



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

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

Fax : (02462) 215572

Academic-1 (BOS) Section

website: srtmun.ac.in

Phone: (02462)215542

E-mail: bos.srtmun@gmail.com

न्यू मॉडेल डिग्री कॉलेज हिंगोली येथील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी स्तरावरील सी.बी.सी.एस. पॅटर्नचे अभ्यासक्रम लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ०९.०९.२०२१ रोजीच्या वाणिज्य व व्यवस्थापन विद्याशाखेच्या बैठकीतील शिफारसी प्रमाणे व दिनांक २१ सप्टेंबर २०२१ रोजीच्या संपन्न झालेल्या ५२ व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र. ०२/५२-२०२१ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या न्यू मॉडेल डिग्री कॉलेज, हिंगोली येथील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी स्तरावरील तृतीय वर्षाच्या C.B.C.S. (Choice Based Credit System) Pattern नुसारचे खालील अभ्यासक्रमास शैक्षणिक वर्ष २०२१-२२ पासून लागू येत आहेत.

- 1) B. Com. III year.
- 2) B.B.A. III year.

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

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी/वाणिज्य व
व्यवस्थापन/२०२१-२२/१६०

दिनांक : ११.१०.२०२१.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ४) अधीक्षक, वाणिज्य व व्यवस्थापन परीक्षा विभाग प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, न्यू मॉडेल डिग्री कॉलेज, हिंगोली.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



स्वाक्षरित/-
सहाकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)

Swami Ramanand Teerth Marathwada University Nanded's

New Model Degree College, Hingoli



Syllabus

Bachelor of Business Administration

(CBCS Semester System)

Under the Faculty of Management

With effective from 2021-2022

Swami Ramanand Teerth Marathwada University, Nanded's
NEW MODEL DEGREE COLLEGE, HINGOLI
COURSE STRUCTURE

Bachelor of Business Administration

Semester	Number of Subjects	Credits	Total Marks
I	9	30	750
II	9	30	750
III	9	30	750
IV	9	30	750
V	9	30	750
VI	9	30	750
Total	52	180	4500

Swami Ramanand Teerth Marathwada University, Nanded's

NEW MODEL DEGREE COLLEGE, HINGOLI

COURSE STRUCTURE AND WORKLOAD

Bachelor of Business Administration

B. B. A III Year V Semester

Paper	Subject Title	Number of Lectures per Week	Number of Credits per Course	Internal Examination Marks	External Examination Marks	Total Marks
I) Major Curriculum A. Major (Core)	1. Human Resource Planning & Development	04	04	50	50	100
	2. Corporate Legal Framework	04	04	50	50	100
	3. Online Trading	02	02	25	25	50
B. Major (Supportive)	Retail Management	04	04	50	50	100
C. Major (Applied/Innovative)	1. Small Business and Entrepreneurial Skill	04	04	50	50	100
	2. Corporate Tax Planning & Management	04	04	50	50	100
II) Life Skill Curriculum A. Job Oriented Soft Skill	Security analysis & Portfolio Management	04	04	50	50	100
B. Value Oriented Courses	Entrepreneurship	04	04	50	50	100
Total		30	30	375	375	750

Swami Ramanand Teerth Marathwada University, Nanded's

NEW MODEL DEGREE COLLEGE, HINGOLI

COURSE STRUCTURE AND WORKLOAD

Bachelor of Business Administration

B. B. A III Year VI Semester

Paper	Subject Title	Number of Lectures per Week	Number of Credits per Course	Internal Examination Marks	External Examination Marks	Total Marks
I) Major Curriculum A. Major (Core)	1. Sales Promotion Strategy	04	04	50	50	100
	2. Import Export Management	04	04	50	50	100
	3. Export Import Documentation	02	02	25	25	50
B. Major (Supportive)	Agriculture Business Management	04	04	50	50	100
C. Major (Applied/Innovative)	1. Research Methodology	04	04	50	50	100
	2. Project Report	04	04	50	50	100
II) Life Skill Curriculum A. Job Oriented Soft Skill	Contemporary issues in Management	04	04	50	50	100
B. Value Oriented Courses	Corporate Social Responsibility	04	04	50	50	100
Total		30	30	375	375	750

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester
I) Major Curriculum - A.) Major (Core) – No. of Credit: 04

Syllabus

Subject: - HUMAN RESOURCE PLANNING AND DEVELOPMENT

Course Objective: The Syllabus is designed to give students the basic knowledge of managing of human resources in an organization.

Unit I: - Human Resource Management: - Meaning, Importance, Objectives and Function, Process of Human Resource Management, Scope of HRM, Difference between HRM and Personal Management, Evolution of HRM, Role of Human Resource Manager, Duties and Responsibilities of a Human Resource Manager.

Unit II: - Human Resource Planning: - Objectives of HRP, Needs of HRP, Process of HRP, Factors affecting HRP.

Unit III: - Human Resource I: - Recruitment, Selection, Placement, Promotion, Demotion, Transfer, induction, Employee separation.

Unit IV: - Human Resource II: - Training and development, Meaning, Objective and Purpose, Need, Benefits and Methods of Training, HR Accounting and Audit. Job Analysis, Job Description and job specification.

Unit V: Human Resource Environment: - Work Environment, Grievance Handling, Worker's Participation in Management, Collective Bargaining, and its Importance, Employee Discipline.

Learning Outcome: To have an understanding of the basic concepts, functions and processes of Human Resource Planning and Development.

Reference Books:

1. *Personnel Management, Text and Case, Dr. C.B. Memoria, Himalaya Publishing House.*
2. *Human Resource Management, P. Subba Rao, Himalaya Publishing House.*
3. *Human Resource Management, Dr. S.S. Khanka, S. Chand & Company Ltd.*
4. *Human Resource Management, Dr. C.B. Gupta, Sultan Chand and Sons.*

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester**

I) Major Curriculum - A.) Major (Core) – No. of Credit: 04

Syllabus

Subject: - CORPORATE LEGAL FRAMEWORK

COURSE OBJECTIVE: The objective of this paper is to provide an understanding of basic laws affecting a business enterprise.

Unit I: - The companies Act.1956: - Definition, Types of Companies: Memorandum of Association; Articles of association; Prospectus; Share capital and membership: Meetings and resolution; company managerial remuneration; winding up dissolution of companies.

Unit II: - The Negotiable Instruments Act.1881: - Definition, types of negotiable instruments; Negotiation; Holder and holder in due course; Payments in due course; Endorsement and crossing of cheque; presentation of negotiable instruments.

Unit III: - SEBI Act.1992: - Organization and Objectives of SEBI; Powers under securities Contract Regulation Act 1956 transferred to SEBI; Role of SEBI in controlling the security markets.

Unit IV: - The Consumer Protection Act.1986: - Salient features; definition of consumer, rights of consumer; Grievance redressal machinery.

Unit V: - Regulatory Environment for International Business: - WTO-Regulatory framework of WTO, Basic principles and its charter; WTO-origin-functions- Dynamics of WTO including ministerial continues-Implications of WTO obligations on INDIA-GATS-Telecom, Banking, Insurance, Educations, Health: TRIPS and its implications on Pharmaceuticals in INDIA.

Learning Outcome: After completing this course the students would be able to have a basic understanding of the law relating to contract, consumer protection, competition, companies and dispute resolution.

Reference Books:

1. Avadhani V.A.: *SEBI Guidelines and Listing of Companies*, Himalaya Publishing House, Delhi (Indian Contract Act, 1872)
2. *Securities (Contract and Regulation) Act 1956*
3. *The Negotiable Instruments Act 1881* Singh, Avtar: *Law relating to Monopolies, Restrictive and Unfair Trade practices*, Eastern Book co.
4. *Ramaiya A Guide to companies Act: Wardha Publishing, Nagpur*
5. *P. Saravanavel & S. Sumathi, Legal Aspects of Business, Himalaya*
6. *M. P. Vijaya Kumar, First Lessons of Business and Corporate Laws – Show white.*

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester
I) Major Curriculum - A.) Major (Core) – No. of Credit: 02**

Syllabus

Subject: - ONLINE TRADING

Course Objective: The Objective of the course is to equip the student with necessary stock market theoretical and practical know-how so that students can apply the same in researching trade markets for wealth creation.

Unit I: - Basics of Share Market: Investment, De-Mat Account, Different types of Charges, Primary & Secondary Market, IPO all information, NIFTY & SENSEX, Portfolio, Corporate Action: Dividend, Bonus, Split, Right Issue, Buyback, Record & Effective Date. Intraday Trading, Chart Study, Positional & Long-term Investment, Future & Option.

Unit II: - Different Terms in Share Market: Volume, Volatility, EPS, PE, Short-Long, Bull-Bear, Overbought-Oversold, BTST-STBT, Multibagger-Penny, Blue Chip. Actual Trading: Bid & Ask Price, LTP, CMP, OHLC, Positions, square off, Disclose Quantity, Stoploss order.

Unit III: - Practical Session: Open De-Mat Account, How to BUY & SELL share on Live Platform, Wealth Creation.

Learning Outcome: After completing this course students would be able to have a basic understanding of Share Market and functioning of online trading.

References:

<https://www.nseindia.com/>

<https://zerodha.com>

<https://www.angelbroking.com/>

<https://www.kotaksecurities.com/ksweb/account-types/demat-account>

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester
I) Major Curriculum - B.) Major (Supportive) – No. of Credit: 04

Syllabus

Subject: - RETAIL MANAGEMENT

Course Objective: The objective of the course is to enhance the students with the skills required to be directly employed as a sales or marketing executive manager or to start a retail business of their own.

Unit I: - Retail Management: – Meaning of Retail and Retailing, Types of Retailers, Factors Attracting Global Retailers to India, Factors influencing the Growth of Retailers in India, Profiles of Retailers in India- Food Bazar, Reliance Group.

Unit II: - Consumer Buying Behavior: – What is Consumer Behavior? Stages in the Buying Decision Process, Buying Characteristics influencing Consumer Behavior.

Unit III: - Retail Market Segmentation: – Meaning, Importance, and Benefit of Market Segmentation, Types of Market Segmentation, Elements, and Levels of Market Segmentation, Market Targeting.

Unit IV: - Customer Relationship Management: – Meaning, Importance of CRM, Steps involved CRM Process, Relationship based Buying, Importance of Customer Retention Management.

Unit V: - Mall Management: – Introduction, The rising Mall Culture, Impulse Buying at Malls, Factors affecting the Success of Mall.

Learning Outcomes: At the successful completion of this course students will be able to understand the organized retail sector and its operations and various strategies involved in the retail sector.

Suggest Readings:

1. *Modern Retail Marketing - J.N. Jain and Singh, Regal Pub., New Delhi.*
2. *Marketing Management - C.B. Gupta, Sultan Chand and Sons, New Delhi.*
3. *Retail Management - Sujay Nair, Himalaya Pub. House, New Delhi.*
4. *Marketing Management - K. Karunakaran, Himalaya Pub.House, New Delhi.*
5. *Retail Management - Michael, Levy, Barton. A, Weitz –, Tata McGraw Hill Pub., Delhi.*
6. *Retail Marketing Management - David Gilbert, Pearson Education Ltd., New Delhi.*

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester
I) Major Curriculum - C.) Major (Applied/Innovative) – No. of Credit: 04**

Syllabus

Subject: - SMALL BUSINESS AND ENTREPRENEURIAL SKILL

Course Objective: The goals of this subject is to inspire students and help them imbibe an entrepreneurial mind-set. The students will learn what entrepreneurship is and how it has impacted the world and their country. They will be introduced to key traits and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

Chapter 1. Setting up a Small Business Enterprise: Identifying the Business Opportunity, Business opportunities in various sectors, Formalities for setting up of a Small Business Enterprise.

Chapter 2. Entrepreneurship: Importance of Entrepreneurship, Concepts of Entrepreneurship, Characteristics of a Successful Entrepreneur, Functions of Entrepreneurs, Types of Starts-up from EDP (Entrepreneurial Decision Process).

Chapter 3. Sickness in Small Business Enterprises: Definition of Sickness and Status of Sickness of SSIs in India, Causes for Sickness/Incipient Sickness in SSI, Symptoms of Sickness, Cures for SSIs' Sickness.

Chapter 4. Strategic Management in Small Business: Organization Life Cycle, Strategic Management: - A. Strategic Planning, B. Five-Step Strategic Planning Process, C. Benefits of Strategic Plan, The Essence of Business Ethics.

Learning Outcome: After learning this course students Apply business strategies to plan for achieving specific goals in an organization based on analysis of internal and external factors.

Reference Books: -

1. *Dynamics of Entrepreneurship Development – Vasant Desai.*
2. *Entrepreneurship Development New Venture Creation – Satish Taneja, S. L. Gupta*
3. *Entrepreneurship and Small Business Management – Siropolis.*

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester
I) Major Curriculum - C.) Major (Applied/Innovative) – No. of Credit: 04

Syllabus

Subject: - CORPORATE TAX PLANNING & MANAGEMENT

Course Objective: This course is designed to make the students aware of the corporate tax laws on India. Understanding the corporate tax laws and use it for tax planning is the basic objective of the course.

Unit-I Introduction to Tax Planning and Management: - Basic Concepts, Residential Status and Tax incidence, exempted incomes, Concept of tax planning, significance, methods and problems of tax planning, tax avoidance; tax evasion and tax management.

Unit-II Tax Planning and Management Decisions: - Tax planning in specific business decisions i.e., own or lease decision, make or buy decision; retain or replace, renewal or renovation and shutdown or continue decision, expand or contract.

Unit-III Tax Provisions: - Tax provisions relating to: free trade zones; infrastructure sector and backward areas. Deduction of Tax, filling of returns, different types of assessment, defaults and penalties.

Unit-IV Tax Issues Relating to Amalgamation and Recent Trends in Tax Planning: - Concept of Amalgamation of companies for tax purpose; Tax incentives to amalgamating companies; Tax incentives to shareholders of amalgamating companies and Tax incentives to Amalgamated Company.

UNIT V Corporate Tax and Dividend Policy: - Corporate Taxation, Dividend Tax, Dividend Policy, Irrelevance of Dividend Policy.

Learning Outcome: *After learning the subject, the students will be able to understand the taxation of the corporate house.*

Suggested Readings:

- 1) *Corporate Tax Planning & Management- Girish Ahuja & Ravi Gupta- Bharat Law House Latest Edition.*
- 2) *Corporate Tax Planning- E. A. Srinivas- Mc Graw Hill Latest Edition.*
- 3) *Corporate Taxation- H. P. Ranina- Orient Law House Latest Edition.*
- 4) *Tax Planning & Management- V. K. Singhania- Taxmann Publication Latest Edition*

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V- Semester
II) Life Skill Curriculum - A.) Job Oriented Soft Skill – No. of Credit: 04

Syllabus

Subject: - SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Course Objective: This course provides a broad overview of investment management and to provide conceptual foundation for the purpose of undertaking Investment analysis for securities as well as portfolios.

Unit – 1: Introduction to Investment & Security Analysis: Meaning of Investment, Types of Investors, Objectives of Investment, Classification of Investment, Process of Investment, Security Analysis; - Meaning of Security, Types of Security, Meaning of Security Analysis Concept of Risk and Return, Diversification of Risk.

Unit – 2: Stock market in India: Bombay Stock Exchange, National Stock Exchange, Over the Counter Exchange of India, Regulation of Securities Market (SEBI), Types of Security Market Indices in India-BSE Sensex BSE 100 Index, NSE-Nifty

Unit – 3: Fundamental Analysis and Technical Analysis: Economic Analysis, Industry Analysis, Company Analysis, Concept of Technical Analysis, Efficient Market Hypothesis (EMH), Forms of Efficient Market Hypothesis

Unit – 4: Portfolio Management: Meaning of Portfolio Management, Portfolio Construction Approaches – Markowitz Model & Efficiency Frontier, Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory (APT)

Unit – 5: Portfolio Performance Measures and Portfolio Revision Sharpe's Performance Index, Treynor's Performance Index, Jensen's Performance Index, Portfolio Diversification.

Learning Outcomes: *At the end of this course students should be able to provide a theoretical and practical background in the field of investment and measuring the portfolio performances.*

Suggested Readings: -

1. *Security Analysis and Portfolio Management – Avadhani. V. A.- Himalaya Publishing House, 9th Edition.*
2. *Security Analysis and Portfolio Management – Donald Fischer & Ronald Jordon-Pearson Education, 6th Edition.*
3. *Investment Analysis & Portfolio Management –Frank Reilly & Keith Brown-Cengage Learning, 8th Edition.*
4. *Investment Management – Dr. Preeti Singh- Himalaya Publishing House, 16th Edition.*
5. *Investment Analysis & Portfolio Management – Prasanna Chandra (Tata McGraw Hill) 3rd Edition.*

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. 3rd Year V-Semester
II) Life Skill Curriculum - B.) Value Oriented Courses – No. of Credit: 04
Syllabus

Subject: - ENTREPRENEURSHIP

Course Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

Unit-I: Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development and future of entrepreneurship, Entrepreneur; Meaning of entrepreneur, the skills required to be an entrepreneur and the entrepreneurial decision process.

Unit-II: Entrepreneurship and Micro, Small and Medium Enterprises: Concept of business groups and role of business houses and family business in India, The contemporary role models in Indian business: their values, business philosophy and behavioral orientations. Conflict in family business and its resolution.

Unit-III: Business Opportunity Identification: Business ideas, methods of generating ideas, and opportunity recognition, **preparing a Business Plan:** Meaning and significance of a business plan, components of a business plan and feasibility study.

Unit-IV: Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks.

UNIT V: Launching the New Venture: Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture, Harvesting Rewards; Exit strategies for entrepreneurs, bankruptcy and succession and harvesting strategy.

Learning Outcome: *After the completion of this paper, student will have the entrepreneurial temper with conceptual input and practical insight as how to be an entrepreneur.*

Suggested Readings:

- 1) SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
- 2) Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- 3) Rao, V.S.P – *Business Entrepreneurship & Management* – Vikash Publication
- 4) Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- 5) Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
- 6) Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. III Year V-Semester**

Syllabus

Subject: - ENVIRONMENTAL STUDIES

Course Objective: To provide students with a broad interdisciplinary liberal arts framework for understanding the relationship between humans and their environment.

Unit I: Introduction & Natural Resources: Environment: Definition, Scope, Importance, Need for public awareness. **Natural Resources:** Renewable and Non-Renewable resources, Natural resources and associated problems. A) Forest Resources, B) Water Resources, C) Mineral Resources, D) Agricultural Resources, E) Land Resources & F) Energy Resources.

Unit II: Ecosystems: - Concepts of an ecosystems, Structure and function of an ecosystem, Producers, Consumers, and Decomposers, Energy flow in an ecosystem, Ecological succession, Food chain, Food webs, Ecological pyramids, Introduction, Types, Characteristic features & Structure of following ecosystems (01) Forest ecosystem, (02) Grassland ecosystem, (03) Desert ecosystem (04) Aquatic ecosystem (Ponds, Streams, Lakes, Rivers, Oceans, Estuaries).

Unit III: Biodiversity and its conservation: - Introduction, Definition, Biogeographical classification of India, Value of Biodiversity: Productive use, Social, Ethical, Aesthetic, and option values, India as a mega diversity nation, Endangered and endemic species of India, Conservation of biodiversity.

Unit IV: Environmental pollution and its mitigation: - Definition of Pollution; Causes, effects and control measures of (A) Air pollution, (B) Water pollution, (C) Soil pollution, (D) Noise Pollution Solid Waste Management: causes, effects and control measures of urban and industrial wastes, nuclear hazards, Environmental hazards and their mitigation, Role of an individual in pollution and abatement.

Unit V: Field Work: Visit to local area to document environmental assets – River, Forest, Grass land, Hill, Mountain etc. 02. Visit to local polluted site: Urban, Industrial, Agricultural 03. Study of common plants, Insects, birds etc., 04. Study of simple ecosystems: Pond, River, Hill, Slopes etc.

Suggested Readings:

- 1) *Ritu Bir, Environmental Studies, Vayu Education of India.*
- 2) *Gouri Suresh and U. S. Hampannavar, Environmental Studies, I.K. International Publishing House Pvt. Ltd., New Delhi.*
- 3) *Maruthesha Reddy, Textbook of Environmental Studies, Medtec Publishers.*

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli**

B.B.A. III Year VI-Semester

I) Major Curriculum - A.) Major (Core) – No. of Credit: 04

Syllabus

Subject: - SALES PROMOTION STRATEGY

Course Objective: This course gives students knowledge about manage the tool set that modern companies use to incentivize sales in the short term; prepare an agency brief on sales promotion; set up a sales promotion plan and implement & verify the effectiveness of a sales promotion plan.

Unit I: - Selling: - Concept, Objectives and functions of sales management; fundamentals of selling; selling process, salesmanship; product and customer knowledge, Knowledge of Customer in Sales

Unit II: - Sales Planning: - Importance and types of sales planning, Salesman, Types and Qualities of Salesman, Manpower planning of sales organization, Recruitment, Selection, Training, and Development of Sales Personnel.

Unit III: - Sales Promotion: - Nature and importance of sales promotion, its role in marketing, Forms of sales promotions- Consumer oriented sales promotion; trade-oriented sales promotion & Sales force-oriented sales promotion.

Unit IV: - Advertising: - Defined Objectives Advertising as a tool of Marketing; Advertising effect – Economic and Social; Advertising and Consumer Behavior; Advertising Science in India. Advertising Media

Unit V: - Sales Meeting: - Sales Meeting and Sales contests, Sale Budget, Sales Quotas, Sales Territories, Sales Forecasting and Techniques used.

Learning Outcome: On completion of this course, the student will be able to demonstrate strong conceptual knowledge in the functional area of sales and promotion strategy.

Suggested Reading:

- 1) *Asker, David et. al: Advertising Management, Prentice Hall New Delhi*
- 2) *Anderson, Hair, Bush: Professional sales management, McGraw Hill, Singapore.*
- 3) *Batra, Rajeev, John G. Myers and David A. Aaker: Advertising Management, Prentice Hall, Hall Delhi.*
- 4) *Ford, Churchill, Walkar: Management of Sales force, McGraw Hill Singapore.*
- 5) *Gupta, Vaswar Das: Sales Management, In the Indian Perspective, Prentice Hall, Delhi.*
- 6) *Johnson Krutz, Scehwing: Sales Management, McGraw Hill Singapore*
- 7) *Krik C.A. Salesmanship, Tarapore wala, Bombay.*
- 8) *Patrick, Forsyth: Sales Management Handbook, Jaico Publications, Bombay*
- 9) *Sandage Ch.H. and Fry Burger: Advertising – Theory and Practice, Richard D Irwing, Illinois.*

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. III Year VI Semester

I) Major Curriculum - A.) Major (Core) – No. of Credit: 04

Syllabus

Subject: - IMPORT EXPORT MANAGEMENT

Course Objective: To provide necessary knowledge, skills and foundations for acquiring wide range of careers into expanding world of Import & Export Management.

Unit-I Preliminaries for Exports and Imports: Meaning and Definition of Export, Classification, Strategy and Preparation for Export Marketing – Export Marketing Organizations, Registration Formalities, IEC, RCMC, Export Licensing, Selection of Export Product, Identification of Markets, Methods of Exporting, Pricing Quotations, Payment Terms, Letter of Credit.

Unit-II Export-Import Procedure: Steps in Export Procedure, Export Contract, Forward Cover, Export Finance, Institutional framework for Export Finance, Excise Clearance, Pre-shipment Inspection, Methods of Preshipment Inspection, Role of Clearing and Forwarding Agents, Shipping and Customs Formalities, Customs EDI System. Pre-Import Procedure, Steps in Import Procedure, Legal Dimensions of Import Procedure, Customs Formalities for Imports, Warehousing of Imported goods, Exchange Control Provisions for Imports.

Unit-III Export and Import Documentation: Aligned Documentation System, Commercial Invoice, Shipping Bill, Certificate of Origin, Consular Invoice, Mate's Receipt, Bill of Lading, GR Form, ISO 9000, Procedure for obtaining ISO 9000, BIS 14000 Certification. Import Documents, Transport Documents, Bill to Entry, Certificate of Inspection, Certificate of Measurements, Freight Declaration.

Unit – V: Policy and Institutional Framework for Exports and Imports: Foreign Trade Policy, Highlights, Special Focus Initiatives, Duty Drawback, Deemed Exports, ASIDE, MAI & MDA, Star Export Houses, Town of Export Excellence, EPCG Scheme, Incentives for Exporters. Export Promotion Councils: Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank.

Learning Outcome: Students will gain an understanding of the guiding principles and concepts of international management that focuses on international import-export trade operations.

Suggested Reading:

- 1) *Handbook of Import-Export Procedures – Ministry of Commerce, -, Govt. of India, New Delhi*
- 2) *Paras Ram - Export: What, Where and How, Anupam Publishers, Delhi*
- 3) *Mahajan M.I. - Exports – Do it Yourself, , Snow White Publications, New Delhi* 4. *Mahajan M.I. - Imports – Do it Yourself, , Snow White Publications, New Delhi*
- 4) *TAS Balagopal - Export Marketing, Himalaya Publishing House*
- 5) *R.L. Varshney - International Marketing Management, Sultan Chand.*

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli**

B.B.A. III Year VI Semester

I) Major Curriculum - A.) Major (Core) – No. of Credit: 02

Syllabus

Subject: - EXPORT- IMPORT DOCUMENTATION

Course Objective: To familiarize students with the process of documentation of Export-Import.

Unit-I: Preliminaries for Exports and Imports: Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit. Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers

Unit-II: Export Import Documentation: Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies. Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

Learning Outcome: On completion of this course, the students will be able to prepare the documentation of Import-Export business.

Suggested Reading:

- 1) *Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi*
- 2) *Export: What, Where and How, Paras Ram, Anupam Publishers, Delhi*
- 3) *Exports – Do it Yourself, Mahajan M.I., Snow White Publications, New Delhi*
- 4) *Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi*
- 5) *Export Marketing, TAS Balagopal , Himalaya Publishing House*
- 6) *Export Documentation and Procedures, , Nabhi Publications, New Delhi*
- 7) *International Marketing Management, R.L. Varshney, Sultan Chand*
- 8) *International Marketing, Terpstra, Holt Saunders*
- 9) *International Business, Concept, Environment and Strategy, Sharan V., –*
- 10) *Export Management, D.C. Kapoor, Vikas Publishing House*

**Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. III Year VI-Semester**

I) Major Curriculum - B.) Major (Supportive) – No. of Credit: 04

Syllabus

Subject: - AGRICULTURAL BUSINESS MANAGEMENT

Course Objective: This course provides a perspective and understanding of the key components of Agricultural Business management, with a focus on the management tools used to measure business performance.

Unit I: - The Indian Agricultural Economy (Characteristics, Importance & Economic Planning): - Characteristics of the Indian Agricultural Economy, Role, & Importance of Agriculture in the Indian Economy, Agricultural Planning in India, Agricultural Price Policy in India, Governmental Programmed for Rural Development, Achievement of Agricultural Planning, Drawback of the Agricultural Planning, The New Economic Policy & Agricultural, Agricultural & Government Intervention.

Unit II: - Opportunities & Constraints in the Management of Agro Business Enterprises: - Agri-Business, Scope of Agri-Business, Setting up of an Agro Industry, Opportunities in Agri-Business on Account of the new Economic Policy, Opportunities in Agri-Business through General Agreement on Tariff & Trade (GATT) or the World Trade Organization (WTO), Potential for Agricultural Exports, Policy Imperatives, Role of Multinationals Agricultural Development, Constraints in Agri-Business management.

Unit III: - Agricultural Services through Institutional Linkages to Agri-Business Enterprises: - Backward Institutional Linkages to Agricultural, Forward Institutional Linkages Agriculture, a Case of Grape Exports by the Grape Growers of Nasik through Institutional Linkages.

Unit IV: - Agro Industries & their Linkages to the National Economy: - Uniqueness of Agro-Industries, Agro-industries & the New Industrial Policy, Various Agro Industries, Agro-Industries & Linkages the National Economy, Agro-Industries & Integrated rural Development, Advantage of Farm Industry Linkages.

Learning Outcome: On successful completion of the course students should be able to understand of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

Suggested Readings:

- 1) *Agribusiness Management, Freddie L. Barnard, Freddie L. Barnard, Jay T. Akridge, Frank J. Dooley, John C. Foltz.*
- 2) *Agribusiness Management, Walter David Downey, Steven P. Erickson, McGraw-Hill, 1987.*

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. III Year VI-Semester
I) Major Curriculum - C.) Major (Applied/Innovative) – No. of Credit: 04
Syllabus
Subject: - RESEARCH METHODOLOGY

Course Objective: The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods and to develop an understanding of various research designs and techniques.

Unit I: - Introduction to Research: - Meaning, Objectives, Nature and importance of Research, Types of Research, Process and Steps of Research.

Unit II: - Research Problem: - Research Problem- Selecting Problem- Techniques involved in Defining the problem. Hypothesis – Meaning – Sources of Hypothesis –Characteristics of good Hypothesis.

Unit III: - Research Design & Data Processing: - Meaning of Research Design – Need of Research Design – Features of Good Design – types of research design – Sampling – Types of Sampling, Data Collection – Types of Data – Methods and tools of data collection, Data analysis, tabulations, and interpretations- statistical tools & Techniques.

Unit IV: - Research Report presentation: - Meaning of Report, Types of Reports, Format of academic research report, Format of Business research report, contents, style, documentation and Bibliography.

Learning Outcome: After successfully completion of this course students will be able to explain key research concepts, issues and it develops the ability to apply the methods while working on a research project work.

Suggested Reading:

- 1) *C.R. Kothari Research Methodology: Methods and Techniques, New age international Publishers, New Delhi.*
- 2) *Kerlinger F.N. Fundamentals of behaviour Research Holt Rinehart & Sinson Newyork*
- 3) *Sadha A.N. Singh Amerjit : Research Methodology in social sciences Himalaya Pub. 1980*
- 4) *Bajpai S.R.: Methods in social survey & Research kitab Ghar Kanpur*
- 5) *Whitny: Research in education*

Swami Ramanand Teerth Marathwada University, Nanded's
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B.B.A. III Year VI-Semester
I) Life Skill Curriculum - A.) Job Oriented Soft Skill – No. of Credit: 04

Syllabus

Subject: - CONTEMPORARY ISSUES IN MANAGEMENT

Course Objective: The course objective is to give students the confidence and experience of debating issues on the managerial agenda without necessarily having the assurance that all the facts and possible knowledge available are within their command.

Unit I: - Contemporary Issues in Management: - Inflation Dynamics: why it is concern FDI, CSR, corporate governance, Women entrepreneurship: Issues, challenges and policies.

Unit II: - Contemporary Issues in Marketing: - Green Marketing: Evolution of emerging opportunities and challenges, Green Marketing Strategies for sustainable development, Governmental pressure.

Unit III: - Contemporary Issues in Finance: - Inflation Accounting: Meaning & need of inflation accounting, Human resources accounting, Merger & Acquisitions: What is key? Insurance: Concept & Types of Insurance, Banks: Meaning, Types & Functions of Banks

Unit IV: - Contemporary Issues in Human Resource Management: - Emerging challenges of HRM, Ethical issues facing HRM, Change Management: The challenges faced by organization, Human Development Index, Career Planning and Development, Development of HR record.

Unit V: - Contemporary Issues in General Management: - Technology Management: Meaning & Challenges in technology management, Knowledge Management approaches, Total Quality Management: Meaning & process of TQM, Training: Meaning & process of Training management.

Learning Outcome: After this course each student will know, understand and explain the role, rights, and responsibility of Corporate Governance and Employment-At-Will. s. Students will also understand the responsibilities of global climate change, the differences between free speech and commercial speech, and the Corporate Social Responsibility (CSR) of corporations.

Suggested Readings:

- 1) *Contemporary Issues in Management, Lindsay Hamilton and Anita Mangan.*
- 2) *Contemporary Issues in Management and Organisational Behaviour, Peter Murray, David Poole, Grant Jones.*

Swami Ramanand Teerth Marathwada University, Nanded's
New Model Degree College, Hingoli
B.B.A. III Year VI-Semester
II) Life Skill Curriculum - B.) Value Oriented Course – No. of Credit: 04
Syllabus
Subject: - CORPORATE SOCIAL RESPONSIBILITY

Course Objective: The objective of this paper is to make the students aware about the importance of ethics and role of CSR in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.

Unit I: - Corporate Social Responsibility: - Introduction, Definitions of CSR, the effects of organization activity, the principles of CSR, changing emphasis in companies, Environmental issues and their effects and implication, Stakeholders and Social Contract, Issues Concerning Sustainability.

Unit II: - Corporate Behavior: - Ethics, CSR and Corporate Behavior, what is Ethics, Ethical Philosophic, Corporate Behavior, Corporate Reputation, Performance Evaluation and Performance Reporting.

Unit III: - Globalization and CSR: - Globalization, how globalization affects CSR, CSR in NON-Profit Organization, Types of NFP, CSR Issues in NFPs

Unit IV: - CSR & Strategy: - Role of Business Manager, managers and Business Ethics, Corporate Governance, Corporate Governance Principles.

Unit V: - Corporate Social Responsibility and Leadership: - Corporate Social Responsibility and Leadership, Concept of Leadership, Styles of Leadership, Motivation, Corporate Planning,

Learning Outcome: Understand the importance of CSR in the day-to-day working of organizations, Learn the issues involved in maintaining ethics and how to deal with such situations and gives the student an understanding of the political, social, and economic drivers behind CSR.

Suggested Readings:

- 1) *Murthy C.S.V. (2014), "Business Ethics Text and Cases", Himalaya publishing Pvt. Ltd.*
- 2) *Prof. Bajaj P.S. and Prof. Agrawal Raj, (2012), "Business Ethics an Indian Perspective", Biztantra Management for the Flat world, New Delhi.*
- 3) *Murthy C.S.V. (2013), "Business Ethics and Corporate Governance", Himalaya Publishing Pvt. Ltd., Girgaon Mumbai.*

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B.B.A. III Year VI-Semester
I) Major Curriculum - C.) Major (Applied/Innovative) – No. of Credit: 04
Syllabus
Subject: - PROJECT REPORT

PROJECT REPORT – GUIDELINES

The objective of the Project Course is to help the student develop his/her ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or evolve new/innovative theoretical framework thus preparing a student in understanding the application value of the principles and paradigms studied during BBA programme.

PREPARATION AND SUBMISSION OF PROJECT REPORT: -

- a) Project Report must be computer typed and spirally bounded. Photocopied report shall not be accepted for evaluation by the college.
- b) The Project Report may consist of 50 to 100 pages (including the Appendices, exhibits etc.) depending on the scope of the topic.
- c) Project Report be typed on A4 sized paper with 1.5 line spacing using Verdana or Times New Roman font. The text should be 'justified' and typed in the font style 12pt for text, 14pt for sub-headings.
- d) The project report should contain the Declaration by the student duly countersigned by Supervisor and Principal of the College stating that the work is an original one and has not been ever submitted to any College, University or Institution for the fulfillment of the requirements/s of a course of study (sample attached)
- e) In the interest of environmental consideration, students are encouraged to print the text in their Project Report on both face of the paper.
- f) As the project report will not be returned to the students, they are advised to keep one copy of the report for themselves.

NATURE OF THE PROJECT:

The Project may take any one of the following forms:

- a. Comprehensive case study (covering single organization/multifunctional area problem, formulation, analysis and recommendations)
- b. Inter-organizational study aimed at inter-organizational comparison/validation of theory/survey of management services.
- c. Evolution of any new conceptual / theoretical framework.
- d. Field study (Empirical study)

The following format is suggested for the project report:

1. Title Page
2. Declaration
3. Table of Contents, Statistical tables, Charts and illustrations
4. Introduction – Problem, Need, Objectives Scope, Limitations
5. Research Methodology
6. Research Data Analysis
7. Findings
8. Interpretation
9. Suggestions & recommendations
10. Appendices
 - Bibliography
 - Index of key words used in the report

COMPREHENSIVE VIVA-VOCE:

The students of the BBA Programme will have to appear in a comprehensive Viva-Voce examination for 50 marks at the end of the Sixth Semester. The students shall be probed from the entire set of papers of the BBA Programme by an External Examiner.