Pvt. Ltd. 2009 10 48
7. Panwar, J.S. Marketing in the New Era, Sage Publications India Pvt. Ltd., 1998.
8. Tallon, A.F. Fashion Marketing and Marchandising, 3rd ed., Sequoia Books, 1986.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## SEC - I.1 Foundation of Tally. ERP 9

End of Semester Examination	25 Marks
Continuous Assessment	25 Marks
Total	50 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to work with Tally.

**Utility:** Student can acquire basic-level knowledge of Computerized Accounting and Tally.

**Prerequisite:** Basic knowledge of Computer and Tally Software.

Unit No.	Topic	No. of Lectures
1	<b>Introduction to Tally.ERP 9:</b> <ul style="list-style-type: none"><li>• Need of Computerized Accounting</li><li>• Accounting Software Package- Tally and its Advantages, Opening Screen of Tally.ERP 9</li></ul>	10
2	<b>Basic Accounts:</b> <ul style="list-style-type: none"><li>• Company Creation, Group, Ledger, Voucher Entry, Single Mode, Voucher Entry, Accounts Voucher printing, Day Books Summaries, Trial Balances, Final Accounts, Report Printing.</li></ul>	12
3	<b>Traders Accounts:</b> <ul style="list-style-type: none"><li>• Customer Supplier, Profile, Sales purchase Voucher Entry, Bills Register, Sales Purchase Summary, Bill Reference, Outstanding Reports. Inventory Master, Inventory Voucher, Invoicing, Inventory Reports, Invoice Register, Sales Purchase analysis, Stock Journal Reports.</li></ul>	13
4	<b>Advanced Financial Accounts:</b> <ul style="list-style-type: none"><li>• Advanced Accounting Features, Cost Category ad Cost Centre Voucher.</li><li>• Type and Classes, Bank, Reconciliation, Budget and Scenarios, Voucher Class, Foreign Currency.</li></ul>	10
	<b>Total</b>	<b>45</b>

### Reference Books:

1. Implementing Tally 9- Ashok K. Nadhani BPB Publication – New Delhi
2. Tally. ERP-9 With GST- Ravindra Parmar

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## SEC - I.2 Soft Skills for Business

End of Semester Examination	25 Marks
Continuous Assessment	25 Marks
Total	50 Marks

**Learning Objectives:** - The objective of the course is to equip the students to develop interpersonal skills and be an effective goal-oriented team player.

**Utility:** Student can acquire knowledge of professionals with moral values.

**Prerequisite:** Basic knowledge of communication.

Unit No.	Topic	No. of Lectures
1	<b>Self-Development and SWOT Analysis:</b> <ul style="list-style-type: none"><li>• Self-Awareness</li><li>• Self-Assessment</li><li>• Self Confidence</li></ul>	11
2	<b>Positivity:</b> <ul style="list-style-type: none"><li>• Positive Thinking</li><li>• Positive Mental Attitude</li><li>• Life Skills</li></ul>	11
3	<b>Presentation Skills:</b> <ul style="list-style-type: none"><li>• Anchoring &amp; Vote of Thanks</li><li>• Group Communication &amp; Personal Interview</li><li>• PPT Presentation</li></ul>	11
4	<b>Etiquettes:</b> <ul style="list-style-type: none"><li>• Email Etiquettes &amp; Telephone Etiquettes</li><li>• Stress Management</li><li>• Time Management</li></ul>	12
	<b>Total</b>	<b>45</b>

### Reference Books:

1. Soft Skills – K. Alex
2. Seven Habits of Highly Effective Teens -Covey Sean, New York, Fireside Publishers,
3. The Hard Truth about Soft Skills- Peggy Klaus
4. Art of Public Speaking by – Dr. B. R. Kishor
5. Business Communication – Urmila Rai

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<b>BBA II Year (Semester IV)</b>								
Paper No.	Name of the Paper	Course No.	Lecture/ Week	Total Periods	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
XXIII	Integrated Marketing Communication	CORE-9	4	54	35	40	75	3
XXIV	Customer Relationship Management	CORE-10	4	54	35	40	75	3
XXV	Financial Management - II	CORE-11	4	54	35	40	75	3
XXVI	Corporate Accounting - II	CORE-12	4	54	35	40	75	3
XXVII	Operations Management	CORE-13	4	54	35	40	75	3
XXVIII	Business Laws	CORE-14	4	54	35	40	75	3
XXIX	Export-Import Management	AECC-5	4	54	35	40	75	3
XXX	Social Entrepreneurship	AECC-6	4	54	35	40	75	3
<b>Discipline Specific Elective (Any one of the following)</b>								
SEC - II.1	Tally.ERP 9 with GST	SEC-2A	3	45	25	25	50	2
SEC - II.2	E-Business	SEC-2B	3	45	25	25	50	2
<b>Total</b>			<b>35</b>	<b>477</b>	<b>305</b>	<b>345</b>	<b>650</b>	<b>26</b>

All the papers would be of 75 marks each, of which the End of Semester Examination for each paper shall be of 40 marks and its duration, would be of 2 hours and Continuous assessment would be of 35 marks.

Continuous Assessment of 35 marks would be as follows:

Unit No.	Particulars	Marks
1.	Tests-Two (10 Marks Each)	20
2.	Tutorial-One	05
3.	Seminar-One	10
<b>Total:</b>		<b>35 Marks</b>

### **Pattern of Question Paper (40 Marks, 2 Hours) (University Assessment):**

- Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
- Q. Nos. 2, 3, 4 are alternative broad questions of 10 marks each. (30 Marks)

### **Note:**

- Minimum marks for passing in all papers will be-
  - Continuous Assessment (CA) 14 marks (40%)
  - End of Semester Exam (ESE) 16 marks (40%)
- Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
- Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

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## XXIII Integrated Marketing Communication

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of Integrated Marketing.

**Utility:** Student can understand the importance of Integrated Marketing in Business.

**Prerequisite:** Basic knowledge of marketing management.

Unit No	Particulars	No. of Lectures
1	<b>An Introduction to Integrated Marketing Communication (IMC):</b> <ul style="list-style-type: none"><li>• Meaning and role of IMC in Marketing process,</li><li>• Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship;</li><li>• Advertising – Organizational structure of advertising agency and its function.</li><li>• Evaluation of agency functioning.</li></ul>	14
2	<b>Understanding communication process:</b> <ul style="list-style-type: none"><li>• Source, Message and channel factors,</li><li>• Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model,</li><li>• Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model.</li></ul>	12
3	<b>Planning for Marketing Communication (Marcom):</b> <ul style="list-style-type: none"><li>• Establishing Marcom Objectives and Budgeting for Promotional Programmes- Setting communication objectives,</li><li>• Sales as Marcom objective, DAGMAR approach for setting ad objectives.</li><li>• Budgeting for Marcom-Factors influencing budget,</li><li>• Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine Marcom budget.</li></ul>	10
4	<b>Developing the Integrated Marketing Communication Programme:</b> <ul style="list-style-type: none"><li>• Planning and development of creative Marcom.</li><li>• Creative strategies in advertising, sales promotion, publicity, event sponsorships.</li><li>• Creative strategy in implementation and evaluation of Marcom.</li></ul>	10
5	<b>Media planning and selection decisions-</b> <ul style="list-style-type: none"><li>• Steps involved and information needed for media planning.</li><li>• Measuring the effectiveness of all Promotional tools and IMC.</li></ul>	8
	<b>TOTAL</b>	<b>54</b>

### Reference Books:

1. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
2. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
3. Advertising Management, Aakar, Batra and Myers, Prentice
4. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel
5. Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson
6. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

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CBCS Syllabus - Bachelor of Business Administration (BBA)

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## XXIV Customer Relationship Management

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to understand and maintain good relations with the customers.

**Utility:** Student can understand the importance of customer relationship management in business.

**Prerequisite:** Basic knowledge of customer relations.

Unit. No.	Particulars	No. of Lectures
1	<b>Understanding Relationships:</b> <ul style="list-style-type: none"><li>• Meaning of relationship, Companies relationships with customers</li><li>• Customers relationships with suppliers</li><li>• Customer satisfaction – loyalty – business performance linkage,</li><li>• Satisfaction profit chain, Relationship management theories.</li></ul>	10
2	<b>Introduction to CRM:</b> <ul style="list-style-type: none"><li>• Introduction, Defining CRM</li><li>• Strategic CRM, Operational CRM, Analytical CRM, Collaborative CRM,</li><li>• Misunderstandings about CRM, CRM constituencies</li><li>• Commercial and not-for-profit context of CRM, Models of CRM.</li></ul>	10
3	<b>Customer Acquisition:</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of a new customer, Understanding Customer Value, Sources of Customer Value</li><li>• Value from products – services – processes – people – physical evidence – customer communication – channels</li><li>• Customer Value estimates, Prospecting, KPI of a customer acquisition programme</li></ul>	10
4	<b>Customer Retention &amp; Development:</b> <ul style="list-style-type: none"><li>• Customer retention, Managing Customer Retention</li><li>• Economics of Customer Retention, Strategies of Customer Retention,</li><li>• Positive Customer Retention Strategies, KPI for a Customer Retention programme,</li><li>• Strategies for Customer Development</li></ul>	12
5	<b>Organizational Issues and CRM:</b> <ul style="list-style-type: none"><li>• Organizational roles and CRM, Strategic goals of CRM,</li><li>• Conventional customer management structures, Team Selling,</li><li>• Employee Relationship Management.</li></ul>	12
	Total	54

### Reference Books:

1. Handbook of Relationship Marketing by Jagdish Sheth and Atul Parvatiyar, Response Books, Sage Publications.
2. Customer Relationship Management – Perspectives from the Marketplace by Simon Knox, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryals, Elsevier.
3. Customer Relationship Management – Concepts and Technologies by Francis Buttle, 2nd Edition, Butterworth Heinemann, Elsevier.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

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## XXV Financial Management - II

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and take financial decisions.

**Utility:** Student can acquire financial decision-making skills.

**Prerequisite:** Basic knowledge of financial management.

Unit. No.	Particulars	No. of Lectures
1	<b>Capital budgeting:</b> <ul style="list-style-type: none"><li>• Introduction, meaning, scope, significance</li><li>• Appraisal methods- Accounting Rate of Return, Internal Rate of Return, Net Present Value, Profitability Index, Pay Back Period Method, Discounting Pay Back Period Method.</li><li>• Problems</li></ul>	11
2	<b>Working capital management:</b> <ul style="list-style-type: none"><li>• Concept, meaning, significance, factors affecting working capital requirement.</li><li>• Operating cycle, Sources of working capital</li><li>• Maximum permissible bank finance (Tandon and Chore committee)</li></ul>	11
3	<b>Investment Opportunities</b> <ul style="list-style-type: none"><li>• Investment opportunities and its features</li><li>• Corporate Security Deposits, Post Office Deposits, Life Insurance, Provident Fund, Mutual Fund, Marketable Securities.</li><li>• Practical – SIP in Mutual Fund.</li></ul>	11
4	<b>Cash Management. Receivables Management, Inventory Management</b> <ul style="list-style-type: none"><li>• Cash Management - Nature of cash, motives of holding cash, objectives of cash management.</li><li>• Receivables Management - meaning of accounts receivables, characteristics, credit policy, credit policy variables, credit granting decision, Credit evaluation of Individual Accounts.</li><li>• Inventory Management – types, motives of holding inventory, Tools and techniques - EOQ, Maximum level, Minimum level, Reorder point, Safety stock.</li></ul>	11
5	<b>Dividend policy:</b> <ul style="list-style-type: none"><li>• Meaning of management of earnings, dividend policy, types of dividend policies, factors influencing dividend policy, forms of dividend.</li></ul>	10
	<b>Total</b>	<b>54</b>

### Reference Books:

1. Financial Management-P.V.Kulkarni. Himalaya Publishing House
2. Financial Management-I.M.Pandey.Vikas Publishing House Pvt.Ltd.
3. Financial Management-Principles and Practice G.Sudarsana Reddy,Himalaya Publishing House



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## XXVI Corporate Accounting - II

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the practical skills & knowledge of corporate accounting.

**Utility:** Student can acquire skills of corporate accounting.

**Prerequisite:** Basic knowledge of accounting.

Unit. No.	Particulars	No. of Lectures
1	<b>Amalgamation of Companies:</b> <ul style="list-style-type: none"><li>• Meaning of Amalgamation, motives of amalgamation, methods of accounting for Amalgamation,</li><li>• Opening and Closing entries in the books of companies and preparation of Balance Sheet</li></ul>	12
2	<b>Capital Reduction:</b> <ul style="list-style-type: none"><li>• Meaning, Objectives, Procedure for Internal Reconstruction.</li><li>• Accounting entries and preparation of revised balance sheet of internal reconstruction of company.</li></ul>	11
3	<b>Valuation of Goodwill:</b> <ul style="list-style-type: none"><li>• Goodwill Definition, Features of Goodwill</li><li>• Types of Goodwill, Valuation of Goodwill on the basis of 1) Average Profit Method 2) Super Profit Method only.</li></ul>	11
4	<b>Valuation of Shares:</b> <ul style="list-style-type: none"><li>• Need for Valuation, Factors affecting Valuation of Shares, Methods of Valuation-Asset Backing Method and Yield Valuation Method.</li></ul>	11
5	<b>Holding Company:</b> <ul style="list-style-type: none"><li>• Introduction, Meaning of Holding Company and Subsidiary.</li><li>• Minority Interest, Goodwill/Capital Reserve. Preparation of a Consolidated Balance Sheet with One subsidiary company only.</li></ul>	11
	<b>Total</b>	<b>54</b>

### REFERENCE BOOKS:

1. Modern Accountancy Volume -I M Hanif ,A Mukherjee- Mc Graw Hill Education
2. Modern Accountancy Volume-II M Hanif, A Mukherjee -Mc Graw Hill Education
3. Corporate Accounting – Dr. S. N. Maheshwari , Dr. S. K Maheshwari- Vikas Publishing House
4. Advanced Accountancy, Volume II - Gupta R.L. , Radhaswamy M., Sultan Chand & Sons, 2018

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## XXVII Operations Management

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to acquaint students with the basic management decisions with respect to Operations and Quality Management.

**Utility:** Student can acquire basic-level knowledge of Operations Management.

**Prerequisite:** Basic knowledge of Operations.

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction:</b> <ul style="list-style-type: none"><li>• Operation management: A System's Perspective</li><li>• Operation Management Functions, Challenges in Operations Managements</li><li>• Services – Meaning, Nature Of Services, Three Services Design Approach – production line approach, self-service approach, personal-attention approach</li></ul>	11
2	<b>Design of Work Systems:</b> <ul style="list-style-type: none"><li>• Work Study – meaning, Objectives, Procedure.</li><li>• Method Study – meaning, objectives, advantages, basic procedure, process charts used, Motion Study.</li><li>• Work Measurement: meaning, Basic Procedure, Benefits, Time study</li></ul>	11
3	<b>Production/Operation Planning &amp; Control (PPC/OPC)</b> <ul style="list-style-type: none"><li>• Production/Operation Planning: Meaning, objectives, production planning procedure.</li><li>• Production/Operation control: Meaning, objectives and importance</li><li>• Production/Operation Planning and control functions.</li></ul>	11
4	<b>Project Management</b> <ul style="list-style-type: none"><li>• Nature of Project, Project Life Cycle, Project Organization, Role of Project Manager,</li><li>• Project Scheduling Techniques – Gantt Chart &amp; PERT-CPM.</li></ul>	11
5	<b>Quality Management:</b> <ul style="list-style-type: none"><li>• Six Sigma: Introduction, Meaning, Benefits</li><li>• Just-In-Time(JIT): Introduction &amp; Meaning, Objectives, Benefits</li><li>• Total Quality Management(TQM): meaning, Principles of TQM, Need and Importance of TQM</li><li>• ISO 9000: Introduction &amp; Meaning, ISO Standards for Quality System</li></ul>	10
	Total	54

### Reference Books:

1. Chary S.N.: Production & Operations Management, Latest ed. Tata McGraw Hill Publishing Co. Ltd., New Delhi.
2. Buffa E.S.: Modern Production Management, Latest Editions Wiley Eastern Pvt. Ltd. (EEE). 1994.
3. Adam E.E.: Production & Operations Management, Prentice Hall of India Pvt. Ltd. (EEE). 1994.
4. Nair N.G.: Production & Operations Management First De. 1996. Tata.
5. Jhamb L.C.: Production & Operations Management, Everest Publishing House, Pune. 2009
6. K.Aswathappa, K.Shridhara Bhat, Himalayaya Publishing House, Mumbai. 2008.

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## XXVIII Business Laws

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to understand business laws.

**Utility:** Student can become law abiding in Business practices.

**Prerequisite:** Basic understanding of laws related to Business.

Unit No	Particulars	No. of Lectures
1	<b>Law of Contract (1872) Nature of contract :</b> <ul style="list-style-type: none"><li>• Classification Offer and acceptance,</li><li>• Capacity of parties to contract,</li><li>• Free consent, Consideration, Agreement declared void,</li><li>• Discharge of contract, Remedies for breach of contract</li></ul>	12
2	<b>Sale of Goods Act 1930 :</b> <ul style="list-style-type: none"><li>• Formation of contracts of sale, Goods and their classification,</li><li>• Conditions and warranties,</li><li>• Transfer of property in goods,</li><li>• Unpaid seller and his rights,</li><li>• Sale by action, Hire purchase agreement.</li></ul>	15
3	<b>Negotiable Instrument Act 1881 :</b> <ul style="list-style-type: none"><li>• Definition &amp; Features of negotiable instrument,</li><li>• Promissory note, Bill of exchange and cheque,</li><li>• Holder and holder in due course,</li><li>• Crossing of a cheque, Types of crossing,</li><li>• Dishonor and discharge of negotiable instrument.</li></ul>	13
4	<b>Consumer Protection Act 1986 :</b> <ul style="list-style-type: none"><li>• Salient features,</li><li>• Definition of consumer,</li><li>• Grievance redressal machinery.</li></ul>	7
5	<b>Foreign Exchange Management Act (FEMA)2000 :</b> <ul style="list-style-type: none"><li>• Objectives,</li><li>• Definitions and</li><li>• main provisions.</li></ul>	7
	<b>TOTAL</b>	<b>54</b>

### Reference Books:

1. Khergamwala J.S. : The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
2. Singh Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow.
3. Kucchal M.C. : Business Law, Vikas Publishing House, New Delhi.
4. Kapoor N.D. : Business Law, Sultan Chand & Sons, New Delhi.
5. Maheshwar & Maheshwari-Business Law.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

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## XXIX Export-Import Management

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to familiarize the student with export and import policy of Government of India and to understand various export promotions organization and export import procedure and document required to conducting foreign trade.

**Utility:** Student can acquire basic-level knowledge of Export and Import trade.

**Prerequisite:** Basic-level knowledge of Export and Import procedure and documentation

Unit. No.	Particulars	No. of Lectures
1	<b>Import Export Management Overview:</b> <ul style="list-style-type: none"><li>• Concept of import export management,</li><li>• Features of export management, Need for export management,</li><li>• Process of export management, Function of export manager</li></ul>	11
2	<b>Foreign Trade Policies and Export Promotion:</b> <ul style="list-style-type: none"><li>• Objectives of foreign trade policies, Export import policy(latest)</li><li>• Export promotional organisations in India, EPCS, Commodity board, STC, FIEO, Chamber of commerce, IIP, ITPO,</li><li>• Facilities for unit in EOUs, EPZs</li></ul>	11
3	<b>International Trading Environment:</b> <ul style="list-style-type: none"><li>• Meaning and definition &amp; Importance of international trade,</li><li>• Factor influencing international trade</li><li>• Problem in international trade</li></ul>	11
4	<b>Export Product Planning:</b> <ul style="list-style-type: none"><li>• Product planning strategies, Pricing strategies, Product mix, Product branding</li><li>• Product packaging, Product Labelling strategy</li></ul>	11
5	<b>Import -Export Procedure and Documentation:</b> <ul style="list-style-type: none"><li>• Stages in import procedure, Import document-letter of credit, documentary bill, bill of exchange and bill of lading.</li><li>• Export procedure: Registration , pre-shipment, post shipment procedure.</li><li>• Export documents: related to goods, shipment, payment, inspection and excisable goods.</li></ul>	10
	Total	54

### Reference Books:

1. P. Subba Rao, International Business, Himalaya Publishing House
2. Francis Cherulinam - International Marketing, Himalaya Publishing House
3. International Marketing management – An Indian Perspective by R. L. Varshney & Bhattacharya, S. Chand
4. International Marketing and Export Management- Pearson Publication, New Delhi
5. Export Management – D. C . Kapoor , Vikas Publication House Pvt. Ltd. New Delhi

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## XXX Social Entrepreneurship

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and management thinker's theories in social entrepreneurship.

**Utility:** Student can acquire basic-level knowledge of social entrepreneurship.

**Prerequisite:** Basic knowledge of management.

Unit No.	Topic	No. of Lectures
1	<b>SOCIAL ENTREPRENEURSHIP:</b> <ul style="list-style-type: none"><li>Social entrepreneur – factors impacting transformation into social entrepreneur, The characteristics of social entrepreneurs, The four distinctions of social entrepreneurship,</li><li>Funding social ventures; Strategies for success; Challenges for the Indian Social Enterprise Sector</li></ul>	11
2	<b>FORMS OF SOCIAL ENTREPRISES:</b> <ul style="list-style-type: none"><li>Profit and non-profit Proprietorships – partnership company – Non Government organisation - Society – Trust and Company (sec. 25) registration,</li><li>Factors determining selection of forms of registration</li></ul>	11
3	<b>SUSTAINABLE DEVELOPMENT:</b> <ul style="list-style-type: none"><li>Concept of Sustainable Development and its importance, Factors affecting sustainable development</li><li>Sustainable Development Goals</li></ul>	11
4	<b>OPPORTUNITIES FOR SOCIAL ENTREPRENEURS:</b> <ul style="list-style-type: none"><li>Methods of sensing opportunities and fields of opportunities, Assessing and prioritising opportunities</li><li>Enterprise launching and its procedures – start-ups – incubation – accessing venture capital – CSR funds - PPP</li></ul>	11
5	<b>SUCCESSFUL SOCIAL ENTREPRENEURSHIP INITIATIVES:</b> Study of successful models like Grameen Bank – Aravind Eye Care System's – LEDeG –TERI – Pasumai Payanam, Siruthuli – SEWA – Amul – Evidence from OASiS, Case Study on SELCO, case study on Annapurna – Goonj	10
	Total	54

### Reference Books:

- Christine K.Volkman and Kim Oliver Tokarski / Kati Ernst (Eds.) (2012). Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies, Springer Gabler.
- Manual London and Richard G.Marfopoulos (2010) . Social Entrepreneurship: How to start Successful Corporate Social Responsibility and Community-Based initiatives for Advocacy and Change. Routeledge, UK
- David Bornstein and Susan Davis (2010). Social Entrepreneurship: What Everyone needs to know. Oxford, USA
- Dinanath Kaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
- Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited.
- Heggade (1998)Developing Rural Women Entrepreneurship, New Delhi, Mohit Publications
- Philips, Bonefiel and Sharma (2011), Global vision publishing house, New Delhi.
- Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, The Icfai University Press.
- <http://www-sre.wu.ac.at/ersa/ersaconfs/ersa04/PDF/210.pdf>
- [http://socialnaekonomija.si/wpcontent/uploads/David\\_Bornstein\\_Susan\\_Davis\\_Social\\_Entrepreneurship.pdf](http://socialnaekonomija.si/wpcontent/uploads/David_Bornstein_Susan_Davis_Social_Entrepreneurship.pdf)
- <http://airccse.org/journal/mvsc/papers/4313ijmvsc05.pdf>
- [http://fufaltin.de/pdf/jibe\\_offprint.pdf](http://fufaltin.de/pdf/jibe_offprint.pdf)

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

(With Effect from 2019-2020)

## SEC - II.1 Tally. ERP 9 with GST

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with knowledge of important provisions of the GST acts.

**Utility:** Student can acquire knowledge of GST act.

**Prerequisite:** Basic knowledge of Computer and Tally Software.

Unit No.	Topic	No. of Lectures
1	<b>Overview of Goods and Services Tax</b> <ul style="list-style-type: none"><li>• Overview of GST</li><li>• Implementation of GST</li><li>• Liability of Tax payer</li><li>• GST Network</li><li>• GST Council</li></ul>	10
2	<b>Levy and Exemption from Tax</b> <ul style="list-style-type: none"><li>• Levy of GST</li><li>• Composition Scheme</li><li>• Remission of Tax</li></ul>	12
3	<b>Composition Scheme</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Composition levy</li><li>• Conditions and restrictions</li></ul>	12
4	<b>Returns in GST</b> <ul style="list-style-type: none"><li>• Returns</li><li>• GSTR – 2</li><li>• Other Taxable Persons</li><li>• Annual Return</li></ul>	11
	Total	45

### Reference Books:

1. Implementing Tally 9- Ashok K. Nadhani, BPB Publication – New Delhi
2. Tally. ERP-9 With GST- Ravindra Parmar
3. GST Bare Acts by Govt of India.
4. ICSI & ICAI Booklets,
5. [www.gstcentre.in](http://www.gstcentre.in)

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

CBCS Syllabus - Bachelor of Business Administration (BBA)

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## SEC - II.2 E-Business

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the online business.

**Utility:** Student can acquire knowledge of online transactions.

**Prerequisite:** Basic knowledge of computer and internet.

Unit No.	Topic	No. of Lectures
1	<b>Introduction:</b> <ul style="list-style-type: none"><li>• Definition of Internet, Advantages and Disadvantages of the Internet, Role of Internet in B2B Application.</li><li>• Functions &amp; Scope of Electronic Business, e-commerce V/S e-business</li><li>• E-business opportunities, Management responses to e-commerce and e-business</li></ul>	8
2	<b>Introduction to Electronic Business &amp; Electronic Commerce:</b> <ul style="list-style-type: none"><li>• Main activities E-Commerce</li><li>• Electronic commerce Applications</li><li>• Business Models for E-Business &amp; E-Commerce</li></ul>	8
3	<b>Different Aspects of e-Business:</b> <ul style="list-style-type: none"><li>• e-Marketing, e-CRM</li><li>• e-Strategy &amp; Knowledge Management, e-Supply Chain Management</li></ul>	8
4	<b>Electronic payment System:</b> <ul style="list-style-type: none"><li>• Introduction, Types of Electronic payment system</li><li>• Models and methods of e-payment</li><li>• online banking - meaning concept, Importance</li><li>• Payment types, Electronic funds transfer, electronic cash, risks involved in E-Payment</li></ul>	10
5	<b>e-Business Transactions:</b> <ul style="list-style-type: none"><li>• Meaning, Purpose, Advantages and disadvantages of transacting online.</li><li>• E-Commerce application in various industries, Online shopping</li><li>• Online services - financial, Travel and career</li></ul>	11
	<b>Total</b>	<b>45</b>

### Reference Books:

1. Agrawal K.N.& Deeksha Agrawala, Business on the net: What's and How's of e-commerce, Mc Million New Delhi
2. Diwan, Prag and Sunil Sharma, Electronic commerce- A Manager's guide to e-business, Vanity books international New Delhi.
3. Janal D.S., On line Marketing Handbook, Van Nostrand Reinhold, New York.
4. Kosir David, Understanding electronic commerce, Microsoft press, Washigton.
5. Monoli & Minol, Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
6. Damier Amor – The E-business Evolution – HP Professional books.
7. Ravi Kalakota – A.B. Whinstan – Frontiers of Electronic commerce.
8. Murthy C S V (2009), E-Commerce – Concepts, Models, Strategies, Mumbai, Himalaya Publishing House.
9. Rayudu C S (2008), E-Commerce – E-Business, Mumbai, Himalaya Publishing House.
10. Bharat Bhasker (2009), Electronic Commerce – Framework, Technologies and Applications, 3<sup>rd</sup> Edition, New Delhi, Tata McGraw Hill Publishing Company Limited.
11. Chaffey Dave (2009), E-Business and E-Commerce Management, 3rd Edion, New Delhi, Pearson