

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-411

Subject Name: Business Environment

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This course is designed to make students familiar with the various factors that are having great impact over the business and its environment.

COURSE OBJECTIVE:

To enable the students to gain insights into various concepts which characterize the business environment of any business in every aspect.

COURSE OUTCOMES:

- After completion of the course, student will be able to: Understand the fundamentals of business environment.
- Acquaint themselves with the evolving business environment issues.
- Understand the legal issues as well as international business and economic environment
- To get exposure to various economic policy & their impact on business and emerging trends.

COURSE SYLLABUS

- 1. Business Environment**
 - Introduction
 - Environment – Meaning
 - Nature & Scope
 - Internal Environment (Micro)
 - Task Environment
 - External Environment (Macro)
 - Characteristics of Environment
 - Factors Affecting Internal Environment
 - Factors Affecting External Environment
 - Questions

- 2. Problems of Growth**
 - Growth:
 - Introduction
 - Features
 - Indicators
 - Growth Strategy
 - Unemployment
 - Poverty
 - Regional Imbalance
 - Money Supply and Inflation
 - Parallel Economy
 - Industrial Sickness
 - Social Injustice
 - Questions

- 3. Role of Government**
 - Privatization:
 - Meaning: Objectives, Methods
 - Advantages, Disadvantages, Problems
 - Liberalization:
 - Meaning, New Policy of Liberalization
 - Import Export Policy.
 - Foreign Direct Investment (FDI)
 - Questions

- 4. International Environment**
 - Introduction
 - International Monetary Fund (IMF)
 - The world Bank
 - General Agreement on tariff & trade (GATT)

- World Trade Organization (WTO)
- South Asian Association for Regional
- Co – Operation (SAARC)
- International Development Association (IDA)
- Questions

5. Environmental Factors Affecting Business

- Physical: Topography, Climate, Minerals and Water Resources
- Cultural: Infrastructure, Technology, Communication Traditions, Social Set up, Educational

6. Natural Resources

- Renewable & Non Renewable Resources
- Limitations of Non Renewable Resources
- Need of Renewable Resources.
- Strategy for Conservation of Natural Resources

7. Environmental Issues Related to Business

- Global Warning, Kyoto Protocol, Oil Crisis & its impact on Business Problems
- Industries & Pollution – Air, Water, Noise

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-412

Subject Name: Cost and Management Accounting

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

In developing economy like ours, the importance of cost accounting has been acknowledged by all when optimum utilization of resources is the need of the day.

COURSE OBJECTIVES:

To enable the students to gain insights into the various concepts related to cost accounting and the terms which characterize the phenomenon of costing.

COURSE OUTCOMES:

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

- Understand the basic cost concepts, element of cost & Preparation of Cost Sheet.
- Understand the principles and techniques used in recording, analyzing and reporting costs.
- Understand the principles and techniques used in revenues for internal management purposes.
- Develop applicable cost concepts in making short term decisions and the application of Spreadsheets in management accounting.

COURSE SYLLABUS

- 1. The concept of Cost, Costing & Cost Accounting**
 - Cost
 - Costing
 - Cost Accounting
 - Cost Accountancy
 - Difference between Costing & Cost Accounting
 - Limitation of Financial Accounting
 - Objectives of Cost Accounting
 - Advantages of Costing
 - Methods of Techniques of Costing
 - Limitation of Cost Accounting
 - Distinguish between – Financial Accounting & Cost Accountancy
 - Cost Centre
 - Cost Unit

- 2. Elements of Cost**
 - Direct Material
 - Direct Labour
 - Direct Expenses
 - Indirect Expenses
 - Cost Classification
 - Types of Costs
 - Format of Cost Sheet

- 3. Materials**
 - Introduction
 - Concept of Inventory
 - Price
 - Economic Order Quantity (EOQ)
 - Purchasing
 - The Materials Management Concept
 - A. B. C. Analysis
 - Types of Financial Analysis
 - Limitations of Financial Analysis

- 4. Cash Book**
 - Introduction
 - Allocation, Apportionment and Absorption of Overheads
 - Over and Under Absorption of Overheads
 - Disposal of Overheads

5. Labour Cost

- Labour Cost
- Labour Remuneration
- Labour Turnover
- Cost of Labour
- Bin Card
- Utility of Ledger
- Standard Cost
- FIFO System of Pricing Issues
- Time Recording

6. Managerial Costing

- Meaning of Managerial Cost
- Meaning of Managerial Costing
- Features of Marginal Costing
- Significance of Marginal Costing
- Limitations of Marginal Costing
- Practical Application of Marginal Costing
- Break Even Point (B.E.P.)
- Contribution
- Contribution and Key Factor
- PV Ratio – Meaning
- Margin of Safety
- Formulas

7. Budgetary Control

- Introduction
- Budgetary Control
- Classification of Budgets
- Cash Budget
- Flexible Budget
- Capital Budgeting and Investment Decisions
- Master Budget
- Fixed Budget
- Zero Based Budgeting

8. Standard Costing

- Introduction
- Variance Analysis

9. Introduction to Financial and Cost Audit

- Introduction to Financial and Cost Audit & Activity based costing.
- Cost Audit (Report) Rules 1968
- Cost Control

- Cost Reduction.
- Cost Control and Reduction
- Cost Reduction Programme

Appendix

1. Cost sheet without tender.
2. FIFO, LIFO Simple Average Method
3. Marginal Costing
4. Cash and Flexible Budget
5. Material and Labour Variances.

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-413

Subject Name: Production and Operations Management

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This course in productions and operations management intends to familiarize the students with the basics of this subject.

COURSEOBJECTIVES:

To enable the students gain insights into the various issues related to the fields of production and operations management.

COURSE OUTCOMES:

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

- Understand the concepts related to business and operations management.
- Understand how planning and control are carried out vis-à-vis production.
- Understand the significance of inventory and quality management.
- Understand elements of production management

COURSE SYLLABUS

1. HISTORY AND DEVELOPMENT OF MANUFACTURING MANAGEMENT

- Introduction
- Evolution of Manufacturing Management
- Historical Sequencing
- At Dawn of Indian Independence
- Global Demands
- Challenges and Opportunities: Future Manufacturing Management
- Message to Indian Industries
- Role of Government
- Summary

2. NATURE, SCOPE AND FUNCTION OF MANUFACTURING MANAGEMENT

- Introduction
- Meaning of Production Management
- Functions of Production Manager
- Value added process.
- Objective of Production Management
- Manufacturing Management Decision
- Functions of Manufacturing Management
- Types of Production System
- Importance of Manufacturing Department

3. MANUFACTURING SYSTEM

- Introduction
- Manufacturing System
- The Value Added Process
- Products and Services
- The Conversion Process
- Production System
- Intermittent System
- Job Shop production
- Batch Production
- Continuous System
- Nature of Mass Production
- Process Production Unit
- Projects
- Comparison of Various Manufacturing Systems
- Comparison of Intermittent and Continuous Manufacturing Systems
- Manufacturing Systems and Production Planning and Control

4. IMPORTANCE AND FUNCTIONS OF FACILITY LOCATION

- Introduction
- Concept of a Facility
- Reasons for Location
- Factors Responsible for Plant Location
- Location Analysis
- Facility Layout
- Factors Creating Layout Problems
- Objectives of Layout
- Types of Layout
- Flow Patterns
- Factors Governing Plant Layout
- Product and Process Layout Comparison

5. PRODUCTION PLANNING AND CONTROL

- Introduction
- Objectives of Production Planning and Control
- Utility of Production Planning and Control
- Scope of Production Planning and Control
- Organizational Structure of Production Planning Control (PPC) Department
- Functions of Production Planning, Control
- Comparison of Production Planning and Production Control
- Organizational Position of PPC
- PPC Functioning with Respect to Type of Production

6. PROGRAMME EVALUATION AND REVIEW TECHNIQUES (PERT)/ CRITICAL PATH METHOD (CPM)

- Introduction
- Network Analysis
- Objectives of Network Analysis
- Event
- Dummy Activity
- Critical Path Method (CPM)
- Computation of Early Start and Early Finish Time for the Activities
- Computation of IST and LFT of Activities
- Slack (Float)
- Programme Evaluation and Review Technique (PERT)
- Time of the Project Completion

7. MAINTENANCE MANAGEMENT

- Introduction
- What is Planned Maintenance?

- Objective of Maintenance
- Types of Maintenance Systems
- Advantages of Maintenance
- Spare Parts Maintenance
- Equipment Replacement
- Maintenance Planning and Control
- Measurement of Maintenance Work

8. INSPECTION AND STATISTICAL QUALITY CONTROL

- Introduction
- Quality
- Phase in Quality Management
- Cost of Quality
- Quality at Source
- Statistical Quality Control (SQC)
- Approach to Quality Control
- Objectives of SQC
- Basic of SQC
- Control Charts
- Statistical Basis of Control Charts
- Major Parts of a Control Charts
- Different Types of Control Charts
- Control Chart for Mean OR -Chart.
- Control Chart for Range (R-Chart)
- Inspection
- Functions of Inspection
- Objectives of Inspection
- Where to Inspect?
- Cent-Percent Inspection
- Acceptance Sampling or Sampling Inspection
- Sampling Plans
- Limitations of Acceptance Sampling
- Producers Risk
- Consumers Risk
- Terms Used in Acceptance Sampling
- Various Sampling Plans

9. INTRODUCTION TO WORKS STUDY

- Introduction
- Techniques and Tools
- Work Study and Productivity
- Basic Ways to Increase Productivity
- Responsibility for Productivity Rise.

- Work Content
- Factors Tending to Reduce Productivity
- Management Techniques to Reduce Work Content as WeJI as Ineffective Time
- Method Study
- Basic Procedure of Method Study
- Selection of The Jobs
- Recording of Facts
- Method Study Symbols
- Charting
- Charting Methods
- Critical Examination
- Development and Selection
- Installation of The Proposed Method
- Maintenance of The Proposed Method
- Work Measurement
- Techniques of Work Measurement
- Time Study
- Allowances in Time Study
- Performance Rating
- Work Sampling

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-414

Subject Name: Business Economics - II

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 OBJECTIVES :

- To enable the students to understand the principles underlying the structure and functioning of markets;
- To help them to apply economic theory for optimal decision-making at the firm level in the context of market constraints, through real-life examples from across the globe and real cases of firms.
- To provide them sufficient exposure to the world of industry, trade and commerce, so as to make them feel comfortable reading and understanding daily economic and financial news about firms, and engaging in critical discussion on economic issues affecting firms.

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:

At the end of the course, the student should have developed:

The students after studying this course will get a clear understanding of various basic concepts used in economics.

The students will also get an understanding of the demand and supply and factors affecting them and how the price is determined in different types of markets.

COURSE SYLLABUS

1. Price Determination Under Different Market Structure

- Concept of Market
- Classification of Market
- Equilibrium of a firm: Meaning / Short run equilibrium / Long run equilibrium
- Price & Output Determination – Meaning
- Relationship of equilibrium & profit maximization.
- Perfect competition Market-
Equilibrium conditions under perfect competition: Short run & Long run equilibrium
- Monopoly Market –
Equilibrium conditions under Monopoly Market: Short run & Long run equilibrium
- Monopolistic Market –
Equilibrium conditions under Monopolistic Market: Short run & Long run equilibrium

2. Cost and Revenue Analysis.

- Total / Average / Marginal Revenue
- Relation between AR & MR
- Concept of TFC / TVC
- Long run & Short run cost curves
- Reasons of LAC
- Smooth envelop of LAC

3. Factor Pricing

- Introduction
- Purchase decision of a firm
- Special features of factor pricing
- Marginal productivity theory of distribution
- Wages – Real & Nominal wages / Modern theory of wages.
- Rent – Different Rent – Ricardian theory
 - The modern theory of rent
 - Quasi rent / Difference between economic rent & quasi rent
- Interest – Gross Interest / Net Interest
- Reasons for Difference in Interest rates
- Profit – elements of Profit

4. Money and Banking

- Introduction – Definition of Money
- Functions of Money
- Evolution of Money – Barter System to Modern System
- Importance of Money
- Banks – Definition / Role of Banks / Types of Banks

- Functions of Commercial Banks
- Role of Banks in economic system.
- The Central Bank – Need / Functions
 - Central Bank – Controller of Credit

5. National Income

- Introduction – Meaning / Definition
 - Concept of Domestic Income
 - Concept of National Income
 - Difference between Domestic & National Income
 - Circular flow of National Income
- GNP / GDP - Basic Difference
- Private Income / Personal Income / Per Capital Income
- Transfer Payments
- Measurement of National Income:
- Methods:
 - Product or Value added Method.
 - Income Method.
 - Expenditure Method
- Difficulties in Measuring National Income

6. Trade Cycle

- Introduction – Meaning / Definition
- Phases of Trade Cycles: Meaning & Conditions:
 - Boom, Depression, Recession, Recovery
- Inflation: Meaning / Types / Causes
- Measures to Control Inflation

7. International Trade

- Introduction
- Need for foreign trade
- Favorable effects of foreign trade on economic growth
- Unfavorable impact of foreign trade on economic growth
- Balance of Trade, Balance of Payment, Difference between BOP & BOT
- Causes behind adverse BOP
- Remedies for adverse BOP

8. Index Numbers

- Introduction – Meaning
- Steps in the construction of price index number
- Uses of index numbers
- Limitation of index numbers

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-415

Subject Name: Organizational Behaviour - II

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

This subject introduces the students to the various concepts related to how employees tend to behave in an organization.

COURSE OBJECTIVE:

To enable the students to gain insights into the concepts that go into the making of a successful organization.

COURSE OUTCOMES:

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

- Understand meaning of personality and perception.
- Understand group dynamics and motivation.
- Understand the fundamentals of organizational behavior.
- Understand how to manage employee emotions inside the organization.

COURSE SYLLABUS

1. **Team**

- Foundations of group behavior
- Key group concepts
- Implications for performance and satisfaction
- Group behavior model
- Towards improved group decision making
- Group cohesiveness.
- Cohesiveness and group productivity
- Team
- Organizational context for teams
- Team work
- Life cycle of a team
- Ingredients of effective teams
- Potential team problems
- Team Building
- Self – Managing teams

2. **Organization Structure and Design**

- Organization
- Organization structure
- Organization environment
- Environmental sectors
- Characteristics of the environment
- Organizations as systems
- Generic types of organizations
- Formal organizations: design and structure
- Division of labour and task interdependence
- Work specialization.
- Departmentation choices
- Product and functional organizations
- Some differences between functional and product organization
- Matrix organization
- Project organization
- Distribution of authority

3. **LEADERSHIP**

- Introduction
- Leadership theories
- Types of leaders
- Leadership styles

- Relevant conditions for leadership styles
- Contingency model of leader effectiveness
- Fred Fiedler's contingency model
- Functions of leadership
- Technique of leadership
- Path goal theory
- Leader behaviours
- Contingency factors
- The managerial grid

4. MANAGEMENT OF CHANGE

- Introduction
- Forces of change
- Need for change
- Types of change
- Effect of change
- Resistance to change
- Overcoming resistance
- Selecting a change agent
- Building an action plan
- Change strategy selection
- Change, Implementation of
- Managing change
- Process of change
- Resistance to change
- Approaches to change
- Evaluatin Change
- Institutionalization change
- Conclusion

5. CONFLICT MANAGEMENT

- Definition
- Individual conflict
- Organizational conflict
- Types of organizational conflict
- Integration
- Diffusion
- Complementarily
- Other resolution technologies

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-416

Subject Name: Leadership Skills and Team Building

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

This course will focus on individual, team, and organizational leadership and will provide learners with the foundation for examining and developing their own individual leadership style.

COURSE OBJECTIVES:

To enable the students gain insights into the various skills with regard to the phenomenon of leadership and change management.

COURSE OUTCOMES:

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

- Understand the concepts of leadership as found in an organizational context.
- Understand the methods and processes of managing change in organizations, society and at personal level.
- Learn about applying concepts in the field of change management.
- Understand various theories related to leadership

COURSE SYLLABUS

Unit 1: Leadership

Basic principles of leadership, especially those applied to leading a team. Major ways that people learn how to become effective leaders. The use of leadership skills to managing team processes.

Unit 2: Learning Skills

The nature of experiential learning. Practice in using ideas and experience to strengthen action abilities.

Unit 3: Leadership Purpose

Purpose of developing Leadership, Implementation of Leadership.

Unit 4: Values, Principles and Ethical Boundaries

Values, leadership principles, and ethical boundaries that guide one's development as an authentic leader.

Unit 5: Team formation

Major criterion is that base group members should be selected randomly with diverse background in terms of:

- Gender, culture, language
- Specialism, e.g. accounting, HRM, social sciences
- Personal characteristics, e.g. introverts vs. extroverts
- Abilities & skills, e.g. computer, oral presentation

Unit 6: Team and team work

The nature of team and productive teamwork. The stages of team development. Team composition and diversity.

Unit 7: Teamwork Process

Understanding the complexities of cooperative work. Factors promoting or inhibiting effective teamwork. Team communication. Avoid groupthink and making quality team decisions. Conflict management. Team creativity.

Unit 8: Teams in organizations

Organizational teams. The role of Human Resource Management. Bridging across teams. Virtual teams.

Unit 9: Decision-Making Skills:

Introduction, Concept of Decision making, Importance of Decision making, Challenges in the Process of Decision Making.

Unit 10: Decision making Process:

Importance of Ethics and Values in Reaching Decisions, Steps involved in Decision making Process, Decision making Process in a organization.

Unit 11: Decision making Techniques

Grid Analysis-Pareto Analysis-Decision Trees-Blind Spot Analysis-Risk Analysis-Delphi Technique-Impact Analysis-The Futures Wheel.

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-417-A

Subject Name: Basic Tally

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

COURSE OBJECTIVES:

This course is designed to impart knowledge regarding concepts of Financial Accounting
Tally is an accounting package which is used for learning to maintain accounts.

As this course is useful for management students to get placements in different offices as well as companies in Accounts departments.

COURSE OUTCOMES:

At the end of the course the student will be able:

- To understand the usefulness/importance of Tally ERP-9 software for simplifying the accounting methods & procedures.
- Will make the students proficient towards creating the accounting records and extract the financial statements and other statements related to inventory management, depreciation accounting and VAT procedure and records.
- Will be imparted practical training on this software so that the students can apply its various aspects in their day to day business/professional activities.

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester IV

Subject Code: BBA15-417-B

Subject Name: Advanced Excel for Data Analysis and Presentation

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

INTRODUCTION:

MS Excel is a simple but powerful spreadsheet program for entering, managing and analyzing data using user-friendly menu

In this course, the student will get an opportunity to practice some basic Excel manipulations that will be useful in many courses as well as their professional life.

COURSE OBJECTIVE:

- To perform simple arithmetic calculations directly in a cell as well as by referring to another cell;
- To perform operations on a whole column or a row;
- To use absolute and relative references to refer to cells or cell ranges;
- To use Excel functions to calculate mean, median, standard deviation, minimum and maximum values.

COURSE OUTCOMES:

At the end of the course the student will be able:

- To create simple graphs and charts; and create frequency tables using pivot table functions in Excel.
- To insert or delete a worksheet in MS Excel file;
- To identify cells in a worksheet by their names;
- To enter and format data

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 so as to make them understand the concept underlying this subject.

COURSE OBJECTIVE:

- To enable the students to bring 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 subsequent management as a resource.

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 employee's vis-à-vis the tasks given to them.
- 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