

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester V

Subject Code: BBA15-511

Subject Name: Human Resource Management

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This subject of Human Resource Management will give insights to the students to enable them to understand the concept underlying this subject.

COURSE OBJECTIVE:

- To enable the students to gain insights into the basics of Human Resource Management and its implications in today's world.
- To familiarize the students with the importance of human resource in the present day organizations and its effective management.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Understand the basic concepts which characterize the field of Human Resource Management.
- Understand how human resource is acquired and trained
- Understand how a company arrives at the best possible fit for its employees vis-à-vis the tasks they are required to carry out.
- Comprehend the role Human Resource Management plays in an organization.

COURSE SYLLABUS

- 1. Introduction to Human Resource Management**
 - Definition and Introduction of Human Resource Management
 - Nature of Human Resource Management
 - Importance of Human Resource Management
 - Scope of Human Resource Management
 - HR Manager Role & Responsibilities.
 - Why study Human Resource Management?

- 2. Human Resource Planning (HRP)**
 - Human Resource Planning and Man power Planning
 - Meaning & Definition of Human Resource Planning
 - Importance and Significance of Human Resource Planning
 - Barriers to Human resource Planning
 - Human Resource Planning – process
 - Factors Affecting Human Resource Planning
 - Work before Planning

- 3. Recruitment & Selection**
 - Definition and Meaning of Recruitment and Selection
 - Sources of Recruitment- Internal Source
 - External Source
 - Methods of Recruitment
 - Steps involved in selection process
 - Selection in India.

- 4. Job Analysis**
 - Meaning & Definition of Job Analysis
 - Purpose of Job Analysis- Job Description
 - Job Specification
 - Methods in Job Analysis
 - Procedure of Job Analysis
 - Important Concepts Related to Job Analysis
 - Job Rotation
 - Job Enlargement
 - Job Enrichment

- 5. Employee Remuneration & Rewards**
 - Meaning , Nature of Employee Remuneration
 - Components of Employee Remuneration
 - Factors Influencing Employee Remuneration
 - Wage and Salary Administration

- Meaning/Nature of Rewards & Incentives
- Performance Appraisal
- Employee Benefits & Services

6. HR Communication

- Meaning / Nature of HR Communication
- Channels / Process of HR Communication
- Communication in groups
- Perception in Communication
- Failures / Barriers in Communication
- Effective and Successful Communication

7. Development of Human Resource

- Nature / Importance of Development of Human Resource
- Induction
- Training
- Career Planning
- Successful Retention of Employees

8. Optimising Human Resource.

- Meaning / Nature of Optimising Human Resource
- Retirement plans
- Removal of HR-Resignation
 - Discharge
 - Dismissal
 - Suspension
 - Retrenchment
- Early Retirement plans.
- Voluntary Retirement plans.(VRS – The Golden Handshake)

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-512

Subject Name: Research Methodology

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This course in business research has been designed keeping in mind the significance of it in management studies and how it can be used in business scenarios.

COURSE OBJECTIVE:

To enable the students to gain insights into how research is carried out in business and how they can benefit from it.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Understand the nuances involved in Creativity & Innovation.
- Familiarize themselves with creative and innovative thinking styles.
- Apply principles in business situations to optimize resource utilization.
- Understand various aspects of project planning

COURSE SYLLABUS

- 1. Introduction to Research**
 - Meaning and definition of research
 - Characteristics of research
 - Nature of social research
 - Objectives of research
 - Importance of research
 - Research process
 - Essential qualities of research
 - Essential qualities of a researcher

- 2. Social Research**
 - Basic types of research
 - Importance of social research
 - Approaches to social research
 - Types of research in social science
 - Relevance of social science research
 - Relevance of social research

- 3. Research Process**
 - Steps in research process

- 4. Problem Formulation And Research Design**
 - Sources of research problem
 - Defining research problem
 - Research design
 - Definition
 - Importance of research design
 - Basic elements of research design

- 5. Hypotheses**
 - Meaning & definition
 - Sources of hypotheses
 - Types of hypotheses
 - Qualities of hypotheses
 - Difficulties in formulation of hypothesis

- 6. Sampling Techniques**
 - Definition of Sample & sampling
 - Advantages of sampling

- Limitations of sampling
- Sampling techniques
- Probability sampling
- Non probability sampling
- Terms used in the sampling process
- Criteria for deciding sample size
- Characteristics of good sample

7. **Methods of Data Collection**

PRIMARY DATA: (methods)

- Questionnaire
 - Designing of a questionnaire
 - Types of questions
- Observation method
 - Types of observations: advantages; limitations
- Interview method
 - Types of interview; advantages; limitations
- Case study method
- Projective techniques

SECONDARY DATA

- Internal sources
- External sources
- Advantages
- Limitations

8. **Measurement and Scaling**

- How to measure?
- Levels of measurement
- Scales:
 - Likert scale
 - Graphic rating scale
 - Employee satisfaction scale

9. **Processing Of Data**

- Meaning
- Editing
- Coding
- Classification
- Tabulation of data
- Analysis of data
- Interpretation of data

10. Research Report

- Planning and organizing research report
- Steps in organizing research report
- Outline of a report
- Significance of report writing
- Essential qualities of a good report
- Contents of a report
- Evaluation of a report

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-513

Subject Name: Management Information System

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This course in management information systems has been designed keeping in mind the significance which this concept plays in the overall scheme of things in a firm.

COURSE OBJECTIVES:

To enable the students gain insights into the various concepts about information systems and their subsequent management in an organization.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Acquaint themselves with the idea of management information systems
- Become aware about the relevance of having systems development as a part of the subject.
- Understand how information technology plays a role in an organization.
- Learn the challenges which one faces while dealing with management information system.

COURSE SYLLABUS

1. **Introduction to MIS**

- Definition of MIS
 - This topic introduces the concept of MIS and explains the definition of MIS.
- Distinction between Data and Information
 - In this topic, students learn the subtle yet important differences between 'data' and 'information' with the help of examples. It is necessary to be able to distinguish information from data, so as to avoid the confusion that is created by using these 2 terms interchangeably.
- Information and Management
 - This topic explores the vital role 'information' plays in organisational management. It describes Minzberg's roles vis-à-vis principles of management.

2 **Information and Decisions**

- Types and Sources of Information
 - This topic discusses various types of organisational information and the sources that are tapped in order to acquire information.
- Attributes of Information
 - In this topic, students learn how to assess the quality of any information by understanding the attributes/characteristics of information.
- Types of Decisions (Idealistic vs. Realistic)
 - This topic explores the differences between the classical/idealistic and administrative/realistic decisions. It explains how managers have to make the most viable decisions under existing constraints.
- Models of Decision Making
 - In this topic, students are exposed to 2 important decision making models – (1) Herbert Simon Model, (2) Rubenstein & Herbertson Model. The first model is linear in nature, whereas the latter model is cyclic.
- Tools for Decision Making
 - This topic describes various tools used by managers for making decisions in organisations.

3 Systems Theory

- Definition of System
 - This topic explains the definition of system. It elaborates upon the interrelationship amongst the elements of a system.
- Characteristics of Systems
 - This topic describes the characteristics of systems and their elements.
- Types of Systems
 - In this topic, students learn different types of systems. Managers need to follow existing systems as well as establish new systems to ensure smooth and streamlined functioning of organisations. Therefore, learning different classifications of systems is vital.
- Negative Feedback and Entropy
 - This topic explains the concept of disorder in a system and how a system reacts to it in order to preserve itself.

4. Information Systems in Organisations

- Overview of Various Information Systems
 - This topic gives an overview of different information systems like ERP, SCM, CRM and PLM systems. In the following topics, students learn how all these information systems help managers in streamlining and integrating various functions of an organisation.
- ERP Systems
 - In this topic, students learn the basics of Enterprise Resource Planning systems, which have become a part and parcel of today's corporate world. ERP systems are used by almost all the departments of an organisation (which has implemented an ERP system).
- SCM Systems
 - This topic provides elementary knowledge of Supply Chain Management systems. Students learn how manufacturers, suppliers and customers are linked with each other through SCM.
- CRM Systems
 - This topic provides introductory information about Customer Relationship Management systems and how they help marketing people.
- Business Intelligence
 - This topic covers overview of data warehousing and data mining techniques. Students learn how these techniques work and what are their important applications.

5. Information and Knowledge

- Distinction between Information, Knowledge and Wisdom
 - This topic explores the process of how information leads to knowledge and how knowledge helps in attaining wisdom of judgement.
 - Introduction to Knowledge Management
 - This topic introduces the concept of knowledge management. It explains the importance of capturing, storing and utilising knowledge in an organisation.
 - Types of Knowledge
 - In this topic, students learn the classifications of knowledge and different perspectives on knowledge.
 - The Spiral of Knowledge Creation
 - This topic describes the process of how knowledge is created and converted from one form to another in order to utilise it for the benefit of the organisation.
 - Tools for Knowledge Conversion
 - This topic covers some basic tools like metaphors, analogies and models for converting knowledge from tacit to explicit form.
 - Examples of Knowledge Management Practices
 - In this topic, students are provided with cases of knowledge management practices undertaken by some well-known organisations.
- 6. Decision Support Systems**
- Definitions of DSS
 - This topic introduces the concept of DSS and presents various definitions of DSS in terms of functions, characteristics, objectives and components.
 - Structure of DSS
 - This topic describes the broad structure of DSS in terms of its component subsystems.
 - Applications of DSS
 - In this topic, students learn how DSS provides support at various levels in the management of an organisation.
- 7. Role of MIS in Organisational Learning**
- Introduction to E-learning
 - This topic introduces the concept of e-learning and how it is widely and effectively used by the corporate world for providing training to employees.
 - Learning Management Systems

- This topic explains what LMS is and how it helps in managing organisational learning.
- Learning Content Management Systems
 - In this topic, students are provided with a basic understanding of what is LCMS and how it is used.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-514

Subject Name: Indian Economy

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

The subject aims to enable the students to grasp the details as to how things function at the economic front for any economy.

COURSE OBJECTIVE:

To make students understand concepts related to economy and make them aware of how decisions are taken for the betterment of the same.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
- Understand the macroeconomic concepts relevant for taking prudent business decisions.
- Understand the application of economic principles in the field of business management
- Get idea about theories of cost and production
- Understand various types of competitive structures

COURSE SYLLABUS

- 1. Economic Growth & Under Development**
 - Concept of Economic growth and economic development
 - Growth & Development in contrasting concepts
 - Factors affecting Economic Growth in India
 - Indicators of economic development

- 2. Nature of Indian Economy**
 - Indian Economy as a developing economy
 - Indian Economy: A Dualistic Economic structure
 - A Mixed Economy

- 3. Population problem & Economic Development**
 - Population problem & Economic Development
 - Growth of Population : birth & death rate
 - Remedial Measures for the Population Explosion
 - Population: A Comparative Study

- 4. Agricultural Development in India**
 - Role of Agriculture in the India Economy
 - Agricultural Productivity -Causes of low productivity & measures
 - Agricultural Marketing
 - Constraints in Agricultural Development

- 5. Industrial Development in India**
 - Role of Industrialization
 - Problems of Small Scale Industries in India
 - Performance & problems of the public sector
 - Industrial Liberalization & Privatization

- 6. National Income of India**
 - Concept of National Income
 - Difficulties in the calculation of National Income
 - Growth & trends in National Income since 1951
 - National income, savings and investments in India

7. Poverty India

- Concept of Poverty
- Causes of Poverty
- Measures Taken by Government of India to Remove Property

8. Indian Planning

- Concept & importance of Economic Planning
- Main Objectives of Planning in India
- Achievements / success of Indian Planning
- 9th Five yr plan
- 10th Five yr Plan
- 11th Five yr plan
- Planning in a Mixed Economy

9. Indian Fiscal & Monetary Policy

- Fiscal Policy
- Monetary Policy
- Objectives of Fiscal & Monetary Policy of India
- Measures of Credit Control in Central Government

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-515

Subject Name: Mercantile Law

Core/Complimentary: Complementary

Credits: 02

No of Hours: 2.5 hours per week

COURSE OBJECTIVES:

To understand the definition and applicability of Mercantile Law.

To understand the sources and boundaries of Mercantile Law.

COURSE OUTCOMES:

- The student is oriented in the wide range of economic and legal question with and he obtained - like the future economists and businessman - the basic knowledge from mercantile and financial laws.
- The student will be acquainted with the legal regulation of economic relations, especially with more detail with the problem of ownership relations.
- The student obtains knowledge about mercantile and trade law and about selected problems of the state, administrative, labour and civil law.
- The student is able to identify the system of authorities applying the law (judicial and other authorities with the emphasis on the mercantile justice).

COURSE SYLLABUS

1. **Indian Contract Act, 1872**

- Definition and scope
- Essentials of a valid contract
- Consideration
- Free consent
- Unlawful and illegal Agreement.
- Contingent Contract
- Kinds of Tender.
- Time and place performance of a contract
- Discharge of contract.
- Quasi- Contracts

2. **Special contracts**

- Indemnity and Guarantee
- Bailment and pledge.
- Special Agent and General Agent
- Essentials of a Contract
- Termination of Agency

3. **Sale of Goods Act, 1930**

- Formation of contract of Sale
 - Essentials of a contract of Sale
 - Formation of contract of sale
 - Subject – matter of contract of sale
 - Ascertainment of price
 - Provisions of Stipulation as to the Time of payment
- Goods and their classification
 - Effects of destruction of goods or perishing of goods
 - Distinction between future goods and contingent goods
- Sale and Agreement to sell
 - Distinction between Sale and Agreement to sell
- Condition and Warranties
 - Difference between a condition and a warranty
- Transfer of property in goods

- Passing of property from seller to buyer
- Passing of property in a contract for sale of specific or ascertained goods
- Passing of property in the contract for sale of unascertained goods [section 23]
- Performance of the contract of sale
 - Delivery of goods
 - Rules regarding delivery of goods
- Rights of unpaid seller and Remedial Measures.
 - Rights of an unpaid seller and remedial measures
 - Rights of an unpaid seller against the buyer personally
- Auction sale

4. The negotiable instruments Act.

- Definition and meaning of Negotiable Instruments
- Characteristics features of Negotiable Instruments
- Kinds or Types of Negotiable Instruments
 - Bill of exchange
 - Promissory Note
 - Cheque
 - Crossing of a cheque
 - Some other important types of negotiable instruments
- Holder and holder in due course
 - Meaning of 'holder'
 - Meaning of 'holder in due course'
 - Rights and privileges of a holder in due course
 - Distinction between holder and holder in due course
- Drawee in case of need
- Negotiation, endorsement and types of endorsements
 - Procedure of transfer or modes of negotiation
 - Types of endorsement
- Dishonour and discharge of instrument
 - Dishonour by non-acceptance
 - Dishonour by non payment
 - Notice of dishonour
- Liability of dishonour of a cheque

5. The Consumer protection Act

- Extent, commencement and application
- Aims and object of the Act
- Definitions
- Consumer protection council
- Consumer Disputes Redressal Agencies

6. Partnership Act

- Definition
- The nature of partnership
- Registration of firm
- Relations of partners to one another
- Relations of partner to third party
- Dissolution of partnership

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-516

Subject Name: Corporate Social Responsibility

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

This course is the formation and stewardship of policies and processes that lead to a culture of good decision making and good decisions.

COURSE OBJECTIVES:

To enable the students gain insights into the social perspective of conducting day-today affairs with regard to running a business and various concepts related to them.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Analyze the impact of environmental issues on business.
 - Understand the social responsibilities of business.
 - Evaluate the effects on a firm's costs of meeting its ethical, social and environmental responsibilities.
- Learn about various standards and codes related to business

COURSE SYLLABUS

1. Defining Corporate Social Responsibilities
 - a. Introduction
 - b. Definition of CSR
 - c. Principles of CSR
 - d. Self-Test

2. Principles of CSR
 - a. Introduction
 - b. Importance of CSR
 - c. Companies Emphasis on CSR
 - d. Sustainability and Environmental Issues and its Implication on Organizations
 - e. Social Contracts
 - f. Self-Test

3. Ethics CSR and Corporate Behavior
 - a. Introduction
 - b. Definition of Ethics
 - c. Gaia Hypothesis
 - d. Behavior of Corporates
 - e. Corporate Reputation
 - f. Self-Test

4. Social Responsibility Performance Evaluation
 - a. Introduction
 - b. Performance Definition
 - c. Social Accounting
 - d. Environmental Audit
 - e. Performance Measures
 - f. Performance Evaluation

g. Self-Test

5. Social Responsibility in Globalization

- a. Introduction
- b. Globalization
- c. Impact of Globalization on Social Responsibility of Corporates
- d. Globalization Opportunity or Threat
- e. Globalization and Setback of Social Responsibility of Corporates
- f. Self-Test

6. Social Responsibility and Strategy

- a. Introduction
- b. Role and Objective of Social Manager
- c. Corporate Governance
- d. Corporate Governance Principles
- e. Social Manager and Ethics
- f. Self-Test

7. Social Responsibility and Leadership

- a. Introduction
- b. Concept of Leadership
- c. Styles of Leadership
- d. Organizational Climate
- e. Strategic and Corporate Planning
- f. Feedback Strategy
- g. Agency Theory
- h. Limitation of Agency Theory
- i. Self-Test

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-517A

Subject Name: Advance English

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

INTRODUCTION:

The course focuses on communication activities in functional and situational contexts. It encourages students to speak with fluency and accuracy.

COURSE OBJECTIVE:

To enable students to develop the four skills of reading, writing, listening and speaking. The classes will be theme based to provide practice in a meaningful context.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Understand and communicate with English speakers from different parts of the English speaking world.
- Discuss and plan holidays in English and tell jokes and stories.
- Understand the basic tenets of reading and writing effective English
- Discuss elements of popular culture such as TV, radio and music.

COURSE SYLLABUS

Unit 1:

Functional English

Speaking Skills, Telephonic conversations, Relationships: Formal, Semiformal, Informal

Unit 2:

Group Discussion

Definition, Body Language, Use, Role, Characteristics, Aspects, Importance of Non-verbal communication, Preparing for G.D

Unit 3:

Interview Skills & Resume Writing

Interview Skills: Introduction, Preparing for Interview, Performing in the Interview.

Resume Writing: Sample CV's with covering letters, Traditional CV, An Ideal CV, CV with experience, Chronological CV, Functional CV, Electronic version of a CV

Unit 4:

Listening

Introduction, Definition, Need for listening, Barriers to Listening, Need for Training

Unit 5:

Telephone Skills & Time Management

Telephone Skills: Telephone Etiquette, Sample Conversations.

Time Management: Value of Time, Definition, Good Time Management, Examples, Do's & Don'ts

Unit 6:

Team Building & Decision Making

Introduction, Definition of team Building, Need for a leader, Deciding as leader, Introduction to Decision Making, Making a right decision, Planning, Decision affecting a group, Decision making techniques, Mind mapping

Recommended Books:

- 1) “*Advanced English Grammar*”, by Martin Hewings, Cambridge University.
- 2) “*Practical English Everyday*”, by Steven Collins.
- 3) “*English Advanced Vocabulary and Structure Practice*” by Amity Books.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester V

Subject Code: BBA15-517B

Subject Name: Basics of Image Management and Grooming

Core/Complimentary: Elective

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

The course has been designed to enhance language activities, to acquire interactive proficiency and, nurture for the contemporary as well as global standards.

COURSE OBJECTIVE:

To enable the students with regard to developing the requisite skills-set required in the professional set-up of contemporary organizations and how they need to groom themselves.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Apply grammar in day-to-day scenario in a correct manner
- Develop a better acumen towards reading and writing skills
- Enhance their vocabulary thereby improving in their communication

- Understand the various aspects related to group discussion and personal interview

COURSE SYLLABUS

(A) Image Management

1. Appearance (clothing, grooming, body language and etiquette)
2. Behaviour and Self Motivation
3. Communication
4. Digital Footprint.
5. Accepting CHANGE

(B) Grooming

1. Grooming and Its Importance
2. Fundamentals & Levels
3. Body Language
4. Office Etiquette
5. Handling Complaints
6. Time Management

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester VI

Subject Code: BBA15-611

Subject Name: Strategic Management

Core/Complimentary: Core

Credits: 04

1. Introduction to strategic management

- Meaning and features of strategy
- Meaning and nature of strategic management
- Benefits and relevance of strategic management
- Classes of decisions
- Levels of Strategy
- Principles of good strategy
- Strategic management process
- Limitations of strategic management

2. Mission , Goal and objectives

- Meaning of Mission
- Elements of Mission statement
- Formulation and communication of mission
- Mission and strategy
- Meaning of objective, goal and target
- Importance of objectives
- Guidelines for ideal objectives

- Factors affecting objectives
- Issues involved in objective setting
- Parameters used for setting objectives
- Critical success factors
- Hierarchy of objectives

3. Business environment analysis

- Meaning of business environment
- Internal and external environment analysis

4. Grand strategies

- Meaning of various grand strategies
- Dimensions of grand strategies
- Meaning of business level strategies

5. Strategic implementation

- Meaning of Strategic implementation
- Aspects of Strategic implementation
- Steps in strategy implementation
- Strategy structure relationship
- Role of organizational structure in strategic implementation
- Types of structure

6. Strategic evaluation and control

- Meaning of strategic control, operational control and preventive control
- Essential features of effective evaluation and control system
- Contingency planning

7. Related key concepts

- SWOT analysis
- Cost leadership strategy
- Differentiation and focus strategy
- Porter's 5 forces model
- Generic strategies to counter 5 forces
- P.E.S.T analysis
- GE/McKinsey Matrix
- BCG Growth - Share matrix

- Ansoff matrix
- Resource audit
- Value chain analysis
- Core competencies
- Disaster management and strategy

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester VI

Subject Code: BBA15-612

Subject Name: Entrepreneurship development

Core/Complimentary: Core

Credits: 04

1. What is Entrepreneurship

- Introduction
- Types of Entrepreneurship
- Classification of Business
- Theories of Entrepreneurship
- Definitions of Entrepreneurship
- Entrepreneur
- Entrepreneurial mind
- Entrepreneurship
- Entrepreneurial process & event
- Entrepreneurship and sociological theories
- Entrepreneurship and the role of innovations

Is the Entrepreneur an innovator or an organizer?

Discussion & Conclusions

2. New Ventures & Business Plans

- New Ventures & Business Plans
Advantages; Disadvantages

- Buying an established business
Advantages; Disadvantages
- Buying a Franchise
Advantages; Disadvantages
- Building a network Sales Business
Advantages; Disadvantages
- Starting a business from scratch
- Government Plans & Policies
- Classification of small industries
- Registration of SSIs
- Credit linked capital subsidy scheme.
- Reimbursement scheme for acquiring ISO – 9000 Certification
- Self Employment Scheme
- Training for small Business

3. Characteristics & Role of small Business

- Characteristics of business
- An industry
- SSI
- Where is the money?
- Where to locate?
- The product
- Provisional Registration Certificate (PRC)
- Permanent Registration Certificate (PMT)

4. Institutional Assistance for small scale industries in India

- Introduction
- Central Government
 - SSI Board
 - Small Industries Development Organization (SIDO)
 - Small Industries Service institute (SISI)
 - Product – cum – Process Development Centres (PPDC)
 - Regional Training Centres (RTCs)
 - Central Footwear Testing Institute
 - National Institute of Small Industries, Extension & Training (NISIET)
 - National Institute for Entrepreneurship & Small Business Development (NIESBUD)
 - National Small Industries Corporation Ltd. (NSIC)
- State Government
 - Directorate of Industries
 - District Industries Centre
 - State Financial Corporations (SPCs)
 - State Industrial Development Corporation / State Industrial Investment Corporation (SIDC / SIIC)

- State Small Industries Development Corporation (SSIDC)
- Other Agencies
 - Housing & Urban Development Corporation (HUDCO)
 - Institute for Design of Electrical Measuring Instruments (IDEMI)
 - Technical Consultancy Organization (TCO)
 - Non-Governmental Organization (NGO)
 - Khadi & Village Industries Commission (KVIC)
 - Entrepreneurship Development Institute of India (EDII)
- Financial Institutions
 - Small Industries Development Bank of India (SIDBI)
 - Commercial Banks
 - Regional Rural Banks
 - Co-operative Banks
 - National Bank for Agriculture & Rural Development (NABARD)
- Industry Associations
 - Federation of Association of small scale industries (FASSI)
 - Confederation of Indian Industry
 - Federation of Indian Chamber of commerce & Industry (FICCI)
 - Associated Chamber of Commerce & Industries in India (ASSOCHAM)
 - World Association of small & medium Enterprises (WASME)
 - Consortium of women entrepreneurs in India (CWEL)
 - Central Government Stores Purchase Programme (GSPP)
 - Scheme for Participation in International Trade Fairs
 - Scheme for Market Development Assistance for SSI Exporters (SSI – MDA)

5. An Introductory Framework

- Concept & Definitions
- Nature & Characteristics
- Relation between small & large units
- Scope & types of small business
- Rationale of small business
- Objectives of small business
- Problems of small scale industries
- Growth of small scale sector of India

6. Establishing a small Enterprise

- The setting up process
- Project Identification

- Selection of the project
- Project Formulation
- Assessment of Project Feasibility
- Market Survey
- Investment / Risk Analysis
- Preparation of Project Report

7. Reasons for Failure

8. Women Entrepreneurs

- Main Problems of Low Women Entrepreneurship in India
- Important Schemes for women Entrepreneurs

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-HR 613

Subject Name: Industrial Relations & Labour Laws

Core/Complimentary: Core

Credits: 04

1. Introduction to Industrial Relations

- Origin of Industrial Relations
- Industrial relations in pre & post-independence period
- Significance & Importance of Industrial Relations
- Evolution of industrial relations in India

2. I: The Industrial Dispute Act, 1947

- Introduction to Industrial Dispute
- Object of Industrial Dispute Act, 1947
- Definitions
- Machineries for settlement of Industrial Disputes

II: Some important concepts

- Industry
- Employer
- Workman
- Strikes
- Lockouts

- Lay-offs
- Retrenchment
- Closure

3. Collective Bargaining

- Meaning & Definition of Collective Bargaining
- Importance & Scope
- Process of Collective Bargaining
- Advantages & limitations
- Various types of Collective Bargaining
- Workers participation in Management (WPM) – An Introduction
- Why Workers Education is important?
- A Brief note on – How to make WPM successful?

4. Industrial Employment (Standing Orders) Act 1946

- Introduction
- Procedure for certification of Standing Orders
- Modification of Standing Orders
- Display of Standing Orders
- Payment of subsistence allowance

Other Important contents

- Classification of Workmen
- Issue of Tickets
- Publication of working time
- Attendance & late coming
- Holidays & leaves
- Stoppage of work
- Disciplinary actions

5. Trade Unions

- Introduction /Features of Trade Unions
- Definitions & features of Trade Union
- Role of Trade Unions in Industrial system
- Advantages of Trade Unions
- Advantages to labour
- Advantages to the employer
- Advantages to Society & Nation
- Various types of Trade Unions
(According to Motives, Structure, Operation, Purpose)

6. The Factories Act, 1948

- Introduction & Application
- Provision related to Administrative Machinery for Implementation of factories Act 1948
 - Health
 - Safety
 - Welfare
 - Working hours for adults
 - Disaster Management

7. Misconduct Domestic Enquiry & Principles of Natural Justice (PNJ)

- Introduction
- Types of Misconduct
- Domestic Enquiry & steps involved in it
- Procedure of Domestic Enquiry
- Application of “Principle of Natural Justice”

List of Reference books

- 1) Labour laws – S. D. Geet (Nirali Prakashan)
- 2) Labour laws – R.R.Ramtirthkar (Himalaya Publications)
- 3) Labour laws – Madhu Arora (Himalaya Publications)
- 4) Industrial Relations – Arun Monappa
- 5) Industrial Relations – Mamoria
- 6) Industrial law – P. L. Malir
- 7) Personnel Management & Industrial relations – Dr. P. C. Shejwalkar
S. B. Malegaonkar

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester VI

Subject Code: BBA15-M 613

Subject Name: Consumer Behaviour

Core/Complimentary: Core

Credits: 04

1. Role of Consumer Behaviour in Marketing - Nature and Characteristics of Indian Consumers

- Introduction
- Personal Consumption versus Organizational Consumption
- Customers and Consumers
- Development of Consumer Behaviour
- Role of Consumer Behaviour in Marketing
- Characteristics of Indian Consumer Behaviour
- Nature and Scope of Consumer Behaviour
- The Consumer Purchase Decision Process
- Applications of Consumer Behaviour
- Consumer Education
- Customers Buy when They “Feel” The Need

2. Consumer Decision Making Process

- Introduction
- Types of Decision

- Aggressive Selling to Change Purchase Behaviour
- Various Models of Consumer Behaviour
- Engel, Blackwell and Miniard model
- Information Input
- Information Processing
- Decision Process
- The Sheth Model of Organizational Buying
- The Nicosia Model

3. Base for Segmentation of Consumer Products, Consumer Needs and Motivation Personality and Consumer Behaviour Consumer Perception, Learning and Consumer Involvement Process

- Cognitive Learning
- Vicarious Learning
- Application of Cognitive Conditioning in Marketing
- Cognitive Versus Behaviorist Theory
- Structural Elements
- Consumer Characteristics Affecting Perception

4. Industrial / Organisation Buying Behaviour

- Introduction
- Organizational V/s Consumer Buying
- Buyer characteristics
- Decision Process and Buying Patterns
- Constituents of Professional Buying
- Factors Affecting Organizational Buyer Behaviour
- Individual Factors
- Attributes used to evaluate suppliers
- Buying Decision Process
- Attributes necessary to improve salespeople

5. Public Policy & Consumer Protection Act – Misleading Advertising – Consumer Education – Methods

- Consumerism – Definition and Meaning
- Consumerism in India
- Benefits of Consumerism
- Know Your Rights
- Consumer Rights
- Consumer Protection Act 1986
- Ambit of Consumer Protection act
- What is a consumer complaint?
- Deficiencies in Services

6. Consumer Value, Value Delivery Strategies, Competitive Advantage through Customer Value Information – Customer Value Determination Process, Customer Satisfaction and Measuring Customer Satisfaction

- Introduction
- Customer Value and Satisfaction
- Customer Value Delivery Strategies
- Customer Satisfaction
- Customer Satisfaction V/s Consumer Delight
- Measuring Customer Satisfaction
- Tyre customer satisfaction Index (TCSI)
- Consumer Satisfaction
- Enhancing Consumer Satisfaction
- Sources of Customer Dissatisfaction

Recommended Book : Consumer Marketing, M. V. Kulkarni, Everest Publishing House.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-F 613

Subject Name: Business Taxation and Auditing

Core/Complimentary: Core

Credits: 04

UNIT – I : Income Tax Act, 1961

Definition

Income, Person, Assesses, Assessment Year, Previous year, Agricultural income, Exempted Income, Residential status of an assesses

UNIT – II : Computation of taxable income under the different heads of income

2.1 Income from Salary – Salient features, meaning of salary, Allowances and their taxability : perquisites and their valuation, Profit in lieu of salary; Deductions allowed (theory and problems)

2.2 Income from house property

Basic of chargeability

Annual value

Deductions allowed (Theory and problems)

Profits and Gains by Business & Profession :

Methods of Accounting

Deductions expressly allowed and deductions expressly disallowed

(Theory & problems)
Chargeability
Definitions
Cost of improvement
Short term and long term gains
Deductions (Theory only)
Income from other sources
Inclusions & Deductions

UNIT – III : Computation of total taxable income of an individual

Deductions to be made applicable to individual from gross total income –
80c, 80D, 80DD, 80E
Computation of Taxable Income and Income-tax

Auditing

UNIT – I : Introduction and principles of Auditing

Definition, nature, objects and Advantages of Auditing
Types of Errors and frauds
Various types of Audit including Tax Audit

UNIT – II : Audit process

Audit programme, Audit Note Book, Working papers, Test checking
Vouching of cash Book
Verification and valuation of Assets and liabilities
Internal control, Internal check and Internal Audit
Audit in Computerised Accounts
Audit Report

Practical problems on :

- 1) Income from House Property
 - 2) Income from Salary
 - 3) Profits & Gains of Business & Profession
- Weightage – 70 marks for Business Taxation and 30 marks for Auditing

Reference books :

- 1) Income tax – B. B. Lal, Pearson Publication
- 2) Student's Guide to Income tax – Dr. Vinod Singhania, Taxmann
- 3) Fundamentals of Auditing – S. K. Basu, Pearson

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester VI

Subject Code: BBA15-IT 613

Subject Name: Fundamentals of programming Languages

Core/Complimentary: Core

Credits: 04

Unit I:

Basics of Computer: Introduction, Generations of Computer, Classification of Computers, Functional Units of Computer, Computer Hardware and Software, Overview of Operating System, Overview of IDE.

Unit II:

Basics of Programming Languages: Introduction to Programming Languages, Types of Programming Languages, Characteristics of Good Programming Languages, Natural Languages, Scripting Languages, Characteristics of Good Programming Languages, Software Documentation, System Development Life Cycle.

Unit III:

Programming Fundamentals: Algorithm, Representing Algorithm, Importance of Indentation of Programming, Introduction to C Programming Language, Characteristics of C, Simple C Program, Structure of C Program, Character set of C, Tokens.

Unit IV:

Details of C Programming: Constants, Variables, Keywords and Comments, Operator and Operator Precedence, Statements, Control Structures, Array, Pointer, Strings, Call by value, Call by Reference, Structure.

Unit V:

Program Testing and Debugging: Introduction to Testing, Program Testing, Black Box Testing Introduction, White Box Testing Introduction, Program Debugging.

Laboratory Assignments:

Write a C Program to display "Hello Friends" on Console.

Write a C Program to accept five (5) Numbers from Console and then to display them back on Console and also find Average (Use Type Casting).

Write a C Program to Find Area of Circle, Triangle, Square, and Rectangle.

Write a C Program to Swap Two Variables with third Variable.

Write a C Program to Swap Two Variables without using third Variable.

Write a C Program to find Compound Interest using Formula $CI = P * [1 + (R/100)^T] - P$.

Write a C Program to find type of triangle when sides are given (if-else).

Write a C Program to display numeric digits in reverse order.

Write a C Program to Generate Prime Numbers up to n.

Write a C Program to Sort n integers using Bubble Sort.

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester VI

Subject Code: BBA15-HR 614

Subject Name: Training and Development

Core/Complimentary: Core

Credits: 04

1. Introduction To Human Resource Management

- Introduction
- Objectives of HRM
- HRM : Functions & Objectives
- Organisation of HRM Development
- Personnel policies & Principles
 - Policies
 - Formulating policies
 - Principles
- Evolution of HRM

2. Training & Development

- Introduction
- Nature of Training & Development
- Inputs in Training & Development
 - Skills
 - Education
 - Development
 - Ethics
 - Attitudinal changes
 - Decision making & Problem solving skills

- Gaps in training
- Importance of Training & Development

3. **Process Of Training & Needs Assessment**

- Introduction
- Organizational Objectives & Strategies
- Needs Assessment
- Needs Assessment method
- Analysis of Needs
- Who should participate in needs assessment?
- Methods used in Needs Assessment
 - Needs Assessment Analysis

4. **Designing, Implementation & Evaluation Of Training Programme**

- Introduction
- Training and Development Objectives
- Designing Training and Development Programme
- Methods and techniques of training
- What should be the Level of Learning
- Learning principles
- Conduct of training
- Implementation of the training programme
- Evaluation of the programme
- Training for International Assignment
- Training and Development as source of Competitive Advantage
- Benefits of employee training

5. **Designing, Implementation & Evaluation Of Training Programme**

- Introduction
- Training Strategies
- Clarification of Technical Terms
- Selecting appropriate training strategy
- Basic Training Methods
- Role of trainer
- 30 seconds rule
- Butler rule
- Interchange of Plenary meeting, Small group, Smallest group
- Strategy of Trainers and Development
- Training as Strategic tool
- Training Strategy
- Methods to improve decision making skills
- Methods to improve Inter personal skills
- Training in organizations

6. Use Of Technology In Training & E- Learning

- Introduction
- Limitations with Traditional Instructional Methods
- Distance Learning
- CD-ROM and Interactive Multimedia
- Automating Interpersonal skills training
- Problem solving skills module
- Web based Instruction
- Intelligent Tutoring system
- Virtual Reality Training

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-M 614

Subject Name: Advertising and Media Management

Core/Complimentary: Core

Credits: 04

1. Advertising – its purpose and functions

- Definition
- Attributes of advertising
- Role and function of Advertising

2. Economic and Social Implications of Advertising

- Economic Aspects
- Advertising in a competitive Society, Effects of Advertising on
- Production costs.
- Effects of Advertisement on Distribution costs
- Effect of Advertising on consumer prices
- Limiting competitive Advertising Expenditure
- Advertising and creation of Monopolises
- Is Advertising Productive?
- Social Aspects of Advertising
- Advertising & Cultural values
- Advertising & standard of living
- Ethical issues in Advertising
- Self Regulation Laws
- Is advertising Too Much Persuasive?

- Consumer Protection and Advertising

3. Advertising Process

- Triangle of communication
- The communication Process
- Process of Marketing Communication
- Speed of Response
- Audience Perception

4. Creative Strategy

- Creativity in campaign
- Advertising and the creative Process
- Captivity in communication
- Creativity in Advertising
- Creative Strategy
- Creative execution

5. Creative Execution and Judgement

- Copy writing
- Objectives of an Advertising copy
- Approach to copy writing
- Attributes of an effective Advertising copy
- Types of Advertising Copy
- Subdivisions of copy
- Bases of writing Headlines
- Forms of Headlines
- Slogans
- Copy Research

6. Media Decisions

Media Selection

- Steps in Media planning
- Media of Advertising

7. Evaluation of Advertising Effectiveness

- What is Advertising Effectiveness Testing?
- Rationale behind Advertising Effectiveness
- When to test ad effectiveness?
- Methods of Evaluation.

8. Advertising Agencies

- The working of ad agencies
- Functions of Advertising Agency
- Key Executive of Agency

- Production services
- Media Planning
- Top management of Advertising Agency
- Service of a Modern Agency
- Advertising Plan
- Executing Advertising Plan
- Account Management
- Methods of Paying Agency Services
- Basic principles of Agency
- Selection of Advertising Agency

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15-F 614

Subject Name: Banking and Finance

Core/Complimentary: Core

Credits: 04

1. Development of Banking system in India

- 1.1 Importance & Role of Banking in Indian Economy
- 1.2 Structure of Banking system in India.
- 1.3 Schedule and non schedule banks

2. Commercial Banking

2.1 Banks in public sector: -

- a) Nationalized banks -
 - i) SBI & other nationalized Banks
 - ii) Social control over Banks
 - iii) Reasons or objectives of Nationalization
 - iv) Progress of Banks after Nationalization.

- b) State Bank of India & it's associate bank
 - Establishment, organization and management of SBI
 - Role of SBI in Indian Economy

- c) Regional Rural Banks(RRB's)-
 - Reasons of establishment of RRB's
 - Objectives, Organization & management of RRB's
 - Functions , Progress & problems of RRB's

2.2 Banks in private sector: -

- Old and New Private Sector Banks, Local Area Banks
- Progress & Performance
- Guidelines issued by RBI

2.3 Foreign Banks

- Functions and performance of foreign Banks in India
- Regulation of foreign banks in India

3. Banking Sector Reforms

- 3.1 - Problems of Nationalized Banks
- 3.2 - Rationale and Objective of reforms
- 3.3 - Establishment and recommendations of Narasimham committee (I & II)
 - & reforms relating to –
 - Cash Reserve Ratio
 - Statutory Liquidity Ratio
 - Capital adequacy Ratio
 - Interest rate structure
 - Directed credit program
 - Income Recognition and asset classification
 - Provisioning Norms
 - Management of Nonperforming assets
 - Special Tribunals for recovery of Loans
 - Structure of Banking system
 - Supervision of Banks
- 3.4 Competition and comparison of Banking in India
 - Difference between scheduled & Non scheduled Banks

4. Financial market And institutions

- 4.1 Basic functions and need
- 4.2. Indian financial system
 - Organisational structure
 - Reforms after 1991
 - Indicators of Financial development.

5. Indian money Market

- Meaning & Constituents
- Features of Indian Money market
- Institutions under Indian Money Market
- Changes in Money market.
- Reserve bank of India and Money market.

6. Indian Capital Market

- Meaning & Constituents

- Features of Indian Capital market
- Institutions under Indian Capital Market
- Changes in Capital market.
- Instruments under Capital market
(shares ,Debentures ,GDR ,ADR ,Derivatives)
- Participants in Capital Market
(NSE, BSE, Merchant Bankers)

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester VI

Subject Code: BBA15- IT 614

Subject Name: Introduction to E-Business

Core/Complimentary: Core

Credits: 04

Unit I:

Introduction: Defining e-business, the development of the new economy, Types of e-business and related industries , The growth of e-business , Use of the internet , E-business technology, Key issues of E-business technology, The development of the internet , The World Wide Web (WWW), Information infrastructure, Electronic Data Interchange (EDI) , Program languages , Industry standards , Wireless technology , Interactive television , Payment systems.

Unit II:

E-business markets, models and Economics:E-businesses , E-business environment , E-marketplaces , E-business markets , E-business models , Types of e-business models , A framework for analyzing e-business models , Towards perfect competition , The effect of the internet on the competitive environment , Key economic characteristics of the internet ,Cost of production and distribution , Disintermediation and re-intermediation ,

Mini Case Study: www.oag.com , Economics of information , Connectivity and interactivity , Economies of scale , Economies of scope , Transaction costs , Network externalities , Switching costs , Critical mass of customers , Mini Case Study: Online gambling , Pricing.

Unit III:

E-marketing: Internet marketing , E-marketing plan , The marketing mix , Branding , Online advertising , Targeting online customers , Interactive television and e-marketing , Customer relationship management , The internet: law, privacy, trust and security , The internet and the law , Privacy , Trust , Security , Mini Case Study: BBC , The management of e-business , Managing knowledge , Managing applications systems for e-business , Mini Case Study: Ryanair , Customer Relationship Management (CRM) , Supply Chain Management (SCM) , Management skills for e-business , Managing risk .

Unit IV:

E-business strategy: formulation , Strategic management and objective setting , The strategic process Internal analysis , External analysis , Competitive strategies for e-business , E-business strategy: implementation , Strategic controls , Organizational learning , Organizational culture and e-business , Organizational structure and e-business , Mini Case Study: Sure Start , Change management , Mini Case Study: Levi Strauss , E-business strategy: evaluation , The evaluation process , Organizational control and evaluation , Financial evaluation , Technology evaluation , Human resources evaluation , Website evaluation , Business model evaluation , Mini Case Study: Amazon.com, E-business strategy evaluation , Mini Case Study: Zen Internet .

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester VI

Subject Code: BBA15- 616 A

Subject Name: Yoga

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

COURSE SYLLABUS

1. Introduction to Yoga
 - Definition and meaning of yoga.
 - Origin of Yoga & its brief development
2. Importance of Yoga in daily life
 - Benefits of yoga
 - How yoga can balance your life.
 - Misconceptions of Yoga
3. Yoga as a Science of Art (Yoga Philosophy).
 - Prayer and meditation for mental health
 - Power of Mantras
4. Meaning of meditation and its types and principles.
 - Importance of meditation
 - Stress management through Yoga
 - Super Brain Yoga
5. Introduction to Yogic Diet and Nutrition
 - Principles of Yogic diet
 - Yogic diet and wellbeing
 - Benefits of Yogic diet
6. Yogic Breathing practices
 - Abdomen, Yogic Breathing
 - Pause Breathing (Viloma Pranayama),
 - Balancing breath (Anulom Viloma)
 - Spinal Passage Breathing (Sushumna Breathing)