

SHIVAJI UNIVERSITY, KOLHAPUR.



B
(2009)

Accredited By NAAC

Revised Syllabus For
Bachelor of Business Administration Part-III
(B.B. A. Part -III)

Sem-V & Sem-VI

Introduced from June 2012 and Onwards

(Subject to the modifications will be made from time to time)

SHIVAJI UNIVERSITY, KOLHAPUR

B. B.A. Part – III

Sem-V & Sem-VI

Sr. No.	Semester -V	Sr. No.	Semester -VI
1	Fundamentals of Business Laws and Tax Laws Paper-I	8	Fundamentals of Business Laws and Tax Laws Paper-II
2	Practices in Modern Management Paper-I	9	Practices in Modern Management Paper-II
3	Recent Trends in Marketing Paper-I	10	Recent Trends in Marketing Paper-II
4	International Business Paper-I	11	International Business Paper-II
5	Financial Management Paper I	12	Financial Management Paper III
6	Foundation of Human Skill -Paper- I	13	Foundation of Human Skill Paper –II
7	Research Methodology Paper-I	14	Project Work Paper-II

**B.B.A. Third Year
(Semester V & VI)**

Sr. No.	Subject/Paper	Teaching Scheme Hrs/Week				Examination Scheme Marks		
		L	T	P	Total	Theory	Term Work	Total
1	Fundamentals of Business Laws and Tax Laws Paper-I	4	-	-	4	40	10	50
2	Fundamentals of Business Laws and Tax Laws Paper-II	4	-	-	4	40	10	50
3	Recent Trends in Marketing Paper-I	4	-	-	4	40	10	50
4	Recent Trends in Marketing Paper-II	4	-	-	4	40	10	50
5	Practices in Modern Management Paper-I	4	-	-	4	40	10	50
6	Practices in Modern Management Paper-II	4	-	-	4	40	10	50
7	International Business Paper-I	4	-	-	4	40	10	50
8	International Business Paper-II	4	-	-	4	40	10	50
9	Financial Management Paper-I	4	-	-	4	40	10	50
10	Financial Management Paper-II	4	-	-	4	40	10	50
11	Foundation of Human Skill Paper-I	4	-	-	4	40	10	50
12	Foundation of Human Skill Paper-II	4	-	-	4	40	10	50
13	Research Methodology Paper-I	4	----	----	4	40	10	50
14	Project Work Paper-II	4	----	----	4	40	10	50

B.B.A. Part - III

Fundamentals of Business Laws and Tax Laws

Semester - V (Paper - I)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To bring awareness about business Laws and tax laws among the students.
 2. To give exposure to various laws and acts which have impact on business and industry.

Unit I :- Introduction to Business Law - Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law. (08 Periods)

Unit II :- The Indian Contract Act 1872 - Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract – Breach of contract and remedies for breach of contract (20 Periods)

Unit III :- Sale of Goods Act 1930 - Definition of Contract of Sale of goods - Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance of Contract of Sale - Unpaid Seller and his rights. (10 Periods)

Unit IV :- Tax Laws - Sources of Government revenue - Meaning of Tax - Objectives of Taxes - Classification of Taxes - Tax Laws applicable to Business. (10 Periods)

• Reference Books -

- Elements of Mercantile Law - By N. D. Kapoor - Sultanchand & Sons
2. Indian Contract Act - By Avtar Singh - Eastern Book Company
 3. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra
 4. Business Law - By M. C. Kuchal Vikas Publication
 5. Business Law including Company Law - S. S. Gulshan, G. K. Kapoor, New Age International Publishers, New Delhi.
 6. Modern Business Law - S. K. Aggarwal, Galgotia Publishing Company
 7. Income Tax - Dinkar Pagare
 8. Direct and Indirect Taxes - Dr. H.C. Mehrotra, Prof. Agarwal
- Sahitya Bhava Publishers, Agra

B.B.A. Part - III

Fundamentals of Business Laws and Tax Laws

Semester - VI (Paper - II)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To bring awareness about business Laws and tax laws among the students.
 2. To give exposure to various laws and acts which have impact on business and industry.

Unit I :- Indian Companies Act 1956 - Definition and Characteristics of Company - Classification of Company - Procedure of Incorporation - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Management of Companies - Qualifications - Appointments - Removal of directors - Company Meetings - Winding up of a Company. (20 Periods)

Unit II :- Negotiable Instrument Act 1881 - Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course - Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonour and Discharge of Negotiable Instruments. (10 Periods)

Unit III :- The Consumer Protection Act 1986 - Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Practices - Consumer dispute - Consumers dispute redressal agencies. (10 Periods)

Unit IV :- Intellectual Property Rights and Right to Information Act - Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts)
Right to Information Act - Nature and Scope - Right to Information Act (08 Periods)

B.B.A. Part - III

Fundamentals of Business Laws and Tax Laws

Semester - V & VI (Paper - I & II)

Nature Of Question Paper

Instructions -

- i) All the questions are compulsory. Total : 40 Marks**
- ii) Figures to the right indicate full marks.**

Q. 1. Broad Question 14 Marks

OR

Broad Question

Q. 2.	Write Short Answers (Any two)	16 Marks
	a)	
	b)	
	c)	

Q. 3.	Write Short Notes (Any two)	10 Marks
	a)	
	b)	
	c)	
	d)	

Sr. No.	Title of Old Paper	Title of New Paper
1.	Fundamentals of Business Laws and Tax Laws	- Fundamentals of Business Laws and Tax Laws Paper I - Fundamentals of Business Laws and Tax Laws Paper II

B.B.A. Part - III

Recent Trends In Marketing

Semester - V (Paper - I)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To help the students in understanding the recent trends in marketing.
 2. To provide an understanding of the application of marketing management for decision on marketing.

Unit I :- Marketing Information System - Meaning and Characteristics, Elements or Components of MIS, Need for MIS, Benefits of MIS. (12 Periods)

Unit II :- Marketing Communication and Direct Marketing - Meaning and Concept of Marketing Communication, Process of Integrated Marketing Communication, Factors determining - Marketing Communication Mix, Future Medium of Communication - WEBS & INTERNET.
Direct Marketing - Meaning, Forms of Direct Marketing (12 Periods)

Unit III :- Customer Relationship Management (CRM) - Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for building customer relationship. (12 Periods)

Unit IV :- Rural Marketing - Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems in Rural Marketing. (12 Periods)

• Reference Books -

1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., Delhi.
2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai
3. Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi.
4. Rural Marketing - CSG Krishna - Marharyulud, Lalita Rama - Krishanan - Pearson- Prentice Hall Ltd., Delhi.

B.B.A. Part - III

Recent Trends In Marketing

Semester - VI (Paper - II)

(New Syllabus will be implemented from June 2012 onwards)

- Objectives :-**
1. To help the students in understanding the recent trends in marketing.
 2. To provide an understanding of the application of marketing management for decision on marketing.

Unit I :- Online Marketing - Meaning and Concepts, Merits of online marketing, Demerits of online marketing, Online Marketing Domains, Setting up an online marketing Presence. (12 Periods)

Unit II :- Retail Marketing - Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organisation Structure, Retailing Scene in India. (12 Periods)

Unit III :- Global Marketing / International Marketing - Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.) (12 Periods)

Unit IV :- News In Marketing - Holistic Marketing, Emotional Marketing experiential marketing, Event Marketing, Consumerism, Marketing Ethics. (12 Periods)

• Reference Books -

1. Principles of Marketing - Philip Kotler and Others - Pearson-Prentice Hall Ltd., New, Delhi, Edⁿ 2011
2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai , Edⁿ 2008
3. Marketing Management - S. A. Chunnawalla - Himalaya Publishing House, Mumbai , Edⁿ 2006
4. Marketing Management - Rajan Saxena
5. Marketing Management - V. S. Ramaswamy and S. Namakumari.
6. Marketing Management - Sherlekar, H. P. House
7. Marketing Management - Dr. K. N. Sontakki

B.B.A. Part - III

Recent Trends In Marketing

Semester - V & VI (Paper - I & II)

Nature Of Question Paper

Instructions -

- i) All the questions are compulsory.
- ii) Figures to the right indicate full marks.

Total : 40 Marks

Q. 1.

Broad Question

14 Marks

OR

Broad Question

Q. 2.

Write Short Answers (Any two)

16 Marks

- a)
b)
c)
d)

Q. 3.

Write Short Notes (Any two)

10 Marks

- a)
b)
c)
d)

Sr. No.	Title of Old Paper	Title of New Paper
1.	Marketing Management	• Recent Trends in Marketing - I
		• Recent Trends in Marketing - II

Practices in Modern Management

SEMESTER V

Paper-I

New syllabus will be implemented from June 2012 onwards

Objectives: 1. To impart knowledge about various modern management thoughts.
2. To understand the application of management techniques to solve various Management problems.

Unit No.	Title of the Topic	No. of Lectures
I	Development of Management Thought: Different Approaches to Management- Classical, Functional, Behavioral, Human relation, Contingency and System Approach. Management by Objectives	14
II	Contribution of Michel Porter: Competitive Advantage- Cost leadership, differentiation – and Focus.	10
III	.Organizational Environment: Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization	12
IV	Management in future: management: Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems.	12

1. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
2. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition
3. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
4. Principles and Practices of management by shejwalkar
5. Essential of management by Koontz H and Weitrich
6. Principles and practices of Management by T. N. Chabra
7. Management theory and practice, Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi
8. Competitive Advantage –Porter M.E.
9. Management Today- Gone Bulton and Manaf Thakur

B.B.A.III
Practices in Modern Management
SEMESTER VI
Paper-II

Unit No.	Title of the Topic	No. of Lectures
I	Social Responsibilities and Business Ethics: Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business.	12
II	Time and Event Management: Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study)	12
III	Stress and Disaster Management: Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study)	14
IV	Strategic Management: Introduction, Definition, Meaning Nature, Scope and Importance of Strategic Management.	10

Books Recommended:

1. Principles and Practices of management by shejwalkar
2. Essential of management by Koontz H and Weitrich
3. Principles and practices of Management by T. N. Chabra
4. Management theory and practice Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi
5. Management James A.F.Stoner, R.Edward Freeman, Daniel R.Gilbert (Jr) prentice - Hall of India Pvt.Ltd New Delhi
6. Practice of Management – Peter Drucker
7. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition
1. Cases in Personnel Management – Shymkant Gokhale – Everest Publication
2. Case Studies in Indian Management – Dr. M. A. Kohok – Everest Publication
3. Business Policy and Strategic Management – Azar Kazmi
4. Management Policy and Strategic Management Concepts Skills and Practices – R.M. Srivastava.
5. Managing Corporate Ethics- Agnilar F.

B.B.A. Part III
Semester V and VI

Nature of Question Paper

Duration: 2 Hours -

Total Marks – 40

I

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

Sr.No.	Title of old paper	Title of new paper
1.	-----	Practices in Modern Management Paper-I Practices in Modern Management Paper-II

INTERNATIONAL BUSINESS

SEMESTER V

Paper - I

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. To impart knowledge and skill of analysis of operational processes of business between two or more nations.
2. To understand the application of knowledge for decision making in international business.

Unit No.	Title of the Topic	Periods
I	International Business : Meaning, Nature and Importance. Types of International Business, International Business Approaches : Neo-Classical Approach, Modern Approach.	10
II	International Business Environment : Globalization - Forces, Meaning, Dimensions and Stages in Globalization - Introduction to theory of Absolute Differences in Costs by Adam Smith, Ricardian Theory of Comparative Costs. Role of International Business in Economic Development.	12
III	International Business - Decision : Modes of Entry, Marketing Mix, Factors Affecting Decision For International Business, Tariff and Non-tariff barriers - Trade Blocks. Role of International Institutions (WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD) in International Business.	14
IV	Trends in International Trade and Documentation: Multi - national Corporations - Types, Merits and Demerits. Import - Export procedure. EXIM Documents. India's Export and Import Policy, Balance of Payment, Custom and Tariff Rationalization.	12

Reference Books

1.	International Business - Governance Structure : Ramu S Shiva
2.	International Finance : P. G. Apte
3.	International Marketing Management : Varshney and Bhattacharya
4.	International Business : Francis Cherulinam Himalaya Publishing House, Mumbai
5.	International Business : Rao and Rangachari
6.	Economic Environment of Business : Mishra, Puri. Himalaya Publishing House, Mumbai
7.	International Business : P. Subba Rao, Himalaya Publishing House, Mumbai
8.	International Economics : M. L. Jhingan, Vrinda Publications, Delhi

B.B.A.III
INTERNATIONAL BUSINESS
SEMESTER VI
Paper - II

New syllabus will be implemented from June 2012 onwards

Objectives: 1. To impart knowledge and skill of analysis of operational processes of business between two or more nations.

2. To understand the application of knowledge for decision making in international business.

Unit No.	Title of the Topic	Periods
I	Finance Aspects of International Business : International Capital Movement, Risk in International Operations, International Investment, Financing For Foreign trade, Introduction to FEMA, Role of ECGC. Objectives of Export Promotion Council.	14
II	Trade Blocks and Business Centers : Regional Economic Groupings, Major Trade Blocks - EEC, NAFTA, ASEAN, SAARC and BRICS	10
III	International Business in Indian Perspective : Volume, Direction and Composition. Global sourcing and its impact on Indian Industry, India's competitive advantage in industries like IT, Textiles, Gem & Jewellery. Potentials and threats.	12
IV	Country Risk Analysis : Country Risk Analysis of India, Japan, South East Asia and China with respect to Political, Social, Economic, Cultural and Ethical perspective	12

Reference Books	
1.	International Business - Governance Structure : Ramu S Shiva
2.	International Finance : P. G. Apte
3.	International Marketing Management : Varshney and Bhattacharya
4.	International Business : Francis Cherulinam Himalaya Publishing House, Mumbai
5.	Internationa Business : Rao and Rangachari
6.	Economic Environment of Business : Mishra, Puri. Himalaya Publishing House, Mumbai
7.	International Business : P. Subba Rao, Himalaya Publishing House, Mumbai
8.	International Economics : M. L. Jhingan, Vrinda Publications, Delhi

Nature of Question Paper

Duration: 2 Hours -

Total Marks – 40

I

- Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

Sr.No.	Title of old paper	Title of new paper
1.	-----	INTERNATIONAL BUSINESS Paper-I INTERNATIONAL BUSINESS Paper-II

B.B.A.III
FINANCIAL MANAGEMENT
SEMESTER V
Paper - I

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. The objective of this subject is to help the students in understanding the conceptual frame work of financial management..
2. This subject provides the students an understanding of the application of financial management for decision making.

Unit No.	Title of the Topic	Periods
I	Nature of Financial Management : Meaning and Significance, Nature : Finance and related disciplines, Scope : Traditional and Modern approaches, Objectives : Profit maximization versus wealth maximization, Functions of Financial Management : Recurring and non - recurring.	12
II	Financial Planning : Meaning, Objectives, Characteristics, Steps, Types of financial plans, Capitalization : Concept, Theories of capitalization, Over - capitalization and under - capitalization.	12
III	Management of Working Capital : Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems)	12
IV	Operating and Financial Leverage : Meaning, Concept, Measurement of leverages, Effect of Operating and Financial Leverage of profit, analyzing alternative financial plans, Combined Operating and Financial Leverage.	12

Reference Books	
1.	Financial Management : Prasanna Chandra
2.	Financial Management : Text and Problems : M. Y. Khan and P. K. Jain
3.	Financial Management : An Analytical and Conceptual Approach, S. C. Kuchal
4.	Financial Management : I. M. Pandey
5.	Taxman's Financial Management : Ravi M. Kishore
6.	Financial Management : Principles and Practice : S. N. Maheshwari

B.B.A.III
FINANCIAL MANAGEMENT
SEMESTER VI
Paper - II

New syllabus will be implemented from June 2012 onwards

- Objectives:** 1. The objective of this subject is to help the students in understanding the conceptual frame work of financial management..
2. This subject provides the students an understanding of the application of financial management for decision making.

Unit No.	Title of the Topic	Periods
I	Financial Statement Analysis : Meaning, Tools of Financial Statement. * Ratio analysis - Meaning, Steps in ratio analysis, Types of ratio (Advanced practical problem) * Common Size Statement - Meaning and Importance. * Trend analysis - Meaning, Importance.	14
II	Capital Structure : Meaning, Factors to be considered while framing capital structure, capital structure theories : Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.	10
III	Cost Of Capital : Meaning, Importance, Measurement of cost of capital (i) specific cost : Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost : Weighted averages, cost of capital. (Practical Problems)	10
IV	Capital Budgeting Decision : Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Pay back period, Accounting rate of return, Net percent value, Internal rate of return, Profitability index (practical problems)	14

Reference Books	
1.	Financial Management : Prasanna Chandra
2.	Financial Management : Text and Problems : M. Y. Khan and P. K. Jain
3.	Financial Management : An Analytical and Conceptual Approach, S. C. Kuchal
4.	Financial Management : I. M. Pandey
5.	Taxman's Financial Management : Ravi M. Kishore
6.	Financial Management : Principles and Practice : S. N. Maheshwari

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2 Hours -

Total Marks – 40

I

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

Sr.No.	Title of old paper	Title of new paper
1.	Financial Management	Financial Management - I Financial Management - II

FOUNDATION OF HUMAN SKILLS

SEMISTER V

PAPER I : (New syllabus will be implemented from June 2012 onwards)

OBJECTIVES: 1.To develop different human skills among students.

2.To enhance quality behavior.

3.To increase Emotional Quotient by learning values.

UNIT I	Basics Of Human Skills Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life .	12 Lectures
UNIT II	Understanding Self And Others Understanding self and others through Johari Window. Journey of self discovery. Analysis of strength and weakness. Goal settings to overcome weakness. Learning - Concepts, Principles of learning, learning through reinforcement, learning through feedbacks, learning by observations, learning through experience.	14 Lectures
UNIT III	Human Attitudes And Values Attitudes - concept, components of attitudes. The attitude formation process . Values- Importance of values, sources of values, five universal values (Truth, Righteous conducts, Peace, Love, Non-violence) & sub values.	12 Lectures
UNIT IV	Communication Meaning- Four functions of communication - control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication- Facing an Interview.	10 Lectures

Note: Practical sessions may be conducted to improve the skills of students.

FOUNDATION OF HUMAN SKILLS

SEMISTER VI

PAPER II: (New syllabus will be implemented from June 2012 onwards)

UNIT V	New Skills In Management Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style- sales competencies, sports mental skills, conflict management, stress management, Team role skills critical thinking skills, computing skills.	12 Lectures
UNIT VI	Personality Meaning- Aspects of personality, Development of personality: Erikson's eight life stages, Jung's Personality Theory, Traits influencing organizational behavior. Locus of control. Problem solving styles.	12 Lectures
UNIT VII	Skills Development Decision making skills, Methods used to develop decision making skills- In the basket, Business games, case studies. Interpersonal skills - Meaning, Methods Used to develop interpersonal skills - role playing, Behavior modeling, sensitivity Training, Transactions Analysis – structural Insight.	12 Lectures
UNIT VIII	Utilizations of skills Career Management – Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factors affecting career choices, career opportunities in management.	12 Lectures

Note: Practical sessions may be conducted to improve the skills of students.

Reference Books

Basic Managerial Skills For All	E.H. McGrath (Prentice Hall of India Ltd.)
Human Values For Managers	Chakraborty
Organizational Behavior Through Indian Philosophy	M.N. Mishra (Himalaya Publishing House)
Total Quality Management	S.D. Bagade (Himalaya Publishing House)
Organizational Behavior	Luthans Fred
Education to Human Values	Tilak Raj Bhardwaj (A Mittal Publication)
Personnel Management	Edwin Flippo

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2 Hours -

Total Marks – 40

I

- Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers(Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes(Any Two)	10
	a)	
	b)	
	c)	
	d)	

SHIVAJI UNIVERSITY, KOLHAPUR
New syllabus for
BACHLER OF BUSINESS ADMINISTRATION (B.B.A.III)
SEMESTER V

Research Methodology

Will be implemented from June 2012

1-Title: Research Methodology.

2-Year of Implementation: New syllabus will be implemented from June 2012 onwards

3-Pattern: Pattern of examination will be semester.

4-Medium of instruction: English.

5-Scheme of teaching and examination:

6-Scheme of Examination: The examination shall be conducted at the end of each semester.

The theory paper shall carry 40 marks.

Mark-40

Objectives- To Provide basic knowledge of research objectives , research problem formulation, research design, samplings, data collection, analysis of data and report writing .

Periods

Unit –I – Introduction to research methodology - 12

Meaning, definition, objective and types of research, significance of research, selection of research problem.

Research Design: Meaning, steps in research design, characteristics of research design.

Unit –II– Sampling Design and Data Collection - 12

Meaning of sampling, characteristics of good sample design, Types of sample design.

Data collection-Meaning, types, of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data.

Unit –III– Processing and Analysis of data - 12

Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves.

Analysis and Interpretation of data-meaning, methods of data analysis, techniques of interpretation.

Unit –IV– Report Writing 12

Meaning, significsteps in writing report, logout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Uses of computer in research.

REFERENCE BOOKS

- a. C.R. Kothari- Research Methodology, New age, international (I) Ltd. New Delhi Reprint-2010
- b. Dr.V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Mumbai, Ed, 2010
- c. Saranwalla- Research Methodology
- d. Bajpai-Methods of social survey research
- e. S.P.Gupta-Statistical Mehods.

PAPER -VII : B.B.A. Part-III

PROJECT WORK

Objective : To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

- (a) Field Work,
- (b) Library Work,
- (c) Placement with an Organization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the month of January.

The guidelines for the project report are as follows”

- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide : The guide should certify that the research work is original and completed satisfactorily under his guidance.
- The Chapter Scheme for the Project Report will be as follows:

Chapter-1 : Introduction to the Study

- 1.1 Introduction
- 1.2 Purpose of the study
- 1.3 Objectives of the study
- 1.4 Hypothesis of the study
- 1.5 Research Methodology
- 1.6 Scopes of the study
- 1.7 Significance of the study
- 1.8 Limitations
- 1.9 Chapter scherme.

Chapter-2 : Introduction to the Organization

- 2.1 Introduction to the Industry
- 2.2 Brief History of the Organization
- 2.3 Subsidiaries, Associates of the Company
- 2.4 Organization Structure
- 2.5 Departments/Manufacturing Process
- 2.6 Important Statistical Information
- 2.7 Future Prospects

If the student is completing a project in an organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this Chapter. **This Chapter should not be more than 5 pages.**

Chapter-3 : Theoretical Background

Basic Concepts
Necessary theoretical inputs may be added to support the research work.

Chapter-4 : Data Analysis and Interpretation

Chapter-5 : Findings and Observations

Chapter-6 : Conclusions and Suggestions

Bibliography

Appendix

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report. The guide has every discretion to change the Chapter as per requirements.

Notes:

- (1) There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- (2) Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- (3) Colour ink should not be used for text.
- (4) Page numbers are compulsory.

Project Report will be assessed by the internal teacher out of 25 marks and there will be a viva-voce examination carrying 25 marks. University will appoint a viva-voce committee, consisting of 3 members, 2 members being external and 1 member being internal. External members will be from out of the district of the College, one external member will be the chairman of the committee. The viva-voce will be conducted before the annual examination. The Chairman has to submit viva-voce marks to the University immediately after the viva-voce.

7-Equivalence in accordance with titles and contents of paper (for semester pattern)

Sr.No.	Title of old paper	Title of new paper
1.	Project Work	Research Methodology Paper-I