

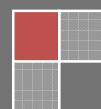
2011

North Maharashtra University,
Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

Syllabus
of
Bachelor in Business Administration
(BBA)

With Effect From June 2011



NORTH MAHARASHTRA UNIVERSITY, JALGAON
Faculty of Commerce & Management
 Structure of Bachelor Programme in Business Administration: B.B.A.
 (With effect from June-2011)

First Year B.B.A. (New Structure W.E.F. June: 2011)			
SEMESTER I			
Sr. No.	Subject Code No.	Subject Title	Marks
1	A1.1	English for Business	100
2	A1.2	Financial & Cost Accounting	100
3	A1.3	Business Economics	100
4	A1.4	Business Mathematics	100
5	A1.5	Principles of Management	100
6	A1.6	Office Automation	100
Total Marks :-			600
SEMESTER II			
Sr. No.	Subject Code No.	Subject Title	Marks
1	A2.1	Business Communication	100
2	A2.2	Financial & Cost Accounting	100
3	A2.3	Business Laws	100
4	A2.4	Business Statistics	100
5	A2.5	Marketing Management	100
6	A2.6	Internet & Applications	100
Total Marks :-			600

Second Year B.B.A. (New Structure W.E.F. June :2011)			
SEMESTER III			
Sr. No.	Subject Code No.	Subject Title	Marks
1	A3.1	Corporate Accounting & Costing	100
2	A3.2	Mercantile Laws	100
3	A3.3	Production & Materials Management	100
4	A3.4.1 A3.4.2 A3.4.2	Elective -A (Any one) Supply Chain Management Stock & Commodity Markets International Business	100
5	A3.5	e-Commerce	100
6	A3.6	Database Systems & DB 2	100
Total Marks: -			600
SEMESTER IV			
Sr. No.	Code No.	Subject Title	Marks
1	A4.1	Corporate Accounting & Communication Skills	100
2	A4.2	Econometrics	100
3	A4.3	Human Resource Management	100
4	A4.4.1 A4.4.2 A4.4.3	Elective -B (Any one) Retail Management Portfolio Management Services Management	100
5	A4.5	Business Entrepreneurship	100
6	A4.6	Management Information System	100
Total Marks: -			600

Third Year B.B.A. (New Structure W.E.F. June : 2011)			
SEMESTER V			
Sr.No.	Code	Subject Title	Marks
1	A5.1	Communication Skills & Auditing	100
2	A5.2	Corporate Laws & Income Tax Law	100
3	A5.3	Financial Management	100
4	A5.4.1 A5.4.2 A5.4.3 A5.4.4 A5.4.5	Specialisation - Paper I (Any one) Financial Management Marketing Management Human Resource Management Production & Materials Management Agro Business	100
5	A5.5	Business Research Methods	100
6	A5.6	Corporate Governance	100
		Total Marks :-	600
SEMESTER VI			
Sr.No.	Code No.	Subject Title	Marks
1	A6.1	Auditing Practices	100
2	A6.2	Corporate Laws & Current Economic	100
3	A6.3	Income Tax Law	100
4	A6.4.1 A6.4.2 A6.4.3 A6.4.4 A6.4.5	Specialisation - Paper II (As opted for at the Semester V) Financial Management Marketing Management Human Resource Management Production & Materials Management Agro Business	100
5	A6.5	Competitive Skills	100
6	A6.6	Project Report (Based on Specialisation)	100
		Total Marks :-	600

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
Faculty of Commerce & Management

(Structure of B.B.A. Programme, with effect from June-2011)

Notes to Structure of B. B. A. Programme

1. English & Marathi mediums are allowed for instructions to all the courses under this programme.
2. For all the courses (except Course No 5 & 6 at Semester VI) there shall be a semester pattern of examination of 100 marks, comprising of external examination of 80 marks, and 20 marks for continuous internal assessment for every course.
3. For course No 5 at Semester VI, Competitive skills is totally based on practical and journals preparation, comprising maximum of 50 marks each to be awarded by an external examiner and an internal examiner, based on journals submitted and the viva-voce thereon. The said examination is to be conducted at the end of the Sixth Semester. In case of course No 5 of Semester VI the 80: 20 Pattern will not be applicable.
4. For course No 6 at Semester VI, Project has been prescribed for 100 marks, comprising maximum of 50 marks each to be awarded by an external examiner and an internal examiner, based on the project report submitted and the viva-voce thereon. The said examination is to be conducted at the end of the Sixth Semester. In case of course No 6 of Semester VI, the 80: 20 Pattern will not be applicable.
5. The syllabus of each course shall be taught in 4 lectures per week during the semester.

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

F.Y.B.B.A. Semester – I

Subject: A: 1.1:- English for Business

Total Lectures: 48

[Total Marks: 40 External Theory Paper + 40 External Practical + 20 Internal =100 Marks]

A) Writing Skills for Business

- 1) Writing an outline
- 2) Paragraph development
- 3) Art of condensation-precis writing and summarizing
- 4) Preparing Reports and Proposals
- 5) Letters, memos, e-mails
- 6) Instructions
- 7) Advertisements
- 8) Resumes and CV's

B) Conversation Skills

- 1) Essentials of a Business conversation
- 2) Etiquettes
- 3) Product Instructions
- 4) Interview Techniques
- 5) Conducting Meetings
- 6) Group Discussions and Presentations

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LIST OF REFERENCE BOOKS

- 1) Resumes for Professionals – Brown Marshall
- 2) Resume Writing – Saradam
- 3) Spoken English – A Hands on guide to English Conversation Practice – Sreevalsan
- 4) A Grammar of the English Language – William Corbett
- 5) Pocket Book of Basic English Usage – Michael Swan
- 6) Longman Dictionary of Common Errors – H.D. Turton
- 7) Successful Resumes – Nickart Janet
- 8) Effective Writing – Turk Christopher
- 9) Better English Pronunciation – J. D.O'Connor
- 10) Achieving Success in Second Language Acquisition – Betty Lou Leaver
- 11) A Foundation Course in Spoken English Part I and II – Sadanand Kamlesh
- 12) Effective Speaking – Turk Christopher
- 13) Perfect Written English – Chris West
- 14) A Course in Communication Skills – Dult P. Kiranmal
- 15) Academic Writing – A Handbook for International Students – Stephen Bailey
- 16) Fowler's Modern English Usage – Robert Allen
- 17) Exercises in Contemporary English – John
- 18) A Textbook of English Phonetics for Indian Students – T. Balasubramaniam.
- 19) Communicating in English – Isabel Mephedran
- 20) An Introduction to the Pronunciation in English – A.C. Gimson
- 21) Business Communication- Minakshi Raman and Prakash Singh
- 22) Technical Communication – Minakshi Raman and Sangeeta Sharma

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
F.Y.B.B.A. Semester – I
Subject: A: 1.2:– Financial and Cost Accounting
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

Objectives:

- (a) To lay a theoretical foundation for the recording of financial transactions concerning specialised areas related to non-corporate entities, and for preparing the related accounts or statements.
- (b) To develop an understanding of the rules of measurement and reporting relating to various components of specialized financial transactions.
- (c) To lay a foundation for the understanding the Accounting Standards issued by the Institute of Chartered Accountants of India.
- (d) To introduce the concepts used in Cost Accounting and the idea of a cost sheet. (e) To lay a foundation for understanding the Materials Accounting procedure.

SECTION - I - FINANCIAL ACCOUNTING (70 % = 56 marks)

- 1. **Accounting standards** **Lectures: 5**
 - 1.1. Introduction, Objectives,
 - 1.2. Advantages, and Applicability of Accounting Standards
 - 1.3. Elementary Study of
 - 1.3.1. AS-1- Disclosure of Accounting Policies
 - 1.3.2. AS-2 – Valuation of Inventories
 - 1.3.3. AS-6 - Depreciation Accounting
 - 1.3.4. AS-10 – Accounting for Fixed Assets
- 2. **Insurance claims** **Lectures: 6**
 - 2.1. Claims under fire insurance policies,
 - 2.2. Claims for loss of stock;
 - 2.3. Claims for loss of profit
- 3. **Accounting for Investment** **Lectures: 8**
 - 3.1. Preparation of Investment Account for Fixed Income bearing securities.
 - 3.2. Cum-Interest Purchase, Sale & Computation of profit On Securities
 - 3.3. Ex-Interest Purchase, Sale & Computation of profit On SecuritiesRefer to AS -13- Accounting for Investment.
- 4. **Accounting for Educational institutions** **Lectures: 4**
 - 4.1. Accounting for Grants, Donations, Fees, Deposits, Fund.
 - 4.2. Preparation of Final Statements of Account.Refer to Societies Registration Act, 1860, and Bombay Public Trust Account, 1950.
- 5. **Hire-Purchases and Installment payments system.** **Lectures: 10**
 - 5.1. Accounting for hire-purchase transactions
 - 5.1.1. Cash price, Hire-purchase price
 - 5.1.2. Calculation of Interest when
 - 5.1.2.1. Both cash price and rate of interest are given,
 - 5.1.2.2. When cash price is given but rate if interest is not given,
 - 5.1.2.3. When both cash price and rate of interest are not given,
 - 5.1.3. Default and repossession
 - 5.1.3.1. Complete repossession and partial repossession,
 - 5.1.3.2. Entries on Full-Cash Price Method
 - 5.1.3.3. Entries on Actual (Accrued) Cash Price method
 - 5.2. Entries in the books of hire-purchaser as well as hire-vendor
 - 5.3. Accounting for goods of small values sold on hire-purchase in the books of the hire-vendor
 - 5.4. Debtors method (Traditional Hire-purchase trading account system- Hire-purchase Trading account),

- 5.5. Stock and Debtors method
- 5.6. Accounting for Installment payments system
- 5.6.1. Entries in the books of purchaser
- 5.6.2. Entries in the books of vendor.

6. **COST ACCOUNTING**

Lectures: 4

- 6.1. Basic concepts
 - 6.1.1. Cost, Expense, Loss,
 - 6.1.2. Costing, Cost Accounting
 - 6.1.3. Cost Unit, Cost Centre
- 6.2. Elements of Costs
- 6.3. Direct & Indirect
- 6.4. Classification of Costs on the basis of various criteria
- 6.5. Advantages and Limitations of Cost Accounting

7. **Materials**

Lectures: 11

- 7.1. Importance of Materials accounting and control
- 7.2. Direct & Indirect Materials
- 7.3. Procedure and documentation of Purchasing and Storekeeping
 - 7.3.1. Purchase Requisition
 - 7.3.2. Purchase Order
 - 7.3.3. Goods Received Note
 - 7.3.4. Inspection Report
 - 7.3.5. Materials Requisition
 - 7.3.6. Materials Transfer Note and Materials Return Note
- 7.4. Economic Ordering Quantity
- 7.5. Stores Accounting
 - 7.5.1. Bin Cards, Store Ledger
 - 7.5.2. Perpetual Inventory system Pricing of Materials issues under FIFO, LIFO,
 - 7.5.3. Simple Average Method, and Weighted Average Method
- 7.6. Material levels

LIST OF REFERENCE BOOKS

Financial Accounting

1. Advanced Accounting Volume 1 – Ashok Sehgal and Deepak Sehgal, Taxmann Allied Services (P) Ltd., New Delhi
2. Advanced Accountancy – Vol. I , R. L. Gupta & M. Radhaswamy, Sultan Chand & Sons
3. Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan Chand & Sons
4. Accountancy for C.A. Foundation Course , P.C. Tulsian, Tata McGraw Hill
5. Advanced Accountancy Volume –I P. C. Tulsian , Pearson Education (Singapore) Pvt. Ltd, Indian Branch, New Delhi
6. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.
7. Fundamentals of Accounting, Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikas Publishing House, New Delhi
8. Advanced Accountancy Vol.-I, Vol-2, Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikas Publishing House Pvt. Ltd.
9. Advanced Accountancy, S.P. Jain & K.L. Narang, Kalyani Publishers

Books on Cost Accounting -

1. Fundamentals of Cost Accounting, Dr. S.N. Maheshwari, Sultan Chand & Sons
2. Advanced Cost Accounting: N. K. Prasad
3. Cost Accounting for C.A. , Dr. N. K. Agrawal, Suchitra Prakashan Pvt. Ltd
4. Cost Accounting (Problem and Theory), S. N. Maheshwari, Mahavir Publication
5. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta
6. Principles and Practices of Cost Accounting, Ashish K. Bhattacharya, A.H. Wheeler Publisher

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

F.Y.B.B.A. Semester – I

Subject: A: 1.3: Business Economics

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

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|---|---------------------|
| 1. Introduction to Business Economics, Demand and Supply | Lectures:12 |
| 1.1. Business Economics: Meaning, Nature Subject Matter Scope Of Business Economics | |
| 1.2. Demand Analysis | |
| 1.2.1. Ordinal Analysis of Demand&Equilibrium Of Consumer | |
| 1.2.2. Concepts of Price Effect, Substitution & Income Effects | |
| 1.2.3. Derivation of Demand Curve & Determinants OF Demand | |
| 1.2.4. Price Elasticity of Demand & Its Relation To Revenue | |
| 1.2.5. Demand Forecasting: Its Usefulness and Various Methods | |
| 1.2.5.1. Expert Opinion, | |
| 1.2.5.2. Survey Techniques, | |
| 1.2.5.3. Trends In Economic Data, | |
| 1.2.5.4. Liner Trend Analysis | |
| 1.2.6. Reliability of Demand Forecasting. | |
| 1.2.7. Various Methods Of Demand Estimation | |
| 1.3. Supply Analysis | |
| 1.3.1. Laws of Variable Proportion And Laws Of Return To Scale | |
| 1.3.2. Short Run And Long Run Cost Concepts And Costs Curves | |
| 1.3.3. Law of Supply and Its Determinants | |
| 2. Equilibrium Of Firms & Markets | Lectures: 12 |
| 2.1. Characteristics of Perfect Competition Market | |
| 2.2. The Short Run & Long Run Equilibrium Of Firm And Industry In Competitive Market | |
| 2.3. Characteristics Of Monopoly Market | |
| 2.4. The Short Run & Long Run Equilibrium Of the Monopoly Firm | |
| 2.5. Characteristics Of Monopolistic Competition | |
| 2.6. The Short Run & Long Run Equilibrium Of Firm And The Group In Monopolistic Competition | |
| 2.7. Characteristics Of Oligopoly And Duopoly Markets | |
| 3. Business Economics: Macro Economic Scenario | Lectures: 06 |
| 3.1. Meaning & Essential Of Macroeconomics For Business Decisions Making | |
| 3.2. Macroeconomic Framework | |
| 3.2.1. Basic Macroeconomic Issues | |
| 3.2.2. Concepts Of National Income, Full Employment & Unemployment | |
| 3.2.3. The Circular Of Flow Of N.I.: Two Sector To Four Sector Model | |
| 3.2.4. The Consumption Function And Saving Function & Its Determinants | |
| 3.2.5. The Investment Function & Its Determinants | |
| 4. National Income Determination & Changes in It | Lectures: 04 |
| 4.1. The Determination Of Equilibrium Level Of National Income | |
| 4.2. Underemployment & Full Employment Equilibrium Of National Income | |
| 4.3. Effects Of Government Expenditure & Net Export On The Equilibrium | |
| 4.4. Investment Multiplier: Concept, Process Of Income Multiplication & Its Limitations | |
| 5. Monetary Forces & Changes In National Income. | Lectures: 06 |
| 5.1. Demand for Money: Real & Nominal Money Balances | |
| 5.2. Determinants & Motives Of Demand For Money | |
| 5.3. Supply of Money: Monetary & Liquidity Aggregates Of R.B.I. | |
| 5.4. Monetary Equilibrium, Interest Rate, Transmission Mechanism and G.D.P. | |

- 5.5. Aggregate Demand & Aggregate Supply Shocks: Positive & Negative
- 6. **Macroeconomic Problems & Macroeconomic Policies** **Lectures: 08**
- 6.1. **Macroeconomic Problems**
- 6.1.1. Problem Of Inflation & Stagflation Explanation With: A.D. & A.S. Curves
- 6.1.2. Problem Of Growth: Benefits & Costs Of Growth
- 6.1.3. Problems Of Imbalances In Balance Of Payments
- 6.2. **Macroeconomic Policies**
- 6.3. Monetary Policy: Objectives & Nominal Interest Rate Target V/S A Money Stock Target
- 6.4. Fiscal Policy: Taxation, Public Expenditure, Public Borrowing & Disinvestment Measures

LIST OF REFERENCE BOOKS

- 1. Business Economics, I C Dhingra & V K Garg S Chand , New Delhi
- 2. Business Economics, KPM Sunderam & E N Sundaram S Chand
- 3. Economic Environment for Business, Mishra & Puri, Himalaya
- 4. Economics by Samuelson, Tata Mc Graw Hill, New Delhi
- 5. Economics for Business, Sloman , Pearson Education,
- 6. Introduction to Macro Economics, I C Dhingra & V K Garg, S Chand , New Delhi
- 7. Introduction to Positive Economics by Lipsey & Cristal, Oxford Press
- 8. Macro Economics by Samuelson, Tata Mc Graw Hill, New Delhi
- 9. Macro Economics by D M Mithani, Himalaya
- 10. Macro Economics by Froyen Pearson Education
- 11. Macro Economics by KPM Sunderam & E N Sundaram S Chand
- 12. Managerial Economics by D M Mithani Himalaya
- 13. Managerial Economics by Dr Gopal Krishna Himalaya
- 14. Managerial Economics by Peterson, Lewis & Jain Pearson Education
- 15. Modern Economic Theory by K K Dewett S Chand, New Delhi
- 16. Principles of Economics by N Gregory Mankiw, Thomson
- 17. Principles of Macro Economics by N Gregory Mankiw, Thomson

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

F.Y.B.B.A. Semester – I

Subject: A: A1.4: Business Mathematics

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

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|-----------|---|-------------------|
| 1. | Mathematical Logic | Lectures:4 |
| 1.1. | Meaning of Statement | |
| 1.2. | Primitive and Compound Statements | |
| 1.3. | Truth Values of a Statement | |
| 1.4. | Law of Excluded Middle | |
| 1.5. | Logical Operations: Negation, Conjunction & Disjunction Implication, Double Implication, Equivalence | |
| 1.6. | Equivalence of Logical Statements | |
| 1.7. | Truth Tables & Construction of Truth Tables | |
| 1.8. | Tautology and Contradiction, | |
| 1.9. | Argument: Valid and Invalid Arguments | |
| | <i>Simple numerical problems from real life situations are expected.</i> | |
| 2. | Permutation And Combination | Lectures:6 |
| 2.1. | Meaning of Factorial of a Number | |
| 2.2. | Meaning of Permutation and Combination | |
| 2.3. | Statement of Fundamental Principle Of Counting, | |
| 2.4. | Determination Of Number Of Permutations Of N Objects Taken R Objects At A time (When All N Objects Are Different), | |
| 2.5. | Determination Of Number Of Combinations Of N Objects Taken R At A Time (When All N Objects Are Different). | |
| | <i>Simple numerical problems from real life situations are expected.</i> | |
| 3. | Coordinate System | Lectures:4 |
| 3.1. | Introduction to Coordinate System | |
| 3.2. | Coordinates of a Point | |
| 3.3. | Quadrants, Plotting the Points, Drawing A Straight Line Passing Through Two Given Points | |
| 3.4. | Solving a System of Linear Inequalities in Two Variables Graphically. | |
| 4. | Sets | Lectures:5 |
| 4.1. | Meaning of A Set | |
| 4.2. | Methods of Describing A Set | |
| 4.2.1. | Tabular Form | |
| 4.2.2. | Set Builder Form. | |
| 4.3. | Types of A Set: | |
| 4.3.1. | Finite Set, Infinite Set, Empty Set, Subset, Universal Set, | |
| 4.3.2. | Equal Sets, Overlapping Sets, Disjoint Sets, Complementary Set. | |
| 4.4. | Operations on Sets | |
| 4.4.1. | Union of Sets | |
| 4.4.2. | Intersection of Sets | |
| 4.4.3. | Difference of Sets | |
| 4.5. | Demorgan's Laws (Without Proof) | |
| 4.6. | Venn Diagrams. | |
| 4.7. | Cartesian Product of Two Sets. | |
| 4.8. | Statement of Following Laws (Without Proof) Relating To Union And Intersection Of Sets:- | |
| 4.8.1. | (I) Dempotent Laws (II) Identity Laws (III) Commutative Laws | |

- 4.8.2. (IV) Associative Laws (V) Distributive Laws
- 4.9. Statement Of Following Basic Results Relating To Number Of Elements Of A Finite Set
- $$n(A \cup B) = n(A) + n(B) - n(A \cap B)$$
- $$n(A \cap B') = n(A) - n(A \cap B)$$
- $$n(A' \cap B) = n(B) - n(A \cap B)$$
- $$n(A') = n(U) - n(A)$$
- $$n(A' \cap B') = n(U) - n(A \cup B) \quad n(A' \cup B') = n(U) - n(A \cap B) \quad n(A - B) = n(A) - n(A \cap B)$$
- $$n(A \cup B \cup C) = n(A) + n(B) + n(C) - n(A \cap B) - n(B \cap C) - n(A \cap C) + n(A \cap B \cap C)$$

5. Function

Lectures:5

- 5.1. Meaning of a Function
- 5.2. Methods of Describing A Function
- 5.3. Meaning of Domain, Co-Domain, Image, and Range Of A Function.
- 5.4. Types of a Function
- 5.4.1. One-One Function, One Two Functions, Many-One Function,
- 5.4.2. Constant Function, Identity Function, Polynomial Function,
- 5.4.3. Linear Function, Rational Function, Exponential Function,
- 5.4.4. Logarithmic Function, Explicit and Implicit Functions,
- 5.4.5. Even Function, Odd Function, Composite Function.

Simple numerical problems from commercial real life situations are expected

6. Limit of a Function

Lectures:5

- 6.1. Meaning of Limit Of A Function
- 6.2. Left Hand and Right Hand Limits.
- 6.3. Basic Theorems of Limits (without proof)
- $$\lim (f(x) + g(x)) = \lim f(x) + \lim g(x) \quad \lim (f(x) - g(x)) = \lim f(x) - \lim g(x) \quad \lim (f(x)g(x)) = \lim f(x) \lim g(x)$$
- $$\lim (f(x) / g(x)) = \lim f(x) / \lim g(x) \text{ if } \lim g(x) \neq 0$$
- $$\lim (k) = k, \text{ where } k \text{ is a constant}$$
- $$\lim (kf(x)) = k \lim f(x), \text{ where } k \text{ is a constant} \quad \lim (f(g(x))) = f(\lim g(x))$$
- 6.4. Standard results on limit (without proof)
- 6.5. Problems on evaluation of limits for given functions

7. Continuity of a Function

Lectures:5

- 7.1. Meaning of Continuity Of A Function At A Point
- 7.2. Continuity of A Function In An Interval
- 7.3. Statement of Following Theorems On Continuity
- 7.3.1. If $f(x)$ and $g(x)$ are continuous at point c , then $f(x) + g(x)$, $f(x) - g(x)$ and $f(x)g(x)$ are also continuous at point c
- 7.3.2. If $f(x)$ and $g(x)$ are continuous at point c and if $g(c) \neq 0$, then $f(x) / g(x)$ is also continuous at point c .
- 7.4. Testing Continuity Of A Function At A Point, Testing Continuity Of A Function In A Given Interval
- 7.5. Statement About Continuity For The Following Functions
- 7.5.1. Constant Function
- 7.5.2. Polynomial Function
- 7.5.3. Exponential Function
- 7.5.4. Logarithmic Function
- 7.5.5. Rational Function

8. Differentiation

Lectures: 6

- 8.1. Definition of derivative of a function in one variable
- 8.2. Statement of basic theorems of differentiation on summation, difference, product and quotient
- 8.3. Statement of standard results of differentiation of algebraic, exponential and Logarithmic functions (Trigonometric functions are not expected)
- 8.4. Differentiation of composite function, logarithmic differentiation, differentiation of implicit and parametric functions,

- 8.5. Differentiation of one function with respect to another function
- 8.6. Second order differentiation
- 8.7. Application of differentiation in deciding increasing and decreasing functions at a point
- 8.8. Differentiation as a rate measurer
- 8.8.1. Measurement of marginal cost, marginal revenue using differentiation
- 8.8.2. Price elasticity of demand using differentiation
- 8.8.3. Price elasticity of supply using differentiation
- 8.9. Determination of maxima and minima of a function of one variable using second order derivative test.
- 8.10. Problems on the evaluation of derivatives of given functions and applications of differentiation (emphasis should be given on commercial applications)

9. Matrices and Determinants

Lectures: 8

- 9.1. Meaning of a Matrix, Order Of Matrix,
- 9.2. Types of Matrix
- 9.2.1. Zero Matrix, Column Matrix, Square Matrix, Diagonal Matrix,
- 9.2.2. Scalar Matrix, Unit Matrix
- 9.2.3. Symmetric Matrix, Skew-Symmetric Matrix,
- 9.2.4. Transpose Of A Matrix: Singular Matrix & Non-Singular Matrix.
- 9.3. Algebra of Matrices
- 9.3.1. Equality of Matrices
- 9.3.2. Multiplication of Matrix by a Scalar
- 9.3.3. Addition of Matrices, Subtraction of Matrices
- 9.3.4. Multiplication of Matrices.
- 9.4. Determinants
- 9.4.1. Meaning of Determinant
- 9.4.2. Evaluation of Second And Third Order Determinants
- 9.4.3. Minor, Cofactor of an Element
- 9.4.4. Adjoint of Matrix.
- 9.4.5. Meaning of Inverse of A Matrix
- 9.4.6. Matrix Inversion by Adjoint Method
- 9.4.7. Cramer's rule and matrix inversion method to solve system of linear equations in two and three variables.

LIST OF REFERENCE BOOKS

- 1. Business Mathematics Sancheti & Kapoor Sultan Chand & Co. New Delhi
- 2. Business Mathematics & Analytics Anand Sharma Himalaya Publishing
- 3. Business Mathematics Dr.Ramnath Dixit and Dr.Jinendra Jain Himalaya Publishing

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
F.Y.B.B.A. Semester – I
Subject: A: 1.5: Principles of Management
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

OBJECTIVE: To familiarize the students with the basic Management concept & process.

- | | |
|--|--------------------|
| 1. Nature of Management | Lectures 8 |
| 1.1. Definition, Nature and Features of Management | |
| 1.2. Management-Science or Art | |
| 1.3. Management as Profession | |
| 1.4. General Principles of Management | |
| 1.5. Administration V/S Management | |
| 2. Development of Management Thoughts | Lectures 10 |
| 2.1. Taylor's Principles of Scientific Management | |
| 2.2. Contribution of Henri- Fayol. | |
| 2.3. Chester Barnard and Social System Theory. | |
| 2.4. Contribution of Herbert Simon & Petter F- Drucker | |
| 2.5. Contribution of Behavioural Scientists & System Scientist | |
| 2.6. Schools of Management Thoughts | |
| 2.6.1. Empirical Approach | |
| 2.6.2. Human Behaviour Approach | |
| 2.6.3. Contingency or Situational Approach. | |
| 3. Process of Management | Lectures10 |
| 3.1. Functions Of Management | |
| 3.2. Nature of Management Functions | |
| 3.3. Functions of Various Management Levels: Top, Middle & Lower Level Management. | |
| 3.4. Co- Ordination | |
| 3.4.1. The Essence of Management | |
| 3.4.2. Co – Ordination & Co – Operation | |
| 3.4.3. Techniques of Effective Co – Ordination | |
| 4. Planning | Lectures10 |
| 4.1. Meaning, Definition & Importance of Planning | |
| 4.2. Essentials of Effective Planning | |
| 4.3. Steps of Planning | |
| 4.4. Types of Corporate Plans – Strategic & Operational Planning | |
| 4.5. Limitations of Planning | |
| 5. Organising | Lectures10 |
| 5.1. Classical and Neoclassical Theory of Organisation | |
| 5.2. Modern Organisation Theory | |
| 5.2.1. System Approach | |
| 5.2.2. Contingency Approach | |
| 5.3. Principles of Organisation | |
| 5.4. Design of Organisation | |
| 5.5. Activity Analysis | |
| 5.5.1. Meaning & Bases of Departmentation. | |
| 5.5.2. Span of Management | |
| 5.5.3. Authority & Responsibility | |
| 5.5.4. Line & Staff Relation | |

LIST OF REFERENCE BOOKS

1. Management Process: Koontz & O'Donnell, Tata- McGraw hill publishers Delhi.
2. Organization & Management – By C. B. Gupta, Sultan Chand & Sons publication, Delhi
3. Business Organization & Management – By R.N. Gupta, Sultan Chand & Sons publication, Delhi
4. Management & Organization – By Lious A. Allen, McGraw Hill Book Company publication, Delhi
5. Management & Organizational Behaviour – By P. Subba Rao, Himalaya publication
6. Management of system – By A.K. Gupta & J.K. Sharma, Mac-Millan Publication, Delhi.
7. Management Principles :T. Ramasami, Himalaya
8. Principles Of Management :Dr.K Natarajan &Dr.K.P.Ganeshan. Himalaya
9. Study Material Of Organisation & Management By I.C.A.I. New Delhi

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

F.Y.B.B.A. Semester – I

Subject: A1.6: Office Automation

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

1. Office Automation

Lectures: 2

- 1.1. Introduction to Microsoft Office,
- 1.2. Overview of the Office 2007 Applications,
- 1.3. Overview of the Primary Office programs.

2. Microsoft Word

Lectures: 12

- 2.1. Create a New Document using template, wizard & working with text,
- 2.2. Open an Existing Document,
- 2.3. Save the document in different format,
- 2.4. print the document,
- 2.5. Find and Replace Text,
- 2.6. Spelling and Grammar Checking,
- 2.7. Character Formatting, Paragraph Formatting, Page Formatting,
- 2.8. Multicolumn News letter, styles, Themes, and Templates,
- 2.9. List, Create an Index, Create & Manage Tables,
- 2.10. Create a Cover Page, Insert Graphics into a Document,
- 2.11. Add a Chart or Worksheet to a Document, Insert a Symbol,
- 2.12. Use AutoCorrect to Improve Your Typing,
- 2.13. Hyphenation, Add a Watermark, Building Blocks,
- 2.14. AutoFormat Your Document, Add a Header or Footer,
- 2.15. Write Form Letters with Mail Merge, Add WordArt to a Document.

3. Microsoft Excel

Lectures: 14

- 3.1. Create a New Workbook & Enter Data into a Worksheet,
- 3.2. Open an Existing Worksheet,
- 3.3. Print a Worksheet, Excel Formulas,
- 3.4. Copy and Move Formulas, Insert and Delete Rows and Columns,
- 3.5. Edit Cell Data, Find and Replace Data,
- 3.6. Create a Range, Fill Cells with Auto Fill Data,
- 3.7. Enter Excel Functions, Use Excel's Function Wizard,
- 3.8. Reference Data Outside this Worksheet,
- 3.9. Dates and Times, Freeze Row and Column, Headers,
- 3.10. Format Cells, Multiple Columns ,Attach a Comment to a Cell,
- 3.11. Conditionally Format Data ,Use an Excel Style, Theme, Template ,
- 3.12. Add a Chart to a Worksheet, Insert Graphics into a Worksheet,
- 3.13. Protect Worksheet Data, Combine Multiple Cells into One,
- 3.14. import Data into an Excel Database,
- 3.15. Sort Excel Database Data, Filter Data ,Compute Table Totals and Subtotals.

4. Microsoft PowerPoint

Lectures: 8

- 4.1. Create new presentation & insert text & pictures into presentation,
- 4.2. Print a Presentation, Open an Existing Presentation,
- 4.3. Find and Replace Text, Animate Text, Templates,
- 4.4. Use PowerPoint Layouts and Themes,
- 4.5. Change a Presentation's Background,
- 4.6. Insert a Chart into a Presentation, Insert Graphics into a Presentation,
- 4.7. Add a Presentation Header or Footer,
- 4.8. Add Sound and Video to a Presentation,
- 4.9. Add Special Effects to a Presentation & Add a Slide Transition

5. Microsoft Outlook Express

Lectures: 6

- 5.1. Set Up an Email Account,
- 5.2. Create an Email Message,

- 5.3. Check for New Mail & Reply To and Forward Email,
- 5.4. Organize Email, Against Junk and Malicious Emails,
- 5.5. Create an Email Signature, Create a To-Do List, Add a Contact,
- 5.6. Print a Contacts List, Create an Email Distribution List ,
- 5.7. Locate a Contact on a Map, Search for Contacts and Other Outlook Data,
- 5.8. Navigate Times and Dates,
- 5.9. Set Up an Appointment ,Use RSS Feeds,
- 5.10. Create and Share Electronic Business Cards.

6. Document Distribution with .PDF files

Lectures:6

- 6.1. Introduction, Open an existing document,
- 6.2. Adjusting view of document,
- 6.3. Commenting tools, Document security & digital signature, file attachments

LIST OF REFERENCE BOOKS

- 1. SAMS teach yourself Microsoft Office 2007- Greg Perry ISBN **0-672-32901-8**
- 2. Fundamentals of MS Office 2007 – Gretchen Douglas, Mark Connell
- 3. How to Do Everything with Adobe Acrobat 7.0 - Doug Sahlin
- 4. Adobe Acrobat 7.0 Quick Steps - Marty Matthews, John Cronan

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

F.Y.B.B.A. Semester – II

Subject: A 2.1:- Business Communication

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

1. Business Communication	Lectures :6
1.1. Meaning, Definition, Need , Importance & Objectives	
1.2. Principles of effective communication	
1.3. Process of communication.	
2. Patterns Of Communication	Lectures :6
2.1. Meaning & Objectives Patterns Of Communication	
2.2. Patterns Of Communication	
2.2.1. External Communication	
2.2.2. Internal Communication	
2.2.3. Vertical Communication: Downward & Upward	
2.2.4. Horizontal Communication	
2.2.5. Consensus	
2.2.6. Grapevine	
3. Methods and Media of Communication	Lectures :6
3.1. Verbal Communication	
3.1.1. Oral	
3.1.2. Written	
3.2. Non Verbal Communication	
3.2.1. Personal Appearance	
3.2.2. Posture ,Gestures & Facial Expression	
3.2.3. Eye Contacts, Space Distancing	
3.2.4. Maps, Charts, Graphs,	
3.2.5. Sign Language, Para Language, Time Language and Surroundings.	
3.3. Silence As Means Of Communication	
4. Barriers to Communication	Lectures :4
4.1. Meaning And Sources :	
4.2. Types Of Barriers	
4.2.1. External Or Mechanical Barriers	
4.2.2. Psycho-Sociological Barriers.	
4.2.3. Semantic Barriers	
4.3. Measures Of Overcome Barriers To Communication	
5. Communication Skills	Lectures :10
5.1. Written Skills :	
5.1.1. Importance Of Professional Writing	
5.1.2. Features Of Written Communication,	
5.1.3. Choice Of Words And Phrases, Tone & Register.	
5.2. Listening	
5.2.1. Meaning And Importance In Communication,	
5.2.2. Levels Of Listening	
5.3. Speaking Skills	
5.3.1. Conversation Control, Importance	
5.3.2. Benefits And Guidelines.	
5.4. Presentation Skill: Meaning And Importance.	
6. Use of Electronic Equipments in Communication	Lectures :4
6.1. Telex, Fax, EPABX & Phones	
6.2. Pager & Cellular Phones,	
6.3. Computers	
6.3.1. Internet,	
6.3.2. Email,	
6.3.3. Video Conferencing.	

7. Business Letters

Lectures :12

- 7.1. Principles: 7 C's Business Letters.
- 7.2. Layout
 - 7.2.1. Forms
 - 7.2.2. Importance.
- 7.3. Types Of Business Letters
 - 7.3.1. Inquires & Replies
 - 7.3.2. Orders And Execution
 - 7.3.3. Complaints, Claims & Settlements.
 - 7.3.4. Job Applications.

LIST OF REFERENCE BOOKS

- 1) Business Communication – Shivkumar
- 2) Modern Business Communication by Satyanarayan Pathi Himalaya Publishing,
- 3) Business Communication – Balasubramanyam M.
- 4) Business Communication – Homai Pradhan & Thakur
- 5) Communication and Society – Kamlesh Mahajan
- 6) Developing Communication Skills – Krishna Mohana & Banerji.
- 7) Communication Today – Reuben Ray.
- 8) Business Communication – PM Tole & Chandwadkar
- 9) Effective Communication – Pal and Korlahalli.
- 10) Hand Book of Business Correspondance – Frailey.
- 11) Business Communication – Rai & Rai
- 12) Business Communication – Rajendra Pal, J S Korlahalli
- 13) Business Communication and Organisation Management – Rohini Agrawal.
- 14) Business Communication – Neeru Vasishth, Namita Rajput
- 15) Business Communication Today Bovee, Thill & Schataman Pearson Education

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

F.Y.B.B.A. Semester – II

Subject: A 2.2:– Financial and Cost Accounting

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

SECTION - I - FINANCIAL ACCOUNTING (70 % = 56 Marks)

1. **Partnership Accounts** **Lectures:12**
 - 1.1. **Partnership Accounts On Reconstitution Of A Firm -**
 - 1.1.1. Change In Profit-Sharing Ratio Of Existing Partners – Sacrifice Ratio / Gain Ratio
 - 1.1.2. Admission Of A New Partner – Revaluation Of Assets And Liabilities, Treatment Of Goodwill, Account Or Profit & Loss Adjustment Account, Reserve In The Balance Sheet, Computation Of New Profit-Sharing Ratio, Proportionate Capital And Inference Of Goodwill
 - 1.1.3. Retirement Of A Partner - Revaluation Of Assets And Liabilities On Retirement Of A Partner, Reserve In The Balance Sheet, Final Payment To Retiring Partner, Paying A Partner's Loan In Installments.
 - 1.1.4. Death Of A Partner – Settlement Of Final Balance Of The Deceased Partner, Deceased Partner's Share In Goodwill.
 - 1.1.5. Settlement Of Accounts, Entries To Close The Books Of Accounts, Consequences Of Insolvency Of A Partner, Loss Arising From Insolvency Of A Partner. Insolvency Of The Firm,
(Reference To AS 10- Accounting For Fixed Assets, AS-26 - On Intangible Assets, And Sections 31 To 55 Of The Indian Partnership Act, 1932.)
 - 1.2. **Dissolution Of Partnership, And Dissolution Of The Firm** **Lectures:12**
 - 1.2.1. Gradual Realisation And Piecemeal Distribution – Maximum Loss Method, Surplus Capital Method – Assets Taken Over By A Partner,
 - 1.2.2. Sale Of A Firm To A Company – Purchase Consideration, Entries In The Books Of The Firm
 - 1.2.3. Amalgamation of Partnership Firms–Closing the Books Of The Amalgamating Firms, Entries To Open The Books Of The New Firm. (Reference To AS 10 - Accounting For Fixed Assets, AS-26 - On Intangible Assets, And Sections 31 To 55 Of The Indian Partnership Act, 1932)
2. **Accounting For Departments** **Lectures:9**
 - 2.2. Allocation And Apportionment Of Expenses
 - 2.3. Inter-Departmental Transfers, Unrealised Profit On Stock
 - 2.4. Preparation Of Departmental Trading And Profit Loss Account.
 - 2.5. Accounting For Branches – Dependent Branches Only –
 - 2.6. Debtors Method, Stock And Debtors Method Only
 - 2.7. Journal Entries And Preparation Of Branch Account Under Debtors Method
 - 2.8. Journal Entries And Preparation Of Branch Stock Account, Branch Debtors Account Branch Expenses Account, Branch Adjustment Account, Goods Sent To Branch Account, Branch Cash Account, Branch Fixed Assets Under Stock & Debtors Method
 - 2.9. Transactions Covering Goods Sent, Goods Returned, Inter-Branch Transfers, Normal Loss, Abnormal Loss, Discount, Branch Manager's Commission, And Goods Sent At Cost Price And At Invoice Price

SECTION – II - COST ACCOUNTING (30 % = 24 Marks)

3. **Labour** **Lectures: 6**
 - 3.1. Importance Of Labour
 - 3.2. Labour Time Recording: Time Keeping & Time Booking
 - 3.3. Labour Remuneration
 - 3.4. Methods of Labour Remuneration

- 3.4.1. Time Rate
- 3.4.2. Piece Rate
- 3.4.3. Differential Piece Rate
- 3.5. Incentives, Bonus & Premium Wage Plans.

4. Overheads

Lectures: 4

- 4.2. Concept, Classification, Accounting For Overheads
- 4.3. Allocation and Apportionment of Overheads.
- 4.4. Under & Over Absorption Of Overheads
- 4.5. Preparation Of Cost Sheet, Tenders & Quotations
Simple Problems

Lectures: 5

LIST OF REFERENCE BOOKS

Books On Accounting

1. Advanced Accounting Volume 1 – Ashok Sehgal and Deepak Sehgal, Taxmann Allied Services (P) Ltd., New Delhi
2. Advanced Accountancy – Vol. I , R. L. Gupta & M. Radhaswamy, Sultan Chand & Sons
3. Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan Chand & Sons
4. Accountancy for C.A. Foundation Course , P.C. Tulsian, Tata McGraw Hill
5. Advanced Accountancy Volume –I P. C. Tulsian , Peareson Education (Singapore) Pvt. Ltd, Indian Branch, New Delhi
6. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.
7. Fundamentals of Accounting, Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikas Publishing House, New Delhi

Books on Cost Accounting

1. Fundamentals of Cost Accounting, Dr. S.N. Maheshwari, Sultan Chand & Sons
2. Advanced Cost Accounting: N. K. Prasad :
3. Cost Accounting for C.A. , Dr. N. K. Agrawal, Suchitra Prakashan Pvt. Ltd
4. Cost Accounting (Problem and Theory), S. N. Maheshwari, Mahavir Publication
5. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta
6. Principles and Practices of Cost Accounting, Ashish K. Bhattacharya, A.H. Wheeler Publisher

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

F.Y.B.B.A. Semester – II

Subject: A 2.3:- Business Laws

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

Objectives:

- A) Broad Preview of the Legal Provisions of essential Business Laws in expected to be covered.
- B) Base laws based on important provisions of the laws without reference to the citations shall be covered.

- 1. The Negotiable Instruments Act, 1881** **Lectures:14**
 - 1.1. Introduction
 - 1.2. Nature & Kinds Of Negotiable Instruments
 - 1.3. Holder & Holder In Due Course
 - 1.4. Parties To Negotiable Instruments
 - 1.5. Presentment Of Negotiable Instruments
 - 1.6. Negotiation – Types Of Endorsement
 - 1.7. Discharge Of Parties
- 2. The Indian Partnership Act, 1932** **Lectures:10**
 - 2.1. Formation Of Partnership
 - 2.2. Nature & Types Of Partnership
 - 2.3. Procedure Of Registration Of Partnership Firm
 - 2.4. Rights & Liabilities Of Partners
 - 2.5. Dissolution Of Partnership Firms
- 3. The Consumer Protection Act, 1986** **Lectures : 08**
 - 3.1. Definitions: Consumer, Goods, Services, Trader, Manufacturer
 - 3.2. Consumer Complaints / Disputes
 - 3.3. Rights of Consumers
 - 3.4. Consumer Protection Councils
 - 3.5. Consumer Dispute Redressal Agencies.
- 4. The Essential Commodities Act, 1955** **Lectures : 05**
 - 4.1. Important Forms
 - 4.2. Powers Of Central Government
 - 4.3. Confiscation Of Essential Commodities
- 5. The Depositories Act, 1996** **Lectures : 06**
 - 5.1. Scope & Application of the Act.
 - 5.2. Definitions
 - 5.3. Need For Depositories
 - 5.4. Certificate Of Commencement Of Business
 - 5.5. Rights & Obligations Of Depositories, Participants
 - 5.6. Enquiry & Inspection
 - 5.7. Penalty
- 6. Patents Act and Copyrights Act** **Lectures : 05**
 - 6.1. Salient Features & Main Provisions Of The Patent Act, 1970
 - 6.2. Salient Features & Main Provisions Of Copyright Act, 1957

LIST OF REFERENCE BOOKS

1. Introduction To Business Law – N. D. Kapoor
2. Business Law – Rohini Goel, Tulsian
3. Legal Systems In Business – P. Saravanel & S. Sumathi

4. Mercantile Law – M. C. Kuchhal
5. Elements Of Mercantile Law – N. D. Kapoor
6. Consumer Protection In India – Niraj Kumar
7. A Mannual of Business Laws – Dr. S. N. Maheshwari & Dr. S. K. Maheshwari

North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

F.Y.B.B.A. Semester – II

Subject: A: 2.4: Business Statistics

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

1. Introduction To Statistics

Lectures: 4

- 1.1. Statistics
 - 1.1.1. Meaning Of Statistics
 - 1.1.2. Applications Of Statistics In Business, Commerce & Management
 - 1.1.3. Limitations of Statistics.
- 1.2. Basic Concepts
 - 1.2.1. Data : Raw Data, Primary Data, Secondary Data
 - 1.2.2. Population / Census
 - 1.2.3. Sample,
 - 1.2.4. Error: Sampling Error& Non-Sampling Error
 - 1.2.5. Variable & Attribute

2. Correlation

Lectures: 5

- 2.1. Meaning & Types Of Correlation
 - 2.1.1. Positive Correlation, Negative Correlation, Perfect Correlation
 - 2.1.2. Linear And Non-Linear Correlation
- 2.2. Scatter Diagram
- 2.3. Karl Pearson's Coefficient Of Correlation
- 2.4. Properties Of Correlation Coefficient
- 2.5. Probable Error Of Correlation Coefficient
- 2.6. Meaning Of Multiple And Partial Correlations
- 2.7. Multiple and Partial Correlation Coefficients.
Simple Numerical Problems.

3. Regression

Lectures: 8

- 3.1. Meaning & Types Of Regression
 - 3.1.1. Simple And Multiple Regression
 - 3.1.2. Linear And Non-Linear Regression
- 3.2. Statement Of Regression Lines
- 3.3. Definition Of Regression Coefficients
- 3.4. Properties Of Regression Coefficients
- 3.5. Explained and Unexplained Variation: Coefficient of Determination.
Simple Numerical Problems.

4. Probability

Lectures: 10

- 4.1. Concept Of Random And Non-Random Experiments
- 4.2. Meaning Of Sample Space
- 4.3. Trial & Events
 - 4.3.1. Equally Likely Outcomes
 - 4.3.2. Elementary Event, Compound Event, Impossible Event, Sure Event
 - 4.3.3. Complementary Event, Favourable Outcomes Of An Event
 - 4.3.4. Mutually Exclusive Events, Exhaustive Events
 - 4.3.5. Independent Events, Dependent Events
- 4.4. Mathematical Definition Of Probability & Axioms Of Probability
- 4.5. Statement Of Addition Theorem Of Probability For Two And Three Events
- 4.6. Conditional Probability
- 4.7. Statement of Multiplication Theorem of Probability for Two and Three Events.
- 4.8. Problems to Compute Probabilities.

5. Random Variable And Expected Value

Lectures: 6

- 5.1. Meaning & Types Of Random Variable: Discrete And Continuous Random Variables
- 5.2. Probability Mass Function And Probability Distribution Of A Discrete Random Variable
- 5.3. Expected Value Of A Discrete Random Variable, Statement Of Following Results

On expected value :-

(i) $E(k) = k$, where k is a constant,

(ii) $E(kX) = kE(X)$

(iii) $E(aX + b) = aE(X) + b$

(iv) $E(aX - b) = aE(X) - b$, where a and b are constants. variance and standard deviation of discrete random variable, statement of following results on variance :-

(i) $\text{var}(k) = 0$, where k is a constant

(ii) $\text{var}(kX) = k^2 \text{var}(X)$

(iii) $\text{var}(aX + b) = a^2 \text{var}(X)$

(iv) $\text{var}(aX - b) = a^2 \text{var}(X)$, where a and b are constants.

Simple numerical problems.

6. **Index numbers**

Lectures: 6

6.1. Meaning & Uses Of Index Number

6.2. Types Of Index Number

6.2.1. Price

6.2.2. Quantity

6.2.3. Value Index Numbers

6.3. Methods Of Constructing Index Number

6.3.1. Simple(Unweighted) Aggregate Method

6.3.2. Weighted Aggregate Method

6.3.3. Arithmetic Mean Of Price Relatives

6.4. Laspeyre's Method, Paasche's Method & Fisher's Method. Simple numerical problems.

7. **Time series**

Lectures: 9

7.1. Meaning Of Time Series

7.2. Components Of A Time Series

7.3. Analysis Of Time Series

7.3.1. Additive And Multiplicative Models Of Time Series

7.3.2. Measurement Of Trend By Moving Average Method

7.3.3. Measurement Of Seasonal Variation By Ratio To Moving Average Method

7.4. Deseasonalisation of Data.

Simple Numerical Problems.

LIST OF REFERENCE BOOKS

1. Business Statistics C M Chikkodi & B G Satyaprasad Himalaya Publishing
2. Business Statistics S P Gupta Sultan Chand & Co. New Delhi
3. Statistics :Sancheti & Kapoor. Sultan Chand & Co. New Delhi
4. Business Statistics G C Beri Tata Mc graw Hill New Delhi
5. An introduction to Statistical Methods C B Gupta & Vijay Gupta Vikas New Delhi
6. Quantitative Techniques in Management N D Vohara Tata Mc graw Hill New Delhi

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

F.Y.B.B.A. Semester – II

Subject: A 2.5: Marketing Management

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

OBJECTIVE: The objective is to develop an understanding of the basic concepts of Marketing, its functions and its relevance for Managers.

1. Markets And Marketing

Lectures: 18

1.1. Marketing

1.1.1. Definition, Nature, Scope and Importance.

1.1.2. Modern Marketing Concepts.

1.2. Marketing Mix and Marketing Environment.

1.3. Meaning and Dimensions of Market.

1.4. Market Segmentation

1.5. Role of Marketing in Economic Development OF India.

2. Consumer Behaviour

Lectures: 10

2.1. Meaning And Importance Of Consumer Buying Behaviour

2.2. Determinants Of Consumer Behaviour

2.3. Product : Meaning, Role, Product Planning And Process

2.4. Product Life Cycle

2.5. Product Positioning, Branding And Packaging

3. Pricing , Advertising And Channels Of Distribution

Lectures: 12

3.1. Meaning & Role Of Pricing Management

3.2. Theory And Practice Of Pricing Management.

3.3. Advertising

3.3.1. Meaning. Role

3.3.2. Profile Of Advertising In India

3.3.3. Management Of Advertising,

3.4. Channel Of Distribution

3.4.1. Meaning, Role, Classification

3.4.2. Factors Governing Choice Of Channels And Intermediaries.

4. Physical Distribution, Market Organization, Physical Distribution

Lectures: 8

4.1. Physical Distribution

4.1.1. Meaning & Objective

4.1.2. Organization , Role And Relevance Of Physical Distribution

4.1.3. Physical Distribution Management

4.2. Marketing Organization

4.2.1. Organization For Marketing

4.2.2. Evaluation Of Marketing Organization

4.2.3. Principle Of Organization Design

4.2.4. Organizational Problems.

LIST OF REFERENCE BOOKS

(1) Marketing Management : Analysis Planning and Control Kotler, Philip

(2) Fundamentals of Marketing Stanton WJ

(3) Marketing Rusenberg L J

(4) Marketing Management Ramasami & Nama Kumari

(5) Marketing Management Dr.K Karunakaran Himalaya

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North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

F.Y.B.B.A. Semester – II

Subject: A 2.6: Internet and Application

Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

Objective:

The syllabus aims to make student aware of various uses of Internet & its applications. Important business applications aim to give more deep insights in to real life business situations. After studying the HTML students can design and code simple web pages.

1. Introduction to Internet

Lectures: 12

- 1.1. History & Growth of Internet
- 1.2. Anatomy of Internet
- 1.3. Working of Internet
- 1.4. Internet applications : e-mails, blogs,
- 1.5. Impact of Internet on society
- 1.6. Services available on Internet
- 1.7. World Wide Web
- 1.8. Hypertext Transfer Protocol
- 1.9. Universal Resource Locator
- 1.10. The Client/ Server architecture

2. Introduction to Internet applications

Lectures: 24

2.1. e-Marketing

- 2.1.1. Definitions & differences of e-Business, e-Commerce and e-Marketing,
- 2.1.2. Online Shopping, Online purchasing, Electronic market-
- 2.1.3. Three models of e-Market
- 2.1.4. e-Advertising,
- 2.1.5. E-Branding.

2.2. e-Business

- 2.2.1. e-Business : Meaning, Definition, Importance
- 2.2.2. e-Business models: B2B, B2C, C2C, C2B,
- 2.2.3. Other models
- 2.2.3.1. Manufacture Model & Advertising Model
- 2.2.3.2. Value Chain Model &, Brokerage Model.

2.2.4. e-Customers

- 2.2.4.1. Customer Expectations
- 2.2.4.2. Customer Satisfaction
- 2.2.4.3. Introduction To Online Transactions
- 2.2.4.4. Online Buying Process
- 2.2.4.5. Building Active Online Communities
- 2.2.4.6. Assess Online Marketing Effectiveness

2.3. e-CRM

- 2.3.1. Introduction
- 2.3.2. Electronic CRMC
- 2.3.3. Need of electronic CRM
- 2.3.4. CRM Areas
- 2.4.1. Introduction, Electronic Fund Transfer
- 2.4.2. ATM, FOS, Tele banking

3. HTML Fundamentals

Lectures :12

- 3.1. Basic Components of HTML
- 3.2. Html, Head, And Title Tags, Meta And Body Tags, Block Level Tags
- 3.3. Text Level Tags, Images And Colour
- 3.4. Hyperlinks Using Anchor Tag And HREF Attribute
- 3.5. Absolute Vs. Relative Links, Table Tags,

- 3.6. Frames
 - 3.6.1. Creating Framesets & Frameset Attributes
 - 3.6.2. Frameset Examples, Frame Tag And Attributes
- 3.7. Target Attributes
 - 3.7.1. No Frames Tag, Forms, Anatomy Of A Form, Form Tag And Attributes,
 - 3.7.2. Text Boxes, Check Boxes
 - 3.7.3. Radio Buttons, Menus, Text Areas, Submit And Reset Buttons

LIST OF REFERENCE BOOKS

1. “Internet and Web Design”, Rohit Khurana, ISBN 1403 910324
2. “World Wide Web Marketing”, Integrating the Internet Into Your Marketing Strategy, Jim Sterne, 2nd Edition
3. “eCommerce – Concepts, Models, Strategies” , CSV Murthy Himalaya Publishing House
4. Basics of eCommerce-Legal & Security issues, ISBN 81-203-2432-3
5. e-Commerce: An Indian Perspective “ PT Joseph. SJ , , 2nd Ed.
6. “HTML 4.0 No Experience Required”, E. Stephen MacK, Janan Platt, ISBN-10: 0782121438
7. “Web Design” Joel Sklar Thompson Press, Delhi.
8. “E-Commerce’ Elias M Awad ,Pearson Education.

Web References:

<http://www.w3c.org>

<http://www.webdeveloper.com>

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North Maharashtra University; Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

STRUCTURE OF THE COURSE: (SEMESTER III)

NEW SYLLABUS: S.Y.B.B.A. (W.E.F. JUNE -2011)

SR.NO.	CODE NO	SUBJECT TITLE	MAXIMUM MARKS
Compulsory Papers: All			
1	A3.1	Corporate Accounting & Costing	100
2	A3.2	Mercantile Laws-I	100
3	A3.3	Production & Materials Management	100
Elective Papers (Any One)			
4	A3.4.1	Supply Chain Management	100
4	A3.4.2	Stock & Commodity Markets	100
4	A3.4.3	International Business	100
Compulsory Papers :All			
5	A3.5	E-Commerce	100
6	A3.6	Data Base Systems & Db2	100
TOTAL MAXIMUM MARKS			600

North Maharashtra University, Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

NEW SYLLABUS: S.Y.B.B.A. SEMESTER III (W.E.F. JUNE -2011)

DISTRIBUTION OF MARKS

Sr.No.	Code No	Subject Title	Internal Marks	External Marks	Maximum Marks
Compulsory Papers :All					
1	A3.1	Corporate Accounting & Costing	20	80	100
2	A3.2	Mercantile Laws-I	20	80	100
3	A3.3	Production & Materials Management	20	80	100
Elective Papers (Any One)					
4	A3.4.1	Supply Chain Management	20	80	100
4	A3.4.2	Stock & Commodity Markets	20	80	100
4	A3.4.3	International Business	20	80	100
Compulsory Papers :All					
5	A3.5	E-Commerce	20	80	100
6	A3.6	Data Base Systems & Db2	20	80	100

North Maharashtra University; Jalgaon

FACULTY OF COMMERCE & MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
STRUCTURE OF THE COURSE: (SEMESTER III)

NEW SYLLABUS: S.Y.B.B.A.
(W.E.F. JUNE -2011)

PASSING STANDARD

Sr. No.	Code No	Subject Title	Internal Marks Out Of 20	External Marks Out Of 80	Total Marks Out Of 100
Compulsory Papers:All					
1	A3.1	Corporate Accounting & Costing	08	32	40
2	A3.2	Mercantile Laws-I	08	32	40
3	A3.3	Production & Materials Management	08	32	40
Elective Papers (Any One)					
4	A3.4.1	Supply Chain Management	08	32	40
4	A3.4.2	Stock & Commodity Markets	08	32	40
4	A3.4.3	International Business	08	32	40
Compulsory Papers: All					
5	A3.5	E-Commerce	08	32	40
6	A3.6	Data Base Systems & Db2	08	32	40

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A3.1 CORPORATE ACCOUNTING AND COSTING
Compulsory Paper
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

SECTION: I: CORPORATE ACCOUNTING - 70 Marks (Total - 33 lectures)

SECTION:II: COSTING - 30 Marks (Total - 15 lectures)

Objectives:

- (a) To develop an understanding of the rules of measurement and reporting relating to various components of corporate financial transactions.
- (b) To provide working knowledge of accounting principles and procedures for recording of transactions related to corporate entities, and for preparing the corporate accounts and statements in accordance with the statutory requirements.
- (c) To introduce the relevant Accounting Standards issued by the Institute of Chartered Accountants of India.
- (d) To introduce different methods of Costing.
- (e) To lay a foundation for understanding the Labour & Overheads Accounting procedure.

SECTION: I: CORPORATE ACCOUNTING

1. Accounting Standards & Company Accounts

Lectures: 10

a. Accounting Standards : Elementary Study

- i. AS- 4 - Contingencies And Events Occurring After The Balance Sheet Date
- ii. AS- 5 - Net Profit Or Loss For The Period, Prior Period Items And Changes In Accounting Policies.
- iii. AS- 9 - Revenue Recognition
- iv. AS- 22- Accounting For Taxes On Income

b. Company Accounts

- i. Statutory Records To Be Maintained By A Company.
- ii. Profits Prior To Incorporation, And Preliminary Expenses - Statutory Requirements And Accounting Treatment

2. Accounting For Purchase Of Business & For Share-Capital

Lectures: 12

- a. Accounting For Purchase Of Business On Conversion Of Partnership Firm Into A Limited Company [Entries In The Books Of Limited Company] Refer To AS-26- Intangible Assets
- b. Accounting For Share-Capital Transactions - Statutory Requirements Issue Of Shares At Par, At Premium And At Discount; Forfeiture And Re-Issue Of Shares; Buy-Back Of Shares; Rights Issue, Issue Of SWEAT Equity And Employee Stock Option Scheme. Concepts Of – Price Band, Bidding, Listing, Online Bidding Refer To The Relevant Sections Of The Companies Act, 1956.

3. Accounting For Issue Of Debentures

Lectures: 11

- a. Accounting For Issue Of Debentures Statutory Requirements, Accounting Treatment And Procedures Refer To The Relevant Sections Of The Companies Act, 1956.
- b. Underwriting Of Issues - Statutory Requirements And Accounting Treatment

SECTION – II - COST ACCOUNTING

1. Introduction to Methods of costing
2. Job Costing and Batch costing
3. Single or output costing
4. Contract costing
 - a. Preparation of Contract Account
 - b. Computation of Profits from Completed Contract as well as Incomplete Contract,
 - c. Escalation Clause

Lectures: 15

LIST OF REFERENCE BOOKS

1. Advanced Accounting Volume 2 – Ashok Sehgal And Deepak Sehgal, Taxmann Allied Services (P) Ltd., New Delhi
2. Advanced Accountancy – Vol. II - R. L. Gupta & M. Radhaswamy, Sultan Chand & Sons
3. Accountancy For C.A. Foundation Course , P.C. Tulsian, Tata Mcgraw Hill
4. Advanced Accountancy Volume II - P. C. Tulsian , Peareson Education (Singapore) Pvt. Ltd, Indian Branch, New Delhi
5. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.
6. Advanced Accountancy Vol.-II, Vol-2, Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikash Publishing House Pvt. Ltd.
7. Corporate Accounting - Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikash Publishing House Pvt. Ltd.
8. Advanced Accountancy, S.P. Jain & K.L. Narang, Kalyani Publishers
9. Fundamentals Of Cost Accounting, Dr. S.N. Maheshwari, Sultan Chand & Sons
10. Saxena And Vaishish : Advanced Cost Accounting.
11. Maheshwari And Mittal : Cost Accounting.
12. Jain And Narang : Advanced Cost Accounting.
13. Nigam And Sharma : Cost Accounting.
14. N. Sarkar Cost Accounting.
15. B. K Bhar :Cost Accounting.
16. N. K. Prasad : Advanced Cost Accounting.
17. Cost Accounting For C.A. , Dr. N. K. Agrawal, Suchitra Prakashan Pvt. Ltd
18. Cost Accounting (Problem And Theory), S. N. Maheshwari, Mahavir Publication
19. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta
20. Principles And Practices Of Cost Accounting, Ashish K. Bhattacharya, A.H. Wheeler Publisher

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A 3.2 MERCANTILE LAWS
Compulsory Paper
Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

DIVISION OF MARKS

Mercantile Law: External Marks 40 +Internal Marks 10 = Maximum Total Mark: 50

Econometrics: External Marks 40 +Internal Marks 10 = Maximum Total Mark: 50

1. Law Of Contract

(9 Lectures)

- a) Nature Of Contract
- b) Classification Of Contracts
- c) Offer & Acceptance Capacity Of Contract
- d) Free Consent- Consideration
- e) Legality Of Object Agreements Declared Void
- f) Contingents Contracts- Quasi Contracts
- g) Discharge Of Contracts- Remedies For Breach Of Contract

2. Special Contracts

(7 Lectures)

- a) Introduction
- b) Contract Of Indemnity
- c) Contract Of Guarantee
- d) Contract Of Bailment & Pledge
- e) Contract of Agency.

3. Limited Liability Partnership Act 2008

(8 Lectures)

4. The Sale Of Goods Act, 1930

(8 Lectures)

- a) Introduction
- b) Formation Of The Contract Of Sale
- c) Goods & Their Classification
- d) Price
- e) Conditions & Warranties
- f) Passing (Transfer) Of Property (Ownership) In Goods
- g) Transfer Of Title By Non-Owners
- h) Performance Of The Contract Of Sale
- i) Unpaid Seller & His Rights
- j) Sale by Auction.

5. Insurance Law and Practice

(6 Lectures)

- a. Definition of risk & Uncertainty – Classification of Risk – Source of risk – External and Internal.
- b. Insurance: - meaning, Nature & Significance, essential requirements & Principles of risk insurance, re-insurance, nationalization of Insurance business in India.
- c. Life Insurance :- Law relating to Life Insurance, General principles of life insurance contract, proposals and policy, assignment and nomination, title & claims; concept of trust in life policy;
- d. Life Insurance Corporation role & function General Insurance:- Law relating to general insurance, different types of general Insurance, general insurance and life Insurance.
- e. Deposit and Credit insurance – nature, terms and
- f. Conditions claim, recovery etc, public liability insurance, emergency risk insurance Deposit
- g. Insurance and Credit Guarantee Corporation; Claims Tribunal.
- h. Company Secretary Vis-à-vis insurance and risk

- i. Management, recent developments in the insurance sector.

6. Regulation and Management of foreign Exchange :- (5 Lectures)

Objectives and definition under FEMA, dealings in foreign exchange, holding of foreign exchange etc. current Account transactions, capital account transactions, export of Goods and Services, realization and repatriation of foreign exchange, exemptions, Authorized person, penalties and enforcement, compounding of offences, Directorate of Enforcement, Appellate Tribunal etc. Procedure relating to various foreign exchange transactions as enumerated in Exchange Control Manual.

7. Environment Protection Act (5 Lectures)

- a) Introduction
- b) Legislative
- c) Silent Features Of Water & Air Acts
- d) Silent Features Of Water (Prevention & Control Pollution) Cess Act,1977
- e) Silent Features Of EPA
- f) Some Court Cases On Environment Protection & Conclusions

LIST OF REFERENCE BOOKS

1. Business Law for Managers - Prof.P.K.Goel, Published By- Biztantra,
2. Business Law Including Company Law – S.S.Gulshan & G.K.Kapoor, Published By- New Age International Publishers
3. Commercial Law- R.C. Chawla, K.C.Garg ,Kalyani Publisher.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A3.3 PRODUCTION & MATERIALS MANAGEMENT
Compulsory Paper
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

- | | |
|--|-------------------|
| 1) Introduction to Production Management
a) Historical Evolution of Management
i) Mechanization
ii) Automation
iii) Computerization
iv) Robotisation & Information Technology.
b) Production
i) Meaning & Importance
ii) Function of Production Department.
c) Manufacturing System
i) Job
ii) Batch
iii) Continuous
iv) Inter Ministrant
v) Contract
vi) Assembling. | Lectures 5 |
| 2) Production Planning & Control
a) Planning
b) Meaning, Objectives, Importance Of Production Planning
c) Controlling Objectives
d) Importance of Production Control. | Lectures 3 |
| 3) Product Design & Product Development
a) Product Design
b) Meaning & Characteristics Of A Good Product Design
c) Product Development
d) Factors Responsible for Product Development. | Lectures 3 |
| 4) Plant Location & Plant Layout
a) Plant Location & Factors Influence Plant Location
b) Weber Theory Of Plant Location
c) Sargent Florance Theory Of Plant Location
d) Ideal Plant To Location & Their Objectives
e) Plant Layout Meaning & Objectives
f) Factors Affecting Plant Layout

g) Types Of Plant Layout
i) Product Or Line Layout
ii) Functional & Process Layout
iii) Stationary & Strata Layout
iv) Mixed Layout. | Lectures 6 |
| 5) Routine & Scheduling
a) Meaning, Steps & Importance
b) Critical Path Method (CPM)
c) Programme Evaluation Review Technique (PERT) | Lectures 3 |
| 6) Production Standards & Work Measurements
a) Performance Standard of Various Levels
i) Individual Standard
ii) Departmental Standard
iii) Plant Standards. | Lectures 6 |

- b) Meaning & Objective Of Work study
- c) Meaning & Objective Of Method Study
- d) Meaning & Objective Of Work Measurement
- e) Techniques Of Work Measurement
- f) Time Study, Motion Study & Their Advantages.

7) Material Management

Lectures 7

- a) Meaning, Objective & Importance
- b) Purchase Procedure Central & Decentralised Purchasing
- c) Material Handling Objectives & Sources
- d) Function Of Stock Keeper

8) Quality Control

Lectures 5

- a) Concept Of Quality Control
- b) Dimension F Quality Control
- c) Managing For Quality Product
- d) Total Quality Management (TQM)
 - i) Elements Of Total Quality Management
 - ii) Total Quality Management Need
 - iii) Tools & Technique
 - iv) Problem Of TQM In India
- e) Quality Circles
 - i) Objectives
 - ii) Characteristics Of Quality Circles
 - iii) Advantage
- f) Quality Assurance Method
- g) Inspection
- h) Statistical & Automated Control.

9) Inventory Control

Lectures 5

- a) Meaning & Objectives
- b) Various Stock Level
 - i) Minimum Stock Level
 - ii) Maximum Stock Level
 - iii) Reorder Stock Level
 - iv) Average Stock Level
 - v) Danger Stock Levels
- c) Economic Order Quantity ABC Analysis.

10) Productivity

Lectures 5

- a) Concepts, Importance & Factors Effecting On Productivity.
- b) Technique to Improve Productivity
- c) Time Motion Study
- d) Measurements of Productivity.
- e) Difficulties In Measuring Of Productivity
- f) Distinguish Between Production & Productivity

LIST OF REFERENCE BOOKS

- 1) Management & Production Planning- Acharya, Jain, Vanjani, Himalaya Publisher.
- 2) Cost & Works Accounting- A.P.Ghosh,Nirali Publication.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A 3.4.1 SUPPLY CHAIN MANAGEMENT
Elective Paper
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

OBJECTIVES:

1. To develop an understanding of the logistics process and to acquire skills and monitoring, the ability.
2. To provide end customer satisfaction and financial and financial effectiveness.

SECTION: I

1) Understanding the Supply Chain. Lectures – 8

- a) Concept of Supply Chain Management.
- b) Meaning Of Supply Chain Management.
- c) Objectives of Supply Chain.
- d) Need / Importance Of Supply Chain Management.
- e) The Evolution of Supply Chain Management.

2) Supply Chain Drivers And Metrics. Lectures – 8

- a) Drivers of Supply Chain Performance.
- b) Framework for Structuring Drivers.
- c) Facilities.
- d) Inventory.
- e) Transportation.
- f) Information
- g) Sourcing.
- h) Pricing.
- i) Obstacles To Achieving Strategic Fit

3) Network Design in Supply Chain. Lectures – 8

- a) The Role of Network Design in Supply Chain.
- b) Factors influencing Network Design Decisions.
- c) Framework for Network Design Decision.
- d) Models for facility location and capacity Allocation.
- e) The Role of I.T. in Network Design.
- f) Making Network Design Decision in Practice.

4) Demand Forecasting in Supply Chain. Lectures - 8

- a) The Role of Forecasting in Supply Chain.
- b) Characteristics of Forecasting.
- c) Components of A Forecast And Forecasting Demand.
- d) Basic Approach To Demand Forecasting.
- e) Time-Series Forecasting Methods.
- f) Measures Of Forecast Errors.
- g) The Role of I.T. In Forecasting.
- h) Risk Management in Forecasting.
- i) Forecasting In Practice.

5) Planning Supply and Demand in Supply Chain.

Lectures – 8

- a) The Role of Planning in Supply Chain.
- b) Planning Problems.
- c) Planning Strategies.
- d) Planning using in Linear Programming.
- e) The Role of I.T. in Planning.
- f) Planning in Practice.
- g) Managing Supply.
- h) Managing Demand.

6) Information Technology in Supply Chain.

Lecture - 08

- a) The Role of I.T. in Supply chain.
- b) The Supply chains I.T. Framework.
- c) Customer Relationship Management.
- d) Internal Supply Chain Management.
- e) Supplier Relationship Management.
- f) The future of I.T. in the supply chain.
- g) Risk Management in I.T.
- h) Supply Chain I.T. in Practice.

LIST OF REFERENCE BOOKS

- 1) Supply Chain Management by Sunil Chopra & Peter Meindl. D.V. Kalpra. Pearson Prentice Hall Publisher
- 2) Supply Chain Management by Rober Handfield & Ernest Nichols, Prentice Hall Publisher 1999.
- 3) Supply Chain Management Review.
- 4) Retail Management by Swapna Pradhan, Tata McGrawHill Publishing, New Delhi.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A 3.4.2 STOCK & COMMODITY MARKET
Elective Paper
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

Objectives:

1. To familiarize the students with different investments alternatives
2. To introduce them the framework of their analysis & valuation
3. To highlight the role of investor protection

SECTION: I

- | | |
|---|-------------------|
| 1) Primary Market & Secondary Market. | Lectures:8 |
| <ul style="list-style-type: none">a) Primary Marketb) Meaning, Significance & Scopec) Development In Primary Marketd) Role Of Intermediaries & Various Agencies & The Institutions Involved In Primary Markete) IPO, FPO & Private Placement Marketf) Book Building:- Concept, Process, Benefits & Limitations | |
| 2) Secondary Market | Lectures:8 |
| <ul style="list-style-type: none">a) Meaning, Significance, Functions & Scopeb) Secondary Market Intermediariesc) Stock Exchange:<ul style="list-style-type: none">i) Functions & Significanceii) Their Regulatory Framework & Controliii) Operation Of Stock Exchange | |
| 3) Financial Services & Regulatory Bodies In Stock Exchange | Lectures:9 |
| <ul style="list-style-type: none">a) Investor Protection: Investor Grievance & Their Redressal Systemb) Investors Awareness & Activismc) Credit Rating, Institutions In The Stock Market<ul style="list-style-type: none">i) Role & Functions Ofii) Credit Rating Agencies In Indiad) Opening Of D-Mat Accounte) Opening Trading Account With Brokerf) Depository Institutions In The Stock Market<ul style="list-style-type: none">i) Role & Functions Ofii) The Depository Institutions In Indiag) BSE, NSE & OTCEIh) SEBI: Constitution, Role, Functions & Powers | |
| 4) Financial Instruments & Derivatives | Lectures:8 |
| <ul style="list-style-type: none">a) Shares : Definition, Features & Typesb) Bonds & Debentures: Definition, Features & Typesc) Derivatives: Conceptd) Financial Derivatives & Commodity Derivativese) Forward Contract: Future Contract , Optionsf) Participants In Future & Option Marketg) Stock Index | |

- i) Future, OTC Derivatives, Swaps, Swaptions
 - ii) Forward Rate Agreements (FRAS), Caps, Floors & Collars
- h) Derivative Market In India
- i) Financial Derivatives: Stock Future, Stock Options, Index Future, Index Options
- 5) **Commodity Market** **Lectures:10**
 - a) Concepts Of Commodity & Commodity Market
 - b) Commodity Exchanges
 - c) Future Contract
 - d) Difference Between Physical & Future Contract
 - e) Features Of A Commodity, Futures & Commodity Contract
 - f) Price Risk Management, Future & Commodity Market
 - g) Trading In Commodity Market
 - h) Role Of A Ware Houses In Commodity Future Market
 - i) Efficiency Of Commodity Market
 - j) Size Of Commodity Market In India
 - k) Benefits Of Commodity Market
- 6) **Commodity Market In India** **Lectures: 5**
 - a) Multi Commodity Exchange (MCX) History
 - b) National Commodity Derivatives Exchange (NCDX)
 - c) National Commodity Exchange (NCX)
 - d) Regulation Of Commodity Exchange

LIST OF REFERENCE BOOKS

1. Financial Derivatives: Theory, Concepts & Problems: S.L. Gupta, Prentice Hall & India Ltd. New Delhi.
2. Investment Analysis & Management: Jones C P, Wiley 8th Ed
3. Investment Management: Bhalla V.K., S.Chand & Co.
4. Investment Management: Singh Preeti, Himalaya Publication.
5. Investment Analysis & Portfolio Management: Prasanna, Chandra. Tata Mcgraw Hill.
6. Futures & Options: Vohra N. D. & B.R.Bagri, 2nd Ed. Tata Mcgraw Hill
7. How to Win Investment Game: Prasanna Chandra, Tata Mcgraw Hill
8. Basic of Derivatives: Bscindia Infolline.Com, Isbn.81 7859-003.
9. Indian Financial System Market, Institutions & Services: Bharati V. Pathak: Pearsons Education Delhi, Isbn.81-7738-562.2
10. Bank & Institutional Management: Vasant Desai, Himalaya Publishing, Mumbai.
11. www.sebi.com
12. www.bse.com
13. www.nse.com

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A 3.4.3 INTERNATIONAL BUSINESS
Elective Paper
Total Lectures: 48
[Total Marks: 80 External + 20 Internal =100 Marks]

- | | |
|---|---------------------|
| 1) The Growth Of International Business & Globalization
a) Need & Importance Of International Business
b) The Growth Of Globalization
c) Advantages & Challenges Of Globalization
d) Difference Between Internal & International Trade | Lectures: 5 |
| 2) International Competitive Strategy
a) The Concept Of International Business Strategy
b) Motives For Foreign Operation
c) Acquisition Versus New Venturing
d) Implementation Strategy
e) A Mix Of Strategy
f) Operational Decisions | Lectures: 5 |
| 3) Forms Of Operation
a) Importing & Exporting
b) Reason For Foreign Production
c) Foreign Equity Agreements
d) Motives For Collaborative Agreements
e) Collaborative Forms
f) Use Of Different Operational Forms
g) Managing Operating Forms | Lectures: 8 |
| 4) Linkages Among Countries
a) National Differences Facing Operation
i) Politics & Economics
ii) People Of The World
b) Trade Links Among The Nations
c) Capital Links Among The Nations
d) People Links Among The Nations
e) Regional Integration | Lectures: 7 |
| 5) International Marketing
a) Global Manufacturing Strategy
b) Global Supply Chain Management
c) The Strategy Of Making & Moving Products
d) Product Pricing ,Promotion & Distribution Policy
e) Payments & Collections
i) Forms Of Payments For The International Trader
ii) Collection Problems In International Trade
iii) Foreign Currency | Lectures: 10 |
| 6) Risks Management & Assets Protection
i) The Idea Of Risk Management
ii) Foreign Exchange Risks | Lectures: 6 |

- iii) Political Risks
- iv) Intellectual Property Rights
- 7) Choice Of Location For Operation**
 - i) The Location Decision Process
 - ii) Specific Market Seeking Consideration
 - iii) Specific Production Location Consideration
 - iv) Dynamics Of Location Emphasis

Lectures: 7

LIST OF REFERENCE BOOKS

1. Globalization & Business: John D.Daniels, Lee H Radebaugh & Daniel P.Sullivan, Prentice-Hall Of India Pvt.
2. International Economics: Robert J.Carbaugh, Thomson
3. World Trade & Payments: Caves, Frankel & Jones, Pearson Education
4. International Business : P.Subbarao, Himalaya Publishing
5. International Business : Shaam Shukla, Excell Books
6. International Business : Justine Paul, Prentice Hall
7. International Business : Francis Cherru Nilam Himalaya Publishing
8. Foreign trade & Foreign Exchange : B.K.Cahudhari & O.P.Agrawal: Himalaya Publishing
9. Export & Import Management : Aseem Kumar, Excell Books

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A3.5: E-COMMERCE
Compulsory Paper
Total Lectures: 48

[Total Marks: 80 External + 20 Internal =100 Marks]

- | | |
|--|--------------------|
| 1) Fundamentals of E-Commerce | Lectures 14 |
| <ul style="list-style-type: none">a) Meaning & Limitations of Conventional Commerceb) E-Commerce Vs Conventional Commercec) Origin & evolution of e- Commerce,d) Nature, feature, goals & need of e- Commercee) Essentials of e-Commerce,f) Levels & Procedures of E-Commerceg) Parties to E-Commerce Transactionsh) Advantages & Disadvantages of E-Commerce,i) E- Commerce Opportunities & Progress in Indiaj) Mobile Commerce (M-Commerce)k) E- Business & E- Commerce,l) E-Markets & E-Commerce,m) E-Commerce & Internet | |
| 2) Business Models for e-Commerce | Lectures 12 |
| <ul style="list-style-type: none">a) Meaning, Definition, Importance of e-Businessb) Models based on the Nature of Transacting Parties<ul style="list-style-type: none">i) B2B, B2C, B2Gii) C2C, C2G, & G2Gc) Models based on Nature of Transactions<ul style="list-style-type: none">i) Manufacture Modelii) Advertising Modeliii) Value Chain Modeliv) Brokerage Model | |
| 3) 3. e-Payment System | Lectures 10 |
| <ul style="list-style-type: none">a) Traditional Payment System compared to Modern Payment Systemb) Modes of Modern Payments<ul style="list-style-type: none">i) PC Bankingii) Credit Cards, Debit Cards, Smart Cardsiii) e-Cheques/ Internet Chequesiv) Micro Paymentsv) e-Cashc) Digital Signature<ul style="list-style-type: none">i) Legal position as to Digital Signatureii) Procedure & working of Digital Signature Technologyd) Risks in e-Payments<ul style="list-style-type: none">i) Data Protection Riskii) Risk from Mistakes & Disputesiii) Managing Credit Riskiv) Consumer protection Problems | |

v) Management Information Privacy

Lectures 10

4. e-Security

- a) Security Concepts: Need & Importance
- b) Intruders
 - i) Attacking methods: Hacking, Cracking, Freaking
- c) Filters : Meaning & types, Definition of Fire walls
- d) Cryptology: encryption & decryption
 - i) Data encryption Standards
- e) Cyber Crimes
- f) e-Commerce Security Solutions
 - i) e-Locking Techniques
 - ii) e-Locking Products
 - iii) e-Locking Services
 - iv) Net-scape Security Solutions

LIST OF REFERENCE BOOKS

1. e-Commerce : Concepts, Models, Strategies : C S V Murthy Himalaya Publishing
2. E-Commerce, E-Business : Dr C S Rayudu : Himalaya Publishing
3. Electronic Commerce : Elias M Awad : Pearson education
4. e-Commerce : An Indian Perspective, P T Joseph SJ

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – III
Subject: A3.6 DATA BASE SYSTEMS & DB 2
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 (theory marks 60+practical marks 20) +Internal Marks 20 = Maximum Total 100]

DIVISION OF MARKS

Data Base Systems: External Marks 30((Theory Marks 30) +Internal Marks 10= Maximum Total 40

Db 2: External Marks 50(Theory Marks 30+Practical Marks 20) +Internal Marks 10= Maximum Total 60

DATA BASE SYSTEMS

Lectures:20

1) Lectures Introduction

Lectures 5

- a) Meaning Of Database, Database Management System
- b) Distinction Between File System And Database System
- c) Disadvantages Of File System
- d) Purpose And Applications Of Database Systems
- e) Database Administrator And Its Functions
- f) Database Languages
 - i) Data Definition Language
 - ii) Data Manipulation
 - iii) Language, Query Language
- g) Database Instances And Schemas

2) Data Models

Lectures 10

- a) Relational Model
- b) Entity-Relationship Model
- c) Object Based Data Model
- d) Semistructured Data Model
- e) Network And Hierarchical Data Models
- f) Types Of Relationship
 - i) One-One ii) One-Many iii) Many-One iv) Many-Many
- g) Entity-Relationship Diagram And Its Construction

3) Normalization And Denormalization

Lectures 5

- a) Meaning Of Normalization
- b) First Normal Form, Second Normal Form And Third Normal Form
- c) Meaning Of Denormalization

DB 2

Lectures: 28

1. Introduction:

Lectures 6

- 1.1 DB2 is Universal Database
- 1.2 DB2 Universal Database Works With Data
- 1.3 DB2 Architecture
- 1.4 DB2 and its Companion Products
- 1.5 Characteristics of DB2

2. Exploring the Capabilities of DB2 Universal Database:

Lectures 6

- 2.1 Relational Database
- 2.2 Tables, Columns and Rows, Views
- 2.3 Schemas

- 2.4 Keys
- 2.5 Packages
- 2.6 Data Types
- 2.7 Functions
- 2.8 Roll-Forward Recovery
- 2.9 Major Component of DB2

3. Constraints:

Lectures 4

- 3.1 User-defined data types (Udts):
- 3.2 Triggers
- 3.3 Directories

4. Creating databases and tables:

Lectures 4

- 4.1 Creating a simple database
- 4.2 Creating Tables
- 4.3 Adding data to tables
- 4.4 Referential integrity
- 4.5 Altering Table

5. SQL Concepts:

Lectures 4

- 5.1 Data Manipulation Language:
- 5.2 INSERT statement
- 5.3 UPDATE statement
- 5.4 DELETE statement
- 5.5 Removing duplicate Rows
- 5.6 Using expressions to calculate values
- 5.7 Naming Expressions
- 5.8 Using a sub query column functions
- 5.9 Grouping IN, BETWEEN, LIKE, EXISTS, Join, Quantified

6. Object and Store Procedures:

Lectures 4

- 6.1 Large Object Data Types (BLOB, CLOB, DBCLOB)
- 6.2 Stored Procedures
- 6.3 Writing Stored Procedures
- 6.4 Disk Space Management

List of Practicals (DB2)

1. Demonstrate use of data Type, Operators and Function.
2. Create Table with various constraints.
3. Demonstrate Use of Commands INSERT, UPDATE, and DELETE.
4. Demonstrate Use of Commands ALTER, DROP.
5. Demonstrate Use of Simple Queries, Sub queries.
6. Demonstrate Use of Join, Union.
7. Demonstrate Use of Aggregate function.
8. Demonstrate Use of Cursors.
9. Demonstrate Use of Commit.
10. Demonstrate Use of Rollback.

North Maharashtra University; Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

STRUCTURE OF THE COURSE: (SEMESTER IV)

NEW SYLLABUS: S.Y.B.B.A.

(W.E.F. JUNE -2011)

SR.NO.	CODE NO	SUBJECT TITLE	MAXIMUM MARKS
Compulsory Papers :all			
1	A4.1	Corporate Accounting & Communication Skills	100
2	A4.2	Econometrics-II	100
3	A4.3	Human Resource Management	100
Elective Papers (Any One)			
4	A4.4.1	Retail Management	100
4	A4.4.2	Portfolio Management	100
4	A4.4.3	Service Management	100
Compulsory Papers :all			
5	A4.5	Business Entrepreneurship	100
6	A4.6	Management Information System	100
TOTAL MAXIMUM MARKS			600

North Maharashtra University; Jalgaon

**FACULTY OF COMMERCE & MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
STRUCTURE OF THE COURSE: (SEMESTER IV)
NEW SYLLABUS: S.Y.B.B.A.
(W.E.F. JUNE -2011)**

DISTRIBUTION OF MARKS

Sr.No.	Code No	Subject Title	Internal Marks	External Marks	Maximum Marks
Compulsory Papers :all					
1	A4.1	Corporate Accounting & Communication Skills	20	80	100
2	A4.2	Econometrics-II	20	80	100
3	A4.3	Human Resource Management	20	80	100
Elective Papers (Any One)					
4	A4.4.1	Retail Management	20	80	100
4	A4.4.2	Portfolio Management	20	80	100
4	A4.4.3	Service Management	20	80	100
Compulsory Papers :all					
5	A4.5	Business Entrepreneurship	20	80	100
6	A4.6	Management Information System	20	80	100

North Maharashtra University; Jalgaon

**FACULTY OF COMMERCE & MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
STRUCTURE OF THE COURSE: (SEMESTER IV)
NEW SYLLABUS: S.Y.B.B.A.
(W.E.F. JUNE -2011)**

PASSING STANDARD

Sr. No.	Code No	Subject Title	Internal Marks Out Of 20	External Marks Out Of 80	Total Marks Out Of 100
Compulsory Papers :all					
1	A4.1	Corporate Accounting & Communication Skills	08	32	40
2	A4.2	Econometrics-II	08	32	40
3	A4.3	Human Resource Management	08	32	40
Elective Papers (Any One)					
4	A4.4.1	Retail Management	08	32	40
4	A4.4.2	Portfolio Management	08	32	40
4	A4.4.3	Service Management	08	32	40
Compulsory Papers :all					
5	A4.5	Business Entrepreneurship	08	32	40
6	A4.6	Management Information System	08	32	40

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

S.Y.B.B.A. Semester – IV

Subject: A 4.1 CORPORATE ACCOUNTING & COMMUNICATION SKILL

Compulsory Paper

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

DIVISION OF MARKS

Corporate Accounting: External Marks 40 +Internal Marks 10 = Maximum Total Marks: 50

Communication Skill: External Marks 40 +Internal Marks 10 = Maximum Total Marks: 50

CORPORATE ACCOUNTING

TOTAL LECTURES: 24

1) Final Accounts of Co-operative Societies

Lectures: 8

- a) Books of Accounts to be maintained by a Co-operative Society
- b) Preparation of Final Accounts of Co-operative Credit Societies only.

Refer to the provisions of Maharashtra Co-operative Societies Act, 1960 and rules made there under.

2) Final Accounts of Joint Stock Companies

Lectures: 12

- a) Preparation And Presentation Of Final Accounts As Per Company Law Requirements
- b) Provisions And Reserves
- c) Determination Of Managerial Remuneration
- d) Appropriation Out Of Profits
- e) Transfer Of Profits To Reserves
- f) Payment Of Dividend
- g) Transfer Of Unpaid Dividend To Investor Education And Protection Fund
- h) Bonus Shares and Payment of Interest Out Of Capital.

Refer to AS-1, AS-2, AS-6, AS-10 & AS-29

3) Human Resource Accounting

Lectures: 4

COMMUNICATION SKILLS

TOTAL LECTURES: 24

1) Communication

Lectures: 4

- a) Definition, Importance, Need
- b) Process Of Communication
- c) Two Way Process Of Communication
- d) Feedback
- e) Objectives Of Communication
- f) Barriers To Effective Communication

2) Oral Communication

Lectures: 8

- a) Methods, Benefits & Limitations Of Oral Communication
- b) Verbal & Non-Verbal Communication
- c) Interview
 - i) Types Of Interview
 - (1) Walk-In Interview
 - (2) Campus Interview
 - (3) Panel Interview
 - (4) Virtual Interview
 - ii) Preparation: By Candidate & By Interviewer
 - iii) Conducting Interview
 - iv) Problems Of Evaluation
- d) Meetings & Group Discussion
 - i) Formal & Informal Meetings
 - ii) Participation & Leadership

Practicals- Mock Interview, Group Discussion

3) Information Technology & Communication

Lectures: 6

- a) Nature ,Benefits & Limitations Of
 - i) Use Of Internet : Websites, Blogs , e-mail, Netiquettes
 - ii) Intranet ,SMS & Voice Mail, GroupWare & Fax
- b) Video Conferencing
- c) Virtual Classroom
- d) PowerPoint Presentations

Practical- Preparing PPT

4) Written Communication

Lectures: 6

- a) Methods of Written Communication
- b) Utility & Problems
- c) Internal & External Communication
 - i) Memo
 - ii) Notice
- d) Letters: Types of Letters, Inquiry, Order, Complaint, Collection, Sales, and Application Reports.

LIST OF REFERENCE BOOKS

Books on Financial Accounting

1. Advanced Accounting Volume 2 – Ashok Sehgal and Deepak Sehgal, Taxmann (P) Ltd., New Delhi
2. Advanced Accountancy – Vol. II - R. L. Gupta & M. Radhaswamy, Sultan Chand & Sons
3. Accountancy for C.A. Foundation Course , P.C. Tulsian, Tata McGraw Hill
4. Advanced Accountancy Volume II - P. C. Tulsian , Peareson Education, New Delhi
5. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.
6. Advanced Accountancy Vol.-II, Dr. S.N. & Dr. S.K. Maheshwari, Vikash Publishing House Pvt. Ltd.
7. Corporate Accounting - Dr. S.N. & Dr. S.K. Maheshwari, Vikash Publishing House Pvt. Ltd.
8. Advanced Accountancy, S.P. Jain & K.L. Narang, Kalyani Publishers

Books on Communication Skills

1. Communication Skills, N Rao & R P Das, Himalaya Publishing House
2. Business Communication, Sehgal & Khetarpal, Excell Books
3. Business Communication, Bovee, Thill, & Schaznan, Pearson Education
4. Business Communication, Raman & Singh, Oxford Press
5. Business Communication, C S Rayudu, Himalaya Publishing House

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A 4.2 ECONOMETRICS
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

1) Introduction (6 Lectures)

- a) The Origin, Definition & Objectives Of Econometrics
- b) Characteristics & Scope Of Econometrics
- c) Some Basic Concept Of Econometrics
- d) Limitation Of Econometrics

2) Methodology ,Tools & Models Of Econometrics (9 Lectures)

- a) Econometrics & Mathematics
- b) Econometrics & Statistics
- c) Methodology Of Econometrics Research
- d) Raw Material Of Econometrics
 - i) Time Series Data
 - ii) Cross Section Data
- e) Economic Models & Econometrics Model
- f) Limitation Of Model Building
- g) Time Series Model & Cross Section Model
- h) Physical & Social Science Model

3) Elements Of Matrix Algebra (9 Lectures)

- a) Matrix: Square Matrix, Null Matrix, Unit Matrix, & Scalar Matrix
- b) Transposition Of Matrices
- c) Addition & Subtraction Of Matrix
- d) Scalar Multiplication
- e) Matrix Multiplication
- f) Metrics Inversion
- g) Cramer's Rule

4. Differential Calculus 7 Lectures

- b. The Derivative As A Function
- c. Rules Of Differentiation
 - i. The Constant Rule
 - ii. The Sum Rule
 - iii. The Difference Rule
 - iv. The Chain Rule
 - v. The Product Rule
 - vi. The Quotient Rule
- d. Marginal Function
 - i. Revenue & Cost
 - ii. Production
 - iii. Consumption & Saving

5. Input & Output Analysis 7 Lectures

- a. Meaning Of Input & Output
- b. Main Features Of Input Output Analysis
- c. Assumptions
- d. Leontief's Statics & Dynamic Model
- e. Limitations
- f. Importance & application Of The Analysis

6. Simple Regression 10 Lectures

- a. Relation Between Variables
- b. Regression Model
- c. Error Term

- d. Statistical Assumptions In Liner Model
- e. Least Square Estimation
- f. Maximum Likelihood Estimation
- g. Standard Error
- h. Hypothesis Testing
- i. Confidence Interval
- j. Estimation Of Elasticity From An Estimated Regression Line
- k. Estimation Of A Function Whose Intercept Is Zero
- l. Co-Efficient Of Determination
- m. Scatter Diagram
- n. Two Variable Non-Liner Relationship

LIST OF REFERENCE BOOKS

1. Business Law For Managers - Prof.P.K.Goael, Published By- Biztantra, Innovations In Management
2. Business Law Including Company Law – S.S.Gulshan & G.K.Kapoor, Published By- New Age International Publishers
3. Commercial Law- R.C. Chawla, K.C.Garg, Kalyani Publisher
4. Fundamentals Of Econometrics: B,C,Mehara & Kranti Kapoor, Himalaya Publishing
5. Fundamentals Of Econometrics: B,C,Mehara & Kranti Kapoor, Himalaya Publishing
6. An Introduction To Econometrics: Lawrence R.Klein, Prentice-Hall Of India Private Ltd.
7. Econometrics &Mathematical Economics: Singh, Parasher &Singh, S.Chand &Co.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A 4.3 HUMAN RESOURCE MANAGEMENT
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

OBJECTIVES:

- (1) To understand the concept to Human resource Management.
- (2) To familiarize students with different source to Recruitment.
- (3) To know the principle of development of H.R.M.
- (4) To aware the students regarding scope of H.R.M.
- (5) To make the students conversant with H.R.M

1) Concept and Scope of Human Resource Management

Lectures -8

- a) Introduction Of Mgt. Types Of Management
- b) Many And Definition Of H.R.M
- c) Aims & Objectives Of HRM
- d) Importance & Scope HRM
- e) Evaluation And Development Of HRM
 - i) Pre Industrial Era – Industrial Era - Trade Union Movement Era
 - ii) Social Responsibility & Scientific Management Era
- f) Human Relation Era - Behavioral Science Era HRM in Latest Era.
- g) Functions

2) Manpower Planning And Job Analysis.

Lecture-8

- a) Many - Need And Importance Of Human Resource Planning
- b) H.R. Planning Strategic
- c) Barriers In H.R. Planning Purpose & Use Of Job Analysis
- d) Methods Of Job Analysis
- e) Benefit Of Job Analysis
- f) Suggestion & Improvement In Job Analysis

3) Recruitment & Selection Approach.

Lecture-8

- a) Meaning & Definition Of Recruitment
- b) Difference Between Recruitment & Selection
- c) Factors Affecting Recruitment
- d) Recruitment Strategy
- e) Recruitment Policy & Checklist Sources In Recruitment
- f) Logic Of Selection
- g) Selection Of Policy
- h) Selection Procedure
- i) Scientific Selection Method.

4) Placement ,Induction & Job changes

Lecture-8

- a) Placement
- b) Induction
- c) Purpose Of Induction & Produce & Program Job Changes
- d) Promotion-
 - i) Purpose & Of Promotion
 - ii) Promotion Policy
 - iii) Contents Of Promotion Policy
 - iv) Advantage Of Promotion Policy
- e) Transfer
 - i) Meaning & Purpose Of Transfer
 - ii) Types Of Transfer
 - iii) Objections Of Transfer
 - iv) Transfer Policy

- f) Demotion
 - i) Cases Of Demotion
 - ii) Demotion Policy
- g) Separation
- h) Retirement.

5) **Employee Training & Executive Development**

Lecture-(8)

- a) Meaning Of Training
- b) Difference Between Training Education & Development
- c) Need Of Training
- d) Policy Of Training
- e) Objective & Importance Of Training
- f) On The Job & Off The Job Training Methods
- g) Meaning Of Executive Development Objectives & Purpose Of Executive Development
- h) Types Of Programmer For Executive Development
- i) Performance Appraisal

6) **Carrier Planning For Employee**

Lecture-8

- a) Concept Of Carrier Planning & Succession Planning
- b) Carrier Developments
- c) Steps Involved In Establishing & Carrier Development System m#
- d) Carrier Development Action
- e) Pre-Requisite For The Success Of Carrier Planning
- f) Problems in Carrier Planning Solution To The Carrier Planning.

LIST OF REFERENCE BOOKS

1. Human Resource Management: - By Or Anjali Ghanakar Everest Publication Pune.
2. Human Resource Management - By S.S Khanka - S.Chand Publication - Dehli.
3. Human Resource Management: - C.B Mamoria & S.V.Gankar. Himalya Publication - Bombay.
4. Personnel & H.R.M -A.A. Sharma . Himalaya Pub B-Bay.
5. Personnel Management & Industrial Relations - Dr.T.N.Bhagoliwal Publication Sahitya Bhavan - Agra
6. Human Resource Development & Management: - By Biswanath Ghosh - Vikas Publication Delhi.
7. Personal Management:- Edwin Fillppo - M.Graw Hill Delhi.
8. H.R.M - Philip Kotler - Mc Graw Hill - Delhi.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A 4.4.1 RETAIL MANAGEMENT
Elective Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

SECTION:I

1) Introduction to Retail Management.

Lecture -8

- a) Meaning of retail and retailing.
- b) Types of Retailers.
- c) Nature of Change or Dynamic Nature of Change.
- d) The Major Environmental Factors.
 - i) Cyclical Theories : The wheel of Retailing
 - (1) The Retail Accordion Theory
 - (2) The Retail Life Cycle Theory.
 - ii) Conflict theory.
- e) Tools / Element of change.
 - i) E-tailing.
 - ii) Price Competition.
 - iii) Non - Price Competition.
 - iv) Demographic change.
 - v) Store size.

2) Retail location strategies / Retail Store Location.

Lectures – 8

- a) Types of Retail location.
 - i) Freestanding / Isolated Store.
 - ii) Part of business district / city or Town Location.
 - iii) Part of Shopping Center / Shopping malls.
- b) Steps involved in choosing a retail location.
 - i) Market identification.
 - ii) Determining the Market Potential
 - iii) Identify Alternate Sites and Select the site.
- c) Methods of Evaluating A Trading Area
- d) Trends in Retail property development in India.
- e) Factors affecting the location of Retail Outlet.

3) Retail Store Planning Design and Layout

Lectures – 8

- a) Store Planning
- b) Location Planning.
- c) Store Design.
- d) Importance Of Store Design & Advantages
- e) Constraints In Store Design

4) Customer Service Management in Retail.

Lectures - 8

- a) The Concept of Customer Service.
- b) Importance of service in Retail
- c) Customer Service Strategic.
- d) Customer Evaluation of service Quality.

5) Unit V : Retail Pricing and Evaluating Merchandise Performance

Lectures - 8

- a) Concept of Retail Price.
- b) Element of Retail Price.
- c) Determining the Price.
- d) Importance, methods of pricing, pricing strategy

6) Customer Relationship Management.

Lectures – 8

- a) Meaning of Customer Relationship Management (CRM)
- b) Importance of the CRM Process.
- c) A Model of Relationship based Buying. modern concept of CRM

- d) Relationship Based Buying.
- e) Steps Involved in the CRM Process.
- f) Role and Application IT in CRM.

LIST OF REFERENCE BOOKS

- 1) Swapna Pradhan (2008) – Retailing Management Text And Cases. Tata Mcgraw-Hill Publishing Company Ltd. New Delhi.
- 2) Gibson G. Vedamani Third Edition (2008)
- 3) Retail Management Functional Principles & Practices.
- 4) Jaico Publishing Housing.
- 5) Michael Levy. Barton A. Weitz. Retailing Management. (2007)
- 6) Tata Mcgraw-Hill Publishing Company Ltd. New Delhi.
- 7) Suja Nair (2006) Retail Management, Himalaya Publishing House.
- 8) King's Retail Management – King Books Delhi.
Shaikh & Fatima Kaneez : Retail Management, Himalaya Publishing House

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A 4.4.2 PORTFOLIO MANAGEMENT
Elective Paper

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Objectives:

1. To Understand the Concept of Portfolio Management.
2. To Provide Ability of Investment Management
3. To Know the Application of Analysis Tools for Risk in Investment
4. To Acquire Basic Knowledge about Portfolio Management Techniques.

1) Portfolio Management **Lectures – 8**

- a) Definition & Related Terms
- b) Approved List
- c) Assets under Management
- d) Portfolio Income
- e) Portfolio Manager
- f) Fund Company.

2) Portfolio Management : Construction, Revision & Evaluation **Lectures – 8**

- a) Facts
- b) Clients Data Base
- c) Objectives Of Investor,
- d) Motives For Investment
- e) Tax Provisions
- f) Capital Gains.
- g) Construction
 - i) Risk Return Analysis
 - ii) Types Of Risk
 - iii) Efficient Portfolio Management
 - iv) Elements Of Portfolio Management
 - v) Building Of Portfolio Management,
 - vi) Portfolio Revision Technique.
- h) Evaluation
 - i) Criteria For Evaluation Of Portfolio
 - j) Portfolio Performance Evaluation

3) Portfolio Analysis **Lectures – 8**

- a) Return On Portfolio
- b) Risk On Portfolio
- c) Regression Equation
- d) Alpha
- e) Beta.

4) Portfolio Selection **Lectures – 8**

- a) Risk & Investor Preferences
- b) Traditional Portfolio Selection
- c) Simple Sharp Portfolio Optimization

5) Portfolio Management By Corporate **Lectures – 8**

- a) Risk Return Of Corporate Business
- b) Kinds Of Risk
- c) Markowitz Diversification
- d) Theoretical Frame Work
- e) Revenue Sensitivity.

6) Modern Portfolio Theory **Lectures – 8**

- a) Basis
- b) Dominance Concept
- c) Role Of Beta
- d) Duration
- e) Target
- f) Return.

LIST OF REFERENCE BOOKS

- 1 Securities Analysis & Portfolio Management – V.A. Avdhani (Himalaya Pub.)
- 2 Securities Analysis & Portfolio Management – Ritu Ahuja (Atlantic Publication)
- 3 Securities Analysis & Portfolio Management – Donald E. Fischer (Prentice Hall Of India pvt. Ltd.)

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A 4.4.3 SERVICES MANAGEMENT
Elective Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Objectives:

1) Understanding Service Sector

Lectures: (12)

- a) Concept & Characteristics Of Service
- b) Origin Of Service Sector
- c) Nature Of Service Sector Management
- d) Role Of Services In Economy
- e) Reasons For Growth And Development Of Service Sector
- f) Classification of Services and Its Importance.
 - i) Basis of classification
 - ii) Ultimate users
 - iii) Tangibility
 - iv) Service Options
 - v) Specialization
 - vi) Profit Orientation
- g) External service
- h) Customer Employee Dimensions
 - i) Difference Between goods and services. Managing Demand supply

2) Features Of Services Management.

Lectures: (8)

- a) The Concept Of Good Services Continuum.
- b) Types Of Services.
 - i) Formal & Informal
 - ii) Specialized & Non Specialized
 - iii) Essential & Non Essential
 - iv) Professional Services.
- c) Demand For Different Services.
- d) Planning & Managing Services.
- e) Supply Of Services

3) Creating Service Product And Adding Value.

Lectures: (10)

- a) Defining Service Product
- b) Identifying/Classifying Supplementary Services (8 Cluster Approach)
- c) Product Line /Brand And Hierarchy Of New Service.
- d) Creating Delivery System-Place Time Cyberspace.
- e) Enhancing Value By Improving Quality And Productivity.
- f) Building A Service Quality Information System.
- g) Balancing Demand And CESM (Capacity Effective Service Management)

4) Customer Relationship Management

Lectures: (9)

- a) Customer involvement in service process
- b) Customer behavior in selling
- c) Targeting customers Managing relationship and building loyalty
- d) Managing relationship & building loyalty

5) Areas Of Practical Implementation.

Lectures: (9)

- a) Tourism Services
- b) Hotelling And Food Services
- c) Banking Services.

LIST OF REFERENCE BOOKS

1. Dr.Zha S.M.Service Marketing Himalaya Publication House New Delhi .1997.
2. Managening Services Marketing By J.E.G Boteson.
3. Bernhardt/Kinner – Cases In Marketing Management, Fifth Edition, Irwin Publication, Boston, 1994.
4. Ravi Shanker : Services Marketing; The Indian Experience, Published In 1993, By Manas Publication Itd- New Delhi.
5. Services Management, S.L.Gupta. Himalaya House.
6. Dr. P. K. Singh, S.C.Sahoo, Services Management,
7. William J Stanton, Michel J, Marketing Management (Analysis, Planning,Implementation And Control)
8. Service Management. Venugopal Himalaya Publication.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A 4.5 BUSINESS ENTREPRENEURSHIP
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|--|---------------------|
| 1) Entrepreneurship
a) Concept & Meaning
b) Traditional & Modern Approaches
c) Distinctive Role Of Entrepreneur
d) Qualities Of An Idea Entrepreneur
e) Role Of Training In The Growth & Development Of Entrepreneurship | Lectures – 8 |
| 2) Functions Of Entrepreneurs
a) Functions
b) Evolutionary Approach
c) Perception
d) Risk – Taking
e) Innovation
f) Build Up Own Organization
g) Resource Mobilization
h) Leadership: Entrepreneur As A Business Leader | Lectures – 6 |
| 3) Types Of Entrepreneur
a) Classification On Different Basis
i) Single & Collective
ii) Innovative & Imitative
b) Rabian & Drone & Their Respective Characteristics. | Lectures – 6 |
| 4) Role Of Entrepreneur
a) Role Of Entrepreneur In Economic Growth With Reference To Stage Of Economic Development
b) Entrepreneurship In Developed , Under Developed & Developing Economics
c) Entrepreneurship for Third Word Countries
d) Import Of Globalization
e) Liberalization & Privatization Of Entrepreneurship
f) Factors Affecting Entrepreneurship:
i) Internal Factors.
ii) External Factors | Lectures – 8 |
| 5) Project Identification
a) Identification Of Project
b) Stage Involved In Identification A Project
c) Feasibility Testing
d) Identification Of Potentials In Various Sectors
i) Manufacturing
ii) Agro Based Industries
iii) Trade Services
e) Concept of Formal & Informal Sector. | Lectures – 6 |
| 6) Project Report
a) Meaning & Importance
b) Contents
c) Estimation Of Earning
d) Break Even Point
e) Cash Flow Statement
f) Estimation Of Working Capital
g) Sources Of Finance
h) Projected Financial Statements. | Lectures – 8 |
| 7) Indian Entrepreneur
a) A Success Story Of An Innovative Entrepreneur
i) Seth Walchand Hirachand
ii) Shantanurao Kirloskar, Abasaheb Garware
iii) Nilkanthrao Kalyani
iv) Rahul Bajaj
v) B.G. Shirke,
vi) Dhirubhai Ambani,
vii) Navalnaji Firodia,
viii) Azin Premji,
b) Problems Of Indian Entrepreneurship | Lectures – 6 |

LIST OF REFERENCE BOOKS

- 1 Entrepreneurship & Small Scale Business – Dr. M.U. Deshpande
- 2 Dynamics of Entrepreneurial – Vasant Desai
- 3 Entrepreneurship Developments – Vasant Desai
- 4 Innovation of Entrepreneurship – Peter Drucker
- 5 Indian Industrialists – Geeta Piramal
- 6 Business Environment & Entrepreneurship – C.C.Vaidya & P.M. Bhagwat
- 7 Business Environment & Entrepreneurship – Prof.Mrs. Pratibha Joshi & Prof. A.G. Gosavi
- 8 Entrepreneurship Developments in India – Dr. C.B. Gupta & Dr. N.P.Srinivasan
- 9 Entrepreneurship Development – S.S. Khanka

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
S.Y.B.B.A. Semester – IV
Subject: A4.6 Management Information System
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|--|---------------------|
| 1: Role of Information & Technology ,Business & Technology Trends .The Definition of MIS Basic Concept ,Framework ,Role & Need of MIS . | Lectures – 6 |
| 2: Purpose & Process of MIS, Characteristics of MIS, types of MIS. Development of MIS within the organization, & System View of Business | Lectures – 6 |
| 3: Computer networks, types of network Data communication and Wireless Communication Technology, Electronic Data Interchange (EDI). | Lectures – 8 |
| 4: Data processing systems, retrieval of data, storage of data, concepts of information, organizational structure and management concepts, the decision making process by information, concepts of planning and control, EIS, DSS, TPS. | Lectures – 6 |
| 5: Application of MIS in Various sector such as Marketing Management, Production Management, Financial, Management and Personnel, Management. Etc. | Lectures – 6 |
| 6: Implementation evaluation and maintenance of the MIS: Plan the Implementation, acquire floor space and plan space layouts, develop procedures for implementation, train the operating personnel, develop forms for data collection. evaluate the MIS control and maintain the system. Pitfalls in MIS development. | Lectures – 8 |
| 7: Advanced Concepts in Information Systems: Concepts of E-Commerce & E-Business: B2B, B2C, C2C, Enterprise Resources Management(ERP), Supply Chain Management, C R M , Procurement Management System. | Lectures – 8 |

LIST OF REFERENCE BOOKS

1. Goyal , Management Information System 3/e,2010 Macmillan Publishers.
2. Kenneth C Laudon-Jane P. Laudon, Management Information System, Pearson Education, New Delhi.
3. Gupta, A.K, Sharma, J.K., MIS, Macmillan Publication, New Delhi
4. Management Information Systems, Jawadekar, Tata McGraw Hill
5. Management Information Systems, Davis and Olson, Tata McGraw Hil
6. Management Information Systems, Schulthesis, Tata McGraw Hill.
7. Management Information Systems – Sadagopan, Prentice Hall
8. Management Information Systems – Jayant Oke

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – V
Subject: A 5.1: Communication Skills and Auditing
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Section-I	A 5.1 : Communication Skills [50 marks]	Lectures: 24
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Objectives:

- 1) To Understand The Concept, Process And Importance Of Communication.
- 2) To Develop The Skills Of Effective Communication.
- 3) To Help Students Lo Acquaint with Application of Communication Skills in the World Of Business.
- 4) To Understand The Concept Of Personality And Personality Development And Its Significance.

1. Introduction to Communication	Lectures: 07
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- 1) Definition-Meaning- Objectives-Importance Of The Communication In Business.
- 2) Principles Of Effective Communication
- 3) Written and Oral Communication- Advantages- Disadvantages
- 4) Distinction Between Written And Oral Communication.

2. Listening And Speech	Lectures : 05
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- 1) Principles Of Good Listening-Listening Process.
- 2) Barriers to Listening.
- 3) Guidelines For Effective Listening.
- 4) Effective Speech –Meaning and Principles

3. Attitude	Lectures : 05
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- 1) Attitude -Concept -Significance
- 2) Positive Attitude -- Advantages
- 3) Negative Altitude- Disadvantages
- 4) Ways To Develop Positive Attitude
- 5) Difference Between Personalities Having Positive And Negative Attitude

4. Aspects of Personality Development	Lectures : 07
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- 1) Personality Concept- Dimensions-Term Personality Development
- 2) Body Language
- 3) Time Management
- 4) Conflict And Stress Management
- 5) The Concept Of Success And Failure

Section – II	A.5.1 Auditing[50 MARKS]	[lectures 24]
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Objectives:

1. To introduce the concept of audit, its types and the basic principles governing Audit to the students.
2. To introduce the Auditing & Assurance Standards

1. Nature of Audit :	Lectures : 08
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- a. Meaning, Definition, Nature Scope, and Objectives of Audit - Advantages and Limitations of audit, Relationship of auditing with other subjects, Auditing and Investigation.
- b. Professional pronouncements in India, Basic principles governing an audit, planning an audit.
- c. Auditing and Assurance Standards (AAS) – meaning, scope, Auditor & AAS

- d. Elementary study of
 - i. [1] AAS-1 on “Basic Principles Governing an Audit”.
 - ii. [2] AAS-2 on “Objectives and scope of the Audit of Financial Statements”,
 - iii. [3] AAS-4 on “Auditor’s responsibility to consider Frauds & Errors in an Audit of Financial Statements”

2. Types of audit

Lectures : 05

- a. Internal Audit, Statutory Audit,
- b. Continuous Audit, Annual Audit, Interim Audit,
- c. Balance Sheet Audit, Tax Audit, Cost Audit,
- d. Efficiency Audit, Government audit

3. Company auditor –

Lectures : 04

- a. Provisions regarding qualifications disqualifications, appointment & removal of auditor as per the Companies Act, 1956,
- b. Rights, duties, and liabilities of company auditor.
- c. Professional conduct and ethics for Company Auditors

4. Investigation

Lectures : 07

- a. Meaning, nature and objects of Investigation
- b. Investigation
 - i. at the time of purchase of business ,
 - ii. at the time of admission of a new partner,
 - iii. at the time of granting loan,
 - iv. for detecting grants,
 - v. at the time of determination of tax liability,
 - vi. Statutory Investigation

LIST OF REFERENCE BOOKS

1. Tondon : Practical Auditing
2. Fundamentals of Auditing, Kamal Gupta & Ashok Arora, Tata McGraw Hill
3. Batra & Bangardia : Text Book of Auditing, TMH, New Delhi.
4. Saxena & Saravaravel : Practical Auditing, Himalaya Publishing House, Bombay.
5. Saxena, Reddy : Essentials of Auditing, Himalaya Publishing House, Bombay.
6. Kurt Pany : Auditing, TMH, New Delhi.
7. D. R. Camichael : Auditing : Concepts and Methods, TMH, New Delhi.
8. Stettler Howard : Auditing Principles, PHI, New Delhi.
9. L. K. Shukla : Auditing- Principles & Practice, Taxmann Law’s New Delhi.
- 10 T. R. Sharma : Auditing.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – V
Subject: A- 5.2 Corporate Laws and Income Tax Laws
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Objectives:

1. To Develop An Understanding Of The Regulation Of Companies And To Provide Thorough Understanding Of The Various Provisions Of The Companies Act, 1956, As Well As Rules Made There-Under Including Their Interpretation
2. To Introduce The Basic Measures Taken By The Sebi For Investors Protection.
3. To Provide Conceptual Understanding Of The Principles Of Corporate Regulations.

First Part

Corporate Laws[50 Marks]

[No Of Lectures 24]

1. Corporate Transactions vis-à-vis Incorporation

Lectures : 8

- a. Alteration Of Memorandum And Articles Of Association
- b. Limitations On Power Of Alteration.
- c. Doctrine Of Ultra-Virus.
- d. Protection Of Persons Dealing With A Company
- e. The Doctrine Of Constructive Notice
- f. Doctrine Of Indoor Management
- g. Lifting Of Corporate Veil.
- h. Corporate Transactions
- i. Pre-Incorporation Contracts
- j. Duties and Liabilities Of Promoters.
- k. Privileges Of A Private Company Vis-À-Vis Public Company

1.[Reference And Preliminary Discussions Of Memorandum Of Association, Articles Of Association, And Case Of Solomon]

2. The Securities & Exchange Board Of India Act, 1992

Lectures:6

- a. Introduction
- b. Constitution of S.E.B.I.
- c. Objects and Functions of S.E.B.I.
- d. Powers Of S.E.B.I.: Sections 3,4,11,15(G) Of The S.E.B.I. Act]

3. S.E.B.I. (Disclosure And Investor Protection) Guidelines, 2000

Lectures : 10

- a. Introductory Study Of S.E.B.I. Guidelines On / Relating To Eligibility Norms For Companies Issuing Securities
- b. Pricing By Companies Issuing Securities
- c. Promoters Contribution And Lock-In Requirements d. Pre-Issue Obligations
- e. Contents Of Offer Document
- f. Other Issue Requirements
- g. Green Shoe Option

- h. Book Building
- i. Initial Public Offers Through The Stock Exchange On-Line System (E-I.P.O.)
- j. [Reference Be Had At Appropriate Places To The Concepts Of Prospectus, Abridged Prospectus; Statement In Lieu Of Prospectus; Shelf Prospectus; Shares And Their Types; Issue Of Shares, At Par, Premium And Discount; Bonus Issues, Rights Issues, Issue Of Sweat Equity Shares; Employee Stock Option Scheme; Private Placement Etc. Covered In The Above Chapters Of Guidelines]
- k. The Securities Contracts (Regulation) Act, 1956
- l. Listing Of Securities
- m. Listing Agreement
- n. Advantages Of Listing
- o. De-Listing Of Shares.

Section – II

Income Tax Laws[50 Marks]

[24 Lectures]

Objectives:

- 1. To Expose The Students To The Various Provisions Relating To Income Tax.
- 2. To Impart Working Knowledge Of The Income Tax Act 1961 And Basic Concepts Of Tax To The Students.
- 3. To Enable Them To Compute Income And Tax Under The Act.

Contents - Income Tax Act

1

Lectures : 5

- a. **Introduction** :The Income Tax Act 1961, The Finance Act
- b. **Basic Concepts** : Agricultural Income, Assessee, Assessment Year, Average Rate Of Tax, Income, Person, Gross Total Income, Previous Year, Charge Of Income Tax; Capital And Revenue Receipts, Capital Or Revenue Expenditure, Head Of Income, Exempted Incomes (Concerned With Salary Only)
- c. **Residential Status:** Rules For Determining Residential Status Of Individual, HUF, Firm And Company, Need To Determine Residential Status, Incidence Of Tax And Residential Status, Practical Problems Concerning Individual Only.

2.

Lectures : 7

- a. **Income From Salary** : Salary, Allowances, Perquisites And Retirement Benefits, Deductions, Computation Of Salary Income, Practical Problems On Computation Of Salary Income, Deduction Of Tax At Source

3.

Lectures : 7

- a. **Income From House Property:** Annual Value, Let Out Property, Self-Occupied Properties, Deductions, Computation Of House Property Income.- Practical Problems On Computation Of Income From House Property.
- b. **Income from Other Sources:** Specific Income, Deductions, Computation Of Income From Other Sources, Practical Problems, Deduction Of Tax At Source.

4.

Lectures : 5

- a. **Deductions from Gross Total Incomes** - Deductions Available To Individual under

Sections 80c, 80d, 80g, Computation of Total Income. Practical Problems.

- b. **Assessment Of Individuals:** Procedure For Computing Total Income, Rates Of Tax, Practical Problems Covering Salaries, House Properties, And Other Sources, And Deductions U/S 80-C, 80-D, 80g.

Note – The Academic Year Of The Examination Shall Be The Assessment Year For Study Of Different Provisions Of The Act

LIST OF REFERENCE BOOKS

Suggested Readings for : Corporate Laws

1. Manual Of Business Laws: Maheshwari And Maheshwari: :Himalaya
2. Indian Company Law. Awartar Singh : Sultan Chand & Sons
3. Lectures On Company Law. Shah :
4. The Securities And Exchange Board Of India Act, 1992, And Guidelines Issued Thereunder.
5. Business And Corporate Laws, N.D. Kapoor, Sultan Chand & Sons
6. Guide To Company Law Procedures, M.C. Bhandari, Wadhwa & Co., Nagpur
7. Company Law (Vol. I & II, A.M. Chakraborty, Taxmann, New Delhi
8. Corporate Laws — Taxman, Allied Services P. Ltd., 59/32, New Rohtak Road, New Delhi 110 005.
9. Company Law — Dr. H. K. Saharay (New Central Book Agency, Ltd. P. Calcutta.

Suggested Readings For: Income Tax Laws

1. Vinod K. Singhania :Students' Guide To Income Tax, Taxmann Publications, Kapil Singhania New Delhi.
2. Mehrotra : Income Tax Law & Accounts, Sahitya Bhavan, Agra.
3. Bhagavati Prasad : Law And Practice Of Income In India, New Age International Publishers, New Delhi.
4. Dr. Girish Ahuja & Ravi Gupta : Direct Taxes Bharat Publications
5. Shri. T.N. Manoharan : Direct Taxes, Snow White Publications.

Note – Latest Editions Of The Books Containing Provisions Relevant To The Assessment Year Under Study Be Referred.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – V
Subject: A 5.3: Financial Management (Investment Management)
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|--|--------------------|
| 1. Nature & Scope Of Investment Management
a. Meaning of Investment
b. Investment and saving , Investment & Speculation, Investment & Gambling
c. importance of Investment
d. Factors Favourable For Investment
e. Investment Media and Features Of Investment Programme
f. The Investment Process
g. Strategies For Successful Investing
h. Investment Attributes. | Lectures:8 |
| 2. Alternative Forms of Investment
a. Investment Classification
b. Bonds : Features , Classification , Types and Evaluation Of Bonds
c. Shares - Features , Classification , Types and Evaluation Of Shares
d. Options and Warrants
e. Govt. Security : Types, Prices & Yield
f. Life Insurance
g. Provident fund
h. Investment in Units : Objectives and evaluation of Investment in Unit Schemes
i. Investment in Land, Gold, Silver, Diamonds, Stamps and Antiques.
j. Deposits in Banks, Financial Institutions and Companies | Lectures:20 |
| 3. Non Resident Indian (NRI) Investment.
a. NRI- meaning ,
b. NRO Account - NRI Accounts FCNR (B) A/C.
c. Encouragement to NRI Intersegment.
d. Investment On Repatriation Basis
e. Tax Benefit and Other Benefits to NRI Investors
f. RBI Permission - Ceiling On NRI Investment
g. Direct Investment Without Repatriation - Benefit Direct Investment With Repatriation
h. Foreign Financial Institution (FFI's)- Foreign Institutional Investors - Activities Allowed | Lectures:12 |
| 4. Disinvestment of Public Sector Undertaking.
a. Introduction. Disinvestment Machinery
b. Proceeds Realised From Disinvestment.
c. Evaluating the Disinvestment Programme.
d. Disinvestment of PSU in Different Countries. | Lectures:08 |

LIST OF REFERENCE BOOKS

1. Investment Management & Stock Market - Vaishisth. &Gupta,D.D.Publication
2. Investment & Securities In India. – Avadhani Himalaya
3. Investment Management: Priti Singh ,Himalaya
4. Financial market & Institutional in India – Dr.Mukund Mahajan, Nirali Pub.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

T.Y.B.B.A. Semester – V

Specialization Paper: A 5.4.1: Financial Management: I

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

1. Financial Management

Lectures: 12

- a. Nature And Scope Of Financial Management
- b. Goals Of Financial Management
- c. Nature And Types Of Organization
- d. Business Finance
- e. Role of Finance Manager.

2. Legal Framework Of Financial Forms Of Business Organization Lectures: 12

- a. Features Of Different Forms Of Organization : Sole Proprietor – Partnership – Company –
- b. Factors Influencing On Financial Management
 - A) Financial Considerations,
 - B) Non-Financial Considerations,
 - C) Government Control,
 - D) Flexibility Of Expansion

3. Financial Decisions

Lectures: 12

- a. Meaning
- b. Kinds
 - i. Investment Decision
 - ii. Financial Decision
 - iii. Dividend Decision
- c. Factors Influencing On Financial Decisions
 - A) Economy,
 - B) State Regulation
 - C) Structure Of Money Market And Capital Market
 - D) Taxation Policy,
 - E) Requirement Of Investors
 - F) Lending Policy Of Financial Institutions As Nature Of Business
 - H) Size Of Business
 - I) Expected Returns
 - J) Cost And Risk,
 - K) Assets Structure Of Firm.

4. Financial Statements And Financial Analysis

Lectures: 12

- a. Concept Of Financial Statement Importance Of Financial Statements
- b. Types Of Financial Statements
 - i. Financial Statement For Public
 - ii. Financial Statement For Management
- c. Statutory Provisions Regarding Financial Statements.

LIST OF REFERENCE BOOKS

- 1. Financial Management – By Dr.R.M.Srivastava, Pragati Prakashan Meerut.
- 2. Financial Management Principles and practice – by G.Sudarsana Reddy, Himalaya Publishing house
- 3. Financial Manage Management – by P.V.Kulkarni, Himalaya Publishing house.
- 4. The Indian Financial system – by Bharati V.Pathak, Dorling Kindersley (India) Pvt. Ltd.
- 5. Advanced cost and management accounting – by V.K.Saxena & C.D.Vashist, Sultan Chand & Sons.
- 6. Investment Analysis and Portfolio Management – by Prasanna Chandra, Tata McGraw Hill publishing co.ltd.

7. Principles of management account – by S.N.Maheshwari, Sultan Chand & Sons
8. Management Account & Financial Control – by S.N.Maheshwari, Sultan Chand & Sons.
9. Cost and management Accounting – by M.E.Thukaram Rao, New Age International (P) Ltd.
10. Cost accounting and financial management – by Ravi M.Kishore, Taxman Pub. Pvt. Ltd.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

T.Y.B.B.A. Semester – V

Specialization Paper: A 5.4.2. Marketing Management-I

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- 1. Marketing Management: an Introduction** (Lectures 6)
 - a. Marketing In The Present Millennium
 - b. The Evolution Of Marketing
 - c. Challenges And Issues
 - d. Relationship Marketing
 - e. Needs Wants And Demand Of A Consumer
 - f. Virtual And Meta Market
 - g. Three Stages Of Marketing Practice
 - h. Customer Equity
- 2. The Marketing Environment** (Lectures 6)
 - a. Scanning The Environment
 - b. Meaning And Concept
 - c. Microenvironment, Microenvironment
 - d. Environmental Analysis- Sensitivity To Change
 - e. Basis Of Consumer Classification
 - f. Competition-Technology
 - g. SPIRE Approach
 - h. Attainment Of Objectives, Feedback And Adoption
- 3. Competition Analysis** (Lectures 6)
 - a. Why Competition?
 - b. Development Of New Intermediation Process
 - c. New Roles Of Channel Members
 - d. Innovation
 - e. Market Development
 - f. Competition For Existing Market
 - g. Regulation And Market Opportunities
 - h. Customer Perception Of Competitors
 - i. Competitive Area Mapping
- 4. Developing And Enacting Strategic Marketing Plans** (Lectures 6)
 - a. Meaning And Scope Of Strategic Marketing
 - b. Kinds Of Strategic Plans'
 - c. Total Quality Approach To Strategic Planning
 - d. Relationship Between Marketing And Other Functional Areas In An Organization
 - e. Strategic Planning Process
 - f. Strategic Marketing Plans
- 5. Service Marketing** (Lectures 8)
 - a. Nature And Scope O Service Marketing
 - b. The Scope Of Goods And Services
 - c. Categorizing Goods And Services
 - d. Special Characteristics Of Services
 - e. Marketing Mix In Service Marketing
 - f. Guidelines For Effective Promotion Strategy
 - g. Service Personnel- Physical Evidence
 - h. Marketing Strategy For Service Firm
 - i. Service Quality
- 6. Customer Relationship Management** (Lectures 8)
 - a. Introduction-Definition-Process Framework
 - b. Customer Retention
 - c. CRM Is An Interactive Process;
 - d. Areas of CRM

- e. Global scenario- application of E-CRM
- f. Building Customer Relationship
- g. Strategies For Building Relationship
- h. CRM Development Cycle
- i. CRM Implementation Issues

7. Global Marketing

(Lectures 8)

- a. Meaning -Features- Factors Of Global Marketing
- b. Rationale For Globalization'
- c. Political Change-Economic Change-Technological Change-Social Change.
- d. Implication Of Globalization
- e. International Marketing Strategies
- f. Export-Indirect Export-Direct Exporting-Indirect Exporting
- g. Product Strategies For Global Markets-Product Development-Brand Vs Generic Strategy-Global
- h. The Role And Impact Of ICT On Global Marketing
- i. Global Competitive Strategy

LIST OF REFERENCE BOOKS

1. Marketing Management By Ra/An Saxena,Rd Edition By Tata Mcgraw Hill.
2. Marketing Management By C. B. Mamoria, RX.Suri Published By Kitab Mahal.
3. Marketing Management (Text And Cases In Indian Context)By Dr K. Kaynakaran With Himalaya Publishing House.
4. Marketing Management By Joel-R-Evans- Barry Barman Cengage Learning.
5. Marketing Management,7th Edition By Plllp Kotler And Killer ,Pearson Prenfrce Hall.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

T.Y.B.B.A. Semester – V

Specialization Paper: A 5.4.3. Human Resource Management-I

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- 1. Introduction to HRM** (Lectures 8)
 - a. Definition , Objectives, Scope & Importance of HRM
 - b. The changing role of HRM, Growth of HR function in India.
 - c. Functions of Personnel management, Role of Personnel Manager.
 - d. Organizing the HR Department – The Structure,
- 2. HR Planning** (Lectures 8)
 - a. Definition , Objectives, Process of HR Planning,
 - b. Advantages & Limitation of HR Planning
 - c. Guidelines for Making HR Planning effective.
- 3. Job Study** (Lectures 8)
 - a. Job Analysis- Purpose, methods, Benefits
 - b. Use & development & limitation of Job Description
 - c. Methods of Job Design
 - d. Recent Trends in Job Redesign
- 4. Recruitment, Selection , Placement, Induction** (Lecture 12)
 - a. Sources of Recruitment , Recruitment Policy i. Selection
 - b. Definition, Steps in Selection Procedure. i. Placement
 - c. Principles of Placement , Problems of placement i. Induction or Orientation of Employee
 - d. Objectives, Procedure, Types of Induction Programme.
- 5. Personnel Development Programme** (Lectures 12)
 - a. Training: Importance, Benefits, Types of Training Programmes.,
 - b. Executive or Management Development –Need, Importance, Objective,
 - c. Career Planning: Objectives, Needs, Benefits,
 - d. Performance Appraisal:
 - i. Objectives
 - ii. Essentials of a Good Appraisal System.

LIST OF REFERENCE BOOKS

1. Human Resource Management By – K. Ashwatghappa, Tata-Mc-Graw Hill
2. A Textbook of 'Human Resource Management', R.S. Dwivedi, Vikas Publishing House Pvt. Ltd.
3. 'Human Resource Management', Dr.Anjali Ghannekar, Everest Publishing House.
4. 'Human Resource Management' (Text and Cases) by – Appannaiah Reddy, Aparna Rao, Himalaya Publishing House.
5. 'Personal and Human Resource Management' (Text and Cases), by – P.Subba Rao, Himalaya Publishing House.
6. 'Human Resource Management and Organizational Behaviour', Dr.P.K.S. Menon.
7. 'Personnel Management', by C.B.Memoria.
8. 'Management Challenges in Twenty First Century', by Vivek Deolankar.
9. 'Manavi Sansadhananche Vyavasthapan', Prof.Dr.Prabhakar Deshmukh.
10. 'Manavi Sansadhananche Vyavasthapan', Prof.B.L.Jibhkate, Dr.C.D.Pandhye, Vishwa Publishers and Distributors, Nagpur.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management

Syllabus for

T.Y.B.B.A. Semester – V

Specialization Paper: A 5.4.4. Production & Material Management-I

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- 1. Introduction To Production Management** (Lectures 04)
 - a. Historical Development of Production Management.
 - b. Meaning, Function of Production Management.
 - c. Rule & Responsibility of Production Function In Organization.
 - d. Production Planning : Meaning & Objectives, Factors Affecting Production Planning, Steps Involved In Production Planning
 - e. Production Planning Dept: Organization of Production Planning Dept.
- 2. Output Analysis** (Lectures 04)
 - a. Meaning Methods of Input & Output Analysis.
 - b. Uses of Input & Output Analysis.
- 3. Production Control** (Lectures 12)
 - a. Meaning, Objectives, Procedure & Steps In Production Control.
 - b. Routing, Scheduling, Dispatching & Expediting
 - c. Definition & Important Of Various Production Control Steps.
 - d. Gantt Charts - Documentation.
 - e. Just In Time (JIT) Management.
- 4. Purchasing Organization** (Lectures 08)
 - a. Purchasing Function or Activities.
 - b. Responsibilities of Purchasing Manager.
 - c. 5 R Principles of Purchasing.
 - d. Methods Of Purchasing -Market Purchasing, Small Items In Groups, Speculative Purchasing, Purchasing For A Specified Future Period, Schedule Purchasing, Purchasing Strictly By Requirement, Contract Purchasing, International Purchasing.
 - e. Meaning, Need & Benefit Of International Purchasing.
 - f. Problems Associated With International Purchasing.
- 5. Inventory Management :** (Lectures 09)
 - a. Meaning, Importance Of Inventory.
 - b. Classification Of Inventories.
 - c. Abc Analysis, Xyz Analysis, Vital Essential, Desirable Analysis.
 - d. Fast, Slow, Moving, Non Moving Analysis.
 - e. High, Medium, Low Analysis.
 - f. Scare Difficult -Easy Analysis.
 - g. Seasonal Off Seasonal Analysis.
 - h. Government.
 - a) Open Market, Local Market, Foreign Market Analysis.
 - b) Inventory Control Technique.
- 6. Perpetually Inventory System** (Lectures 04)
 - a. Steps Necessary For Prefectural Inventory System.
 - b. Advantages of Perpetually Inventory System.
- 7. ISO: 9000-9004** (Lectures 03)
 - a. Concept Of ISO: 9000-9004ISO Vis A Vis Total Quality Management
 - b. Effects of Globalization on Business.
- 8. Break Even Analysis** (Lectures 04)
 - a. Meaning Uses, Assumptions & Limitations of Break Even Analysis.

LIST OF REFERENCE BOOKS

- 1) Plant Layout & Material Handling - James Apple & John Wileyson
- 2) Production ^Operation Management - R.S.Goel.

- 3) A Key To Production Management - Kalyani Publication, Ludhiyana.
- 4) Management & Production Planning - Acharya & Jain.
- 5) Production & Inventory Control - James H.Green
- 6) Integrated Material Management - Patel Chunawala
- 7) Production & Material Management - Dr.Varma.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – V
Specialization Paper: A 5.4.5 Agro Business
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- 1. Introduction to Agro Business Management (06)**
 - a. Meaning, definition, history, Importance and scope of agri-business
 - b. Changing dimension of agricultural business
 - c. Agri-business Management-distinctive features, nature and components
 - d. Five Years Plans and agri-business, characteristics of plan
- 2. Farm Management (14)**
 - a. Organization and operation of farm business
 - b. Tools of farm business organization and operation
 - c. Steps in farm business organization
 - d. Evaluation of available resources in Farming & its optimum Utilization
 - e. Appraisal and goals of farm business
 - f. Approach to reorganization of the farm business
 - g. Farm adjustment program under uncertainty
 - h. Job of proficient farm planner, farm accountancy
 - i. Constraints in agri-business management infrastructure, technological, social & cultural. Analysis of farm records, Farm inventories
- 3. Agro-Processing Management (14)**
 - a. Role of agro-processing industries in the Indian economy
 - b. Status and potential of Indian agro-processing industries.-- Food grains, commercial crops
 - c. Policy environment of agro-processing industries-Development, management structure and communication.
 - d. Work performance efficiency, public contact and public participation in agro-processing industries
 - e. Decision making process and entrepreneurial efficiency
 - f. Government policies relating to agro processing unit
 - g. Interdependence of agro-processing industries
 - h. Problem of agro-processing units
 - i. Guideline for financing of agro-processing industries in India
- 4. HRM In Agro-Business Management (06)**
 - a. Development of Human Resource in Agricultural Training
 - b. Importance of Human Resource in Agricultural
 - c. H. R. M. development program for Agribusiness
- 5. Emerging Trends In Agro-Business Management (08)**
 - a. Agro Tourism
 - b. Organic Farming
 - c. Contract Farming
 - d. Herbal Farming

LIST OF REFERENCE BOOKS

1. Dhondyal, S.P. Farm Management: An Economics Analysis. Friends Publications, 90, Krishnapur, Meerut -250002
2. Johl, S.S. and T.R. Kapur. Fundamentals of Farm Business Management. Kalyani Publishers, 11 Rajendra Nagar, Ludhiana – 114008,P-475
3. Kahlon, A.S. and Karan Singh. Economics and Farm Management in India: Theory and Practice. Allied Publishers Pvt. Ltd. 15 JN Heredia Marg, Ballard Estate Mumbai-400038
4. Singh I.J. Elements of Farm Management Economics. Affiliated East West Press, Pvt. Ltd. New Delhi.
5. Srivastava, U.K. Vathsala. Agro-processing Strategy for Acceleration and Exports

- Oxford, University Press YMCA, Library Building, Jai Singh Road, New Delhi – 110001.
6. Rajagopal. Organizing Rural Business Policy Planning and Management. Sage Publication, New Delhi.
 7. Pandey, Mukesh and Deepak Tiwari. Rural and Agricultural Marketing International Book Distribution Co. New Delhi.
 8. Diwase, Smita. Agri-Business Management. Everest Publishing House, Everest Lane, 536, Shaniwar Peth, Appa Balwant Chowk, Pune – 4110030
 9. Siva Rama, K., K. Ramesh and M. Gangadhar. Human Resource Management in AGRICULTURE. Discovery Publication, New Delhi.
 10. Talwar, Prakash, Travel and Tourism Management, Gyan Books Pvt. Ltd., Main Ansari Road, Darya Ganj, New Delhi- 110 002
 11. Bagri, S.C. Trends in Tourism Promotion 2003. International Books Distributors, 9/3, Rajpur Road, Dehradun-248 001 Uttarakhand (India)

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – V
Subject: 5.5 Business Research Methods
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Objectives:

1. To expose students to the areas of Commercial and Business research activities as well as careers in research and consultancy
2. To enhance capabilities of students to design and implement research and study arrangements.

1. Commercial And Business Research

Lectures: 10

- a. Aims, Objectives, Importance
- b. Types Of Research – Surveys-Case Study-Action Research Evaluation Research
- c. Research Plan Or Design – Steps To Be Followed

2. Sourcing Of Business Information And Data

Lectures 12

- a. Statistical Data – Demographic Information – Money, Banking – Company Information
- b. Labor Market – Capital Market – Tax Information
- c. Information On The Economy
- d. International Business
- e. Govt. Information – Syndicated Commercial And Other Non Govt. Sources Of Information

3. Computer Assisted Information Acquisition

Lectures 8

- a. Types Of Data Bases
- b. Computer Data Files Sources Of Raw Data
- c. Role Of Reference : Library- Abstract, Citation, Index Bibliography
- d. Evaluating Secondary Sources.

4. Choice Of Research Method

Lectures 10

- a. Experiment Survey, Case Based Research
- b. Applicability Of Appropriate Methods
- c. Planning Survey Research
- d. Sample And Questionnaire Design, Field Survey Sampling, Scheduling Data Analysis
- e. Statistical Techniques Used – Classification, Tabulation, Scaling & Measurement f. Use of Computers In Data Analysis And Business.

5. Selection And Use Of Cases In Business Research

Lectures 8

- a. Types Of Cases ; Bounded Case, Variable Range Case, Critical Case
- b. Case Study Design
- c. Identification Of Facts
- d. Action Research: Access, Issues, Skill Required For Action Research.

LIST OF REFERENCE BOOKS

1. Business Research Methods – Donald R. Cooper, Pamela S.Schindeller, Tata Mcgraw Hill
2. Business Research Methods – S.N.Murthy, U.Bhojanna, Excel Books

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – V
Subject: A 5.6: Corporate Governance
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- 1. Fundamentals of corporate Governance** **lectures:12**
 - a. Concept, meaning, Relevance & Principles, needs, Emergence & benefit of Governance.
 - b. Impact of corporate governance, Good practices of corporate governance. Parties to corporate governance
 - c. Obligations to stakeholders, Society, Employees & Customers Fair trade Practice.
 - d. Corporate governance mechanisms & controls.
 - i. Internal corporate governance control.
 - ii. External corporate governance control.
 - iii. Role of Accountants in corporate governance.
 - e. Quality of product.
 - f. Nareshchandra committee report 2002.
 - g. Narayan murthy committee report 2003.
 - h. Corporate governance rating.
- 2. Corporate Governance Practices** **lectures:12**
 - a. The mission Statement of the corporate.
 - b. Its commitment to stakeholders & to the society in general.
 - c. Role of regulators & ombudsman.
 - d. Professional code of conduct.
 - e. Disclosure & Transparency.
 - f. Intellectual property Rights.
 - i. 1) Designs 2) Patents 3) Trademarks 4) Copy Rights.
- 3. Genesis on Corporate Governance.** **lectures:12**

(Narasimha committee & other committee recommendations)

 - a. Effective Board of Directors & its Role.
 - b. Independent directors & audit committee, remuneration committee,
 - c. Nomination committee.
 - d. Evaluation of effectiveness of internal control management accounting applications & directors responsibilities statement.
 - e. Going concern status financial & other indicators role of management audit evaluation of going concern uncertainties.
 - f. Related party transaction & disclosure.
 - g. Project management audit & corporate governance.
 - h. Relevance of Risk Evaluations & Risk management.
 - i. Evaluations of key financial decisions & discloses.
 - j. Management Audit for investors projectors in the context of corporate Governance.
 - k. Corporate Governance norms as prescribed by SEBI.
- 4. Business Applications of Corporate Governance in India** **lectures:12**
 - a. Corporate Governance Practices in India
 - b. Corporate Governance in Public Sector
 - c. Privatization & Corporate Governance
 - d. Corporate Governance in Banks
 - e. Issues in Corporate Governance

LIST OF REFERENCE BOOKS

1. Corporate Governance: Principal Policies & Practices By Fernando, Pearson Education
2. Corporate Governance - Economic Reforms & Development By Reed Darryl & Sanjay Mukherjee, Oxford

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – VI
Subject: A: 6.1 Auditing Practices
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Objectives:

1. To introduce various auditing Techniques and tools to the students.
2. To enable the students to know the Corporate Auditing practices, and the auditing practices followed in the audit of certain other entities
3. To introduce the students the relevant Auditing & Assurance Standards

1. Evaluation of Internal Control :

Lectures:07

- a. Internal control: meaning, importance, Elements of internal control; Review and documentation; Evaluation of internal control system, Internal control questionnaire, internal control check list; Tests of control; Application of concept of materiality and audit risk.
- b. Internal Check system - Meaning, Advantages, Limitations- Internal check system regarding – Purchase department, Stores department, Sales department and wages department
- c. Test checking – Meaning, Advantages, Limitations
- d. Routine Checking - Meaning, Advantages, Limitations
- e. Elementary study of AAS-6 on “Risk Assessment and Internal Control”

2. Audit Documentation

Lectures:07

- a. Audit working papers, Audit files - permanent and current audit files; ownership and custody of working papers. Elementary study of AAS-3 on “Documentation”
- b. **Audit evidence:** Audit procedures for obtaining evidence; Sources of evidence; Reliability of audit evidence; Methods of obtaining audit evidence - physical verification, documentation, direct confirmation, re-computation, analytical review techniques, representation by management, obtaining certificate. Elementary study of AAS-5 on “Audit Evidence”

3. Vouching and verification, and valuation -

Lectures:10

- a. **Vouching** – Meaning, advantages, points to be considered at the time of Vouching, Vouching of cash transactions and trading transactions –
- b. Vouching of cash purchases and credit purchases, purchases returns, Capital expenditure, Cash sales and credit sales, sales under hire-purchase agreement, goods on consignment, sales returns, payment to creditors, receipts from debtors, allowances given to customers, wages and salaries paid, payments into and out of banks, petty cash payments

4. Verification and valuation of assets and liabilities

Lectures:06

- a. Meaning and objects of Verification and Valuation
- b. Difference between verification and valuation
- c. Procedure of verification and valuation of assets and liabilities
- d. Study of Verification of Share capital and transfer of shares, Loans taken, Creditors, Outstanding Expenses, Fixed Assets including Plant & Machinery, Land & Building, Investment, Debtors, Stock, Cash and Bank balance.

5. Auditing in Computerized Information System (CIS) Environment: Lectures:06

- a. Meaning of CIS, Approaches to computer auditing, distinction between manual accounting, audit

and computerized accounting audit, characteristics of CIS Environment, Computer frauds and computer virus.

- b. **Government audit**-Features and basic principles of government audit, local bodies and non-governmental organizations, Comptroller and Auditor General and his constitutional role.

6. Audit report:

Lectures:04

- a. Meaning, importance, contents of audit report, types of report, audit Qualifications, disclaimers, and adverse opinion. Distinction between reports and certificates, notes on accounts, distinction between notes and qualifications, detailed observations by the statutory auditor to the management vis-a-vis obligations of reporting to the members.
 - b. Elementary study of AAS-28 on “The Auditor’s Report on Financial Statements”
- 7. Special points in audit of different types of undertakings** - Educational institutions, Hotels, Clubs, Hospitals, Hire-purchase and leasing companies

Lectures:08

LIST OF REFERENCE BOOKS

1. Contemporary Auditing Kamal Gupta
2. Auditing N.D.Kapoor
3. Practical Auditing T.N.Tandon
4. Auditing Dinkar Pagare
5. Auditing R.G.Saxena (Himalaya Publications)
6. Practical auditing Spicer & Pegler
7. Principles and practices of Auditing Jagdish Prakash
8. Principles of Auditing Ghatalia
9. Business correspondence and Report Writing Tata M.Graw Hill
10. Business correspondence & Report writing Urmila Rai &S.M. Rai
11. Business communications and Report writing Kalyani Publications

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- b. Current Agriculture Production & Productivity Trends
 - i. Crop Wise Targets And Achievements
 - ii. Kharif & Rabi Season wise Agricultural Production
- c. Footstock management
 - i. Importance Of Footstock Management
 - ii. Government Policy Of Procurement, Off Take And Stocks Of Food Grains
- d. Problems Of The Agricultural Sector in the fields Of Marketing, Finance , Supply Of Agricultural Inputs and recent Policy Initiatives undertaken to solve the Problems by the Government

3. Current Scenario of Industrial and Service Sector Lectures:04

- a. Importance Of Industrial Sector in Indian Economy
- b. Current Pattern, Growth Rates and Trends of Industrial Sector In India
- c. Performance Of Important Major Industries in India
- d. Importance Of Service Sector in The Indian Economy
- e. Growth Performance Of Sub Sectors Of Service Sector

4. Current Monetary, Credit and Price Situation Lectures:04

- a. Monetary Condition
- b. Reserve Money and Monetary Survey: Meaning, Importance and Facts
- c. Current Trends in Financial Sector
 - i. Trends in Money Markets , Primary and Secondary Stock Markets
 - ii. Bank and Financial Institutions: Important Parameters Of Performance
- d. Price Situation
 - i. Current Trends in Price Indices
 - ii. Monetary Policy Measures Undertaken By The R.B.I.

5. Current Fiscal Situation Lectures:04

- a. Central and State Government Finances : Meaning ,Importance and Facts
- b. Current Central Budget
 - i. Meaning and Importance
 - ii. Tax Proposals & Other Provisions Under it
 - iii. Its Sector wise and Overall Impact On The Economy

6. Current Scenario of External Sector Lectures:04

- i. Global Development & The Indian Economy
- ii. India's Current Foreign Trade: Export and Import
- iii. Balance Payment Situation : Current and Capital Accounts
- iv. Foreign Exchange Reserve and Foreign Exchange Market

LIST OF REFERENCE BOOKS

Books for Corporate Laws

1. Manual of Business laws: Maheshwari and Maheshwari: :Himalaya
2. Indian Company Law. Awartar Singh : Sultan Chand & sons
3. Lectures on Company Law. Shah :
4. The Securities and Exchange Board of India Act, 1992, and Guidelines issued thereunder.
5. Company Law and Practice, A.K. Majumdar & G.K. Kapoor, Taxman Publications
6. Company Law and Practice Part I & II, P.K. Ghosh & V. Balachandran, Sultan Chand & sons
7. Business and Corporate Laws, N.D. Kapoor, Sultan Chand & Sons
8. Guide to Company Law Procedures, M.C. Bhandari, Wadhwa & Co., Nagpur
9. Company Law (Vol. I & II, A.M. Chakraborty, Taxmann, New Delhi
10. Corporate Laws — Taxman, Allied Services P. Ltd., 59/32, New Rohtak Road, New Delhi 110 005.
11. Company Law — Dr. H. K. Saharay (New Central Book Agency, Ltd. P. Calcutta.
12. Publications of the Institute of Company Secretaries of India, ICSI House, 23. Institutional Area, Lodi Road, New Delhi-110 003.

Books Recommended For Current Economic Scenario

1. Economic Survey :Government Of India's publication
2. Annual Report :Currency and finance : Reserve Bank Of India's publication
3. Indian Economy :Mishra & Puri, Himalaya Publication, Current Edition
4. Indian Economy :A.N.Agrawal ,Himalaya Publication, Current Edition
5. Indian Economy : R.Datta and K.P.M.Sunderam ,S.Chand , Current Edition

6. Www.Rbi.Org.In
7. R.B.I. Bulletin
8. Economic & Political Weekly
9. Www.wikipedia

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – VI
Subject: A - 6.3 Income Tax Law
Compulsory Paper
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

Objectives:

1. To expose the students to the various provisions relating to Income Tax.
2. To impart working knowledge of the Income Tax Act 1961 and basic concepts of Tax to the students.
3. To enable them to compute Income and Tax under the Act.
4. To enable students to comply with the legal obligations under the Act

1. Income from Business & from Profession

Lectures:12

- a. **Income from Business** : Depreciation and other permissible deductions, Disallowable expenses, income and expenses of illegal business, computation of Business income, Deduction of tax at source
- b. **Income from Profession:** Computation of incomes of Doctors, Lawyers, Chartered Accountants, Practical problems, Deduction of tax at source.

2. Capital gains

Lectures:08

- a. **Capital gains:** Meaning of Capital assets, types of capital assets, transfer, and cost of acquisition, cost of improvement, selling expenses, and treatment of advance money received, exemptions, deductions, and computation of capital gains.

3. Clubbing, aggregation and set off

Lectures:06

- a. **Clubbing, aggregation and set off:** Clubbing of Income Transfers Income of individual to include income of spouse etc. Liability of person in respect of income included in the income of another person aggregation of income set off losses;
- b. **Set off and carry forward of losses and unabsorbed expenses:** Inter source adjustment and inter head adjustment of losses. Carry forward and set off of losses of house property, business, speculation loss, losses of partnership firms, practical problems.

4. Deductions from Gross total incomes

Lectures:08

- a. Deductions available to individual under sections 80C, 80CCC, 80CCE, 80D, 80DD, 80E, 80G, 80GG, computation of total income. Practical problems
- b. **Assessment of Individuals** : Procedure for computing total income, rates of tax, practical problems covering all the heads of income and clubbing of income, set off and carry forward of losses.
- c. **Assessment of Partnership firm and partners** : Assessment of firms, provision of sections 184 and 40(b), computation of book profit set off and carry forwards, computation of total income of firm, Computation of taxable income of partners. Practical problems.

5. Return of Income and Assessment

Lectures:08

- a. Filing of Return of Income – Voluntary return, Return of Loss, Extension of time, Belated return, Revised Return, Defective Return
- b. Submission of return through Tax Return Prepares, Filing of Return in Electronic form, PAN
- c. Self-assessment, Summary Assessment, Assessment in response to notice u/s 143(2), Best

Judgment Assessment, Reassessment, Time limit

6. Tax Deducted at Source & Advance Payment of tax

Lectures:06

- a. Introduction, Provisions pertaining to TDS from Salaries, Interest on Securities, Interest other than Interest on Securities, Payment to Contractors and Sub-contractors, Commission and brokerage, Rent and Fees for Professional and Technical Services.
- b. Duty of a person deducting tax, consequences of failure to deduct tax, TDS certificate, Furnishing statement of tax deducted and return. Tax Deduction Account Number
- c. **Advance Payment of tax**-Introduction, Liability for payment of Advance tax, computation, installments of advance tax and due dates, Interest for default.

Note – The Academic Year of the examination shall be the Assessment Year for study of different provisions of the Act

LIST OF REFERENCE BOOKS

Suggested Readings

1. Vinod K. Singhania :Students' Guide to Income Tax, Taxmann Publications, Kapil Singhania New Delhi.
2. Mehrotra : Income Tax Law & Accounts, Sahitya Bhavan, Agra.
3. Bhagavati Prasad : Law and Practice of Income in India, New Age International Publishers, New Delhi.
4. Government of India- Income Tax Manual
5. Income Tax Act and Latest Finance Act
6. Dr. Girish Ahuja & Ravi Gupta : Direct Taxes Bharat Publications
7. Shri. T.N. Manoharan : Direct Taxes, Snow White Publications.

Note – Latest editions of the books containing provisions relevant to the Assessment Year under study be referred.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – VI
Specialization Paper: A - 6.4.1: Financial Management-II
Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|--|--------------------|
| 1. Working Capital
a. Meaning, Significance And Sources
b. Factors Affecting To Working Capital
c. Cost Of Working Capital
d. Ascertainment Of Working Capital
e. Solving Practical Problems. | Lectures:12 |
| 2. Fund Flow And Cash Flow
a. Concept And Meaning Of Fund Flow And Cash Flow Statements
b. Significance Of Cash Flow And Fund Flow Statement
c. Preparation Of Fund Flow Statement And Cash Flow Statement
d. Solving Practical Problems. | Lectures:12 |
| 3. Ratio Analysis
a. Meaning ,Significance Of Ratios As Tools Of Financial Analysis
b. Limitations Of Ratio Analysis
c. Types Of Ratios
d. Solving Practical Problems. | Lectures:12 |
| 4. Capital Budgeting
a. Meaning , Principles And Kinds Of Capital Budget
b. Capital Budgeting V/S Periodic Budgeting
c. Meaning And Principles Of Capital Rationing
d. Kinds And Importance Of Cash Budgets
e. Solving Practical Problems. | Lectures:12 |

LIST OF REFERENCE BOOKS

1. Financial Management – By Dr.R.M.Srivastava, Pragati Prakashan Meerut.
2. Financial Management Principles And Practice – By G.Sudarsana Reddy, Himalaya Publishing House
3. Financial Manage Management – By P.V.Kulkarni, Himalaya Publishing House.
4. The Indian Financial System – By Bharati V.Pathak, Dorling Kindersley (India) Pvt. Ltd.
5. Advanced Cost And Management Accounting – By V.K.Saxena & C.D.Vashist, Sultan Chand & Sons.
6. Investment Analysis And Portfolio Management – By Prasanna Chandra, Tata McgrawHill Publishing Co.Ltd.
7. Principles Of Management Account – By S.N.Maheshwari, Sultan Chand & Sons
8. Management Account & Financial Control – By S.N.Maheshwari, Sultan Chand & Sons.
9. Cost And Management Accounting – By M.E.Thukaram Rao, New Age International (P) Ltd.
10. Cost Accounting And Financial Management – By Ravi M.Kishore, Taxman Pub. Pvt. Ltd.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

T.Y.B.B.A. Semester – VI

Specialization Paper: A - 6.4.2: Marketing Management – II

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|--|-------------------|
| 1) Introduction To Marketing Research | Lectures 8 |
| i) Objectives, Scope And Importance Of Marketing Research | |
| ii) Process Of Marketing Research | |
| iii) Application Of Marketing Research | |
| iv) Limitations And Problems In Marketing Research v) Ethics In Marketing Research | |
| vi) Marketing Research In Internet Era and Online Research | |
| 2) Research Process And Analysis | Lectures 8 |
| i) Research Process | |
| ii) Types Of Research- Research Design | |
| iii) Sources Of Experimental Errors | |
| iv) Designing The Research Methodology | |
| v) Surveys-Observation-Experimentation | |
| vi) Qualitative Techniques-Specialized Techniques | |
| 3) Information And Application Of Marketing Research | Lectures 8 |
| i) Meaning And Definition And Need Of MIS | |
| ii) New Product Development And Test Marketing | |
| iii) Advertising Research | |
| iv) Market Segmentation-Bases-Requirement | |
| v) Export Marketing Research : Meaning, Scope and Problem- | |
| vi) Role Of International Trade Centre | |
| 4) Consumer Behavior And Marketing Strategy | Lectures 8 |
| i) Buying Motives | |
| ii) Types Of Buying Behavior | |
| iii) Application of Consumer Behavior | |
| iv) Marketing Strategy-Regulatory Policy-Social Marketing-Informed Individuals | |
| v) Marketing Strategy And Consumer Behavior | |
| vi) Market Analysis Components-The Company-Competitor-Condition | |
| vii) The Nature Of Consumer Behavior | |
| viii) Stages Of Buying Decision Culture | |
| 5) The Consumer Culture | Lectures 8 |
| i) Influences Of Consumer Behavior | |
| ii) Cultural-Social-Opinion-Leadership-Demographic Influences | |
| iii) Business Market And Consumer Behavior | |
| iv) Buying Decision Of Organizational Buyer | |
| v) Psychographic Variables | |
| vi) Tools To Study Buyer Behavior | |
| vii) Reference Group And Social Influences | |
| 6) Post Purchase Behavior And Theories | Lectures 8 |
| i) Post Purchase Behavior | |
| ii) Purchase Evaluation And Consumer Satisfaction | |
| iii) The Evolution Process | |
| iv) The Theories Of Personality. | |

LIST OF REFERENCE BOOKS

- a. Marketing Management By Sherlekar Of Himalaya Publishing House Mumbai
- b. Marketing Research, 3rd Edition Of G.C.Beri By Tata Me Grow Hill
- c. Marketing Research, Suja Nair By Himalaya Publishing House Mumbai
- d. Marketing Research By Rajendra Nargunkar Published By Tata Me Graw Hill
- e. Consumer Behavior, 9th Edition. De! I Hawkins, Roger J. Best. Kenneth A

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

T.Y.B.B.A. Semester – VI

Specialization Paper: A 6.4.3. Human Resource Management-II

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|--|--------------------|
| 1. Job Compensation | lectures:12 |
| a. Job Evaluation: | |
| i. Definition, Principles of Job Evaluation Programmes. | |
| ii. Advantages & Limitation of Job Evaluation | |
| b. Wage & Salary Administration | |
| i. Methods of Wage Payment | |
| ii. Incentive Wage Plans. | |
| iii. Fringe Benefits: meaning and Types of Fringe Benefits | |
| 2. Job Changes: Promotions, Demotions Transfers, Separations | lectures:12 |
| a. Promotions | |
| i. Definition and Types | |
| ii. Basis of Promotion | |
| iii. Promotion Policy | |
| b. Demotions | |
| i. Meaning, Causes and Conditions of Demotion. | |
| c. Transfers | |
| i. Types of Transfers | |
| ii. Transfer Policy | |
| iii. Transfer Procedures | |
| d. Separations | |
| i. Meaning, mode and causes of Separations | |
| ii. Advantages and disadvantages of n Separations | |
| 3. Quality of Work Life | lectures:12 |
| a. Quality of Work | |
| i. Scope of quality of Work | |
| ii. Approaches to Improve Quality of Work | |
| iii. Impact of Quality of Work in Organizational climate | |
| b. Morale :Definition and factors affecting Morale | |
| c. Job Satisfaction : meaning and Factors influencing Job Satisfaction | |
| 4. Social Security | lectures:08 |
| a. Social security in India | |
| i. Health & Safety | |
| ii. Concept | |
| b. Labor Welfare | |
| i. Need for Labor Welfare | |
| ii. Principles of Labor Welfare | |
| 5. Human Resource Information System [HRIS] | lectures:04 |
| a. Concept | |
| b. Effectiveness of HRIS | |

LIST OF REFERENCE BOOKS

1. Human Resource Management By – K. Ashwatghappa, Tata-Mc-Graw Hill
2. A Textbook of 'Human Resource Management', R.S. Dwivedi, Vikas Publishing House Pvt. Ltd.
3. 'Human Resource Management', Dr.Anjali Ghannekar, Everest Publishing House.
4. 'Human Resource Management' (Text and Cases) by – Appannaiah Reddy, Aparna Rao, Himalaya Publishing House.
5. 'Personal and Human Resource Management' (Text and Cases), by – P.Subba Rao, Himalaya Publishing House.
6. 'Human Resource Management and Organizational Behaviour', Dr.P.K.S. Menon.
7. 'Personnel Management', by C.B.Memoria.

8. 'Management Challenges in Twenty First Century', by Vivek Deolankar.
9. 'Manavi Sansadhananche Vyavasthapan', Prof.Dr.Prabhakar Deshmukh.
10. 'Manavi Sansadhananche Vyavasthapan', Prof.B.L.Jibhkate, Dr.C.D.Pandhye, Vishwa Publishers and Distributors, Nagpur.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

T.Y.B.B.A. Semester – VI

Specialization Paper: A: 6.4.4: Production & Materials Management-II

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

- | | |
|---|---------------------|
| 1. Product & Process Information | Lectures: 06 |
| a. Product Description | |
| b. Meaning And Necessity Of Product Information | |
| c. Standardization | |
| i. Meaning, Objectives Advantages & Disadvantages | |
| ii. Level of Standardization. | |
| d. Simplification of Product: Meaning, Features Advantages, Disadvantages. | |
| e. Specialization: Meaning, Principles, Advantages and Disadvantages. | |
| f. Diversification: Meaning, Reasons, Objectives And Forms | |
| g. Automation: Meaning, Stages, Advantages & Disadvantages. | |
| 2. Plant Location: | Lectures: 04 |
| a. Different Methods of Location Analysis. | |
| i. Cost Analysis | |
| ii. Comparative Cost Analysis | |
| iii. Rate Of Return Analysis & Break Even Analysis | |
| iv. Quality Methods | |
| v. Weighted Methods | |
| vi. Ranking Methods. | |
| b. Govt. Control on Location of Industries. | |
| 3. Network Analysis : | Lectures: 04 |
| a. Meaning Advantages & Limitations of Network Analysis. | |
| b. Routing Scheduling | |
| c. Network Diagram. | |
| 4. Quality Control | Lectures: 04 |
| a. Meaning, Objectives & Advantages. | |
| b. Work Study: Concept, Scope & Application, Work Study & Production Improvement. | |
| c. Time Study - Routing Concept Stopwatch Study, Allowances PMTS Systems
(Concept Only) Activity Sampling. | |
| 5. Ergonomics | Lectures: 06 |
| a. Definition, Importance Of Ergonomics | |
| b. Work & Rest Cycles | |
| c. Biomechanical Factors | |
| d. Effect of Factors Such As Light, Ventilation, Noise, Heat On Performance. | |
| e. Importance Of Safe Practices In Handling Chemicals, Gases, Bulk Material | |
| f. Safety with Cargo Handling Equipment. & Devices | |
| g. Statutes Governing Safety. | |
| 6. Store Management : | Lectures: 08 |
| a. Meaning And Objectives Of Store Management | |
| b. Function Of Store Keeping | |
| c. Factors Affecting Locations Of Store | |
| d. Standardization, Classification & Codification Of Material | |
| e. Layout of Store. | |
| f. Methods of Valuation of Stock. | |
| i. First In First Out (FIFO) | |
| ii. Last In First Out (LIFO) | |
| iii. Simple Average & Weighted Average. | |
| iv. Replacement Price Standard Price. | |
| v. Inflated Price, Actual Price & Base Stock Methods. | |

7. Inventory Control:

Lectures: 08

- a. Introduction Meaning Definition & Advantages.
- b. Elements Of Control System.
- c. Cost Inventory
- d. System Of Inventory Control.
- e. Inventory Control Procedures.
 - i. CARDEX, File System.
 - ii. IBM's MAPICS.
 - iii. Just In Time System (JIT)
 - iv. Perpetual Inventory System.
- f. Technique Of Inventory Control.

8. Disposing Scrap & Surplus:

Lectures: 04

- a. Categories of Disposable Material Disposition Of Surplus.

9. Plant Maintenance:

Lectures: 04

- a. Nature , Scope And Importance Of Plant Maintenance
- b. Organization For Plant Maintenance
- c. Classification Of Plant Activities
- d. Preventive & Corrective Maintenance.

LIST OF REFERENCE BOOKS

- 1. Plant Layout & Material Handling - James Apple & John Wileyson
- 2. Production & Operation Management - R.S.Goel.
- 3. A Key to Production Management - Kalyani Publication, Ludhiyana.
- 4. Management & Production Planning - Acharya & Jain.
- 5. Production & Inventory Control - James H.Green
- 6. Integrated Material Management - Patel Chunawala
- 7. Production & Material Management - Dr.Varma.ÀP

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

T.Y.B.B.A. Semester – VI

Specialization Paper: 6.4.5: Agro Business-II (Agricultural Marketing)

Total Lectures: 48

[80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100]

1. Introduction to Agricultural Marketing

Lectures: 06

- a. Scope, Concepts & Objectives
- b. Differences In Agricultural & Consumer Marketing
- c. Constraints In Agricultural Marketing

2. Agricultural Marketing

Lectures:12

- a. Defects In Traditional Agri. Marketing System And Suggestions For Improvement
- b. Standardization: Standards and Standardization, Aims Of Standardization, Significance Of

Standardization, Demerits Of Standardization. Basis Of Standards

- c. Grading: A Marketing Function, Importance Of Grading In Agriculture Grading In India
- d. Channels Of Marketing: Meaning, Definition, Marketing Costs, Margin, Price Spread, Factors

Affecting The Cost Of Marketing, Reasons For Higher Marketing Costs Of Farm

Commodities,

Ways Of Reducing Marketing Cost

- e. Warehousing
 - i. State And Central Warehousing Corporations: Objectives, Functions, Advantages
 - ii. Speculation, Future Trading And Hedging
 - f. Co-Operative Agricultural Marketing
 - g. Public Agencies Involved In Agricultural Marketing Viz. FCI, NAFED, STC, Etc.
 - h. Market Intelligence And Market Integration
 - i. Meaning, Definition, Types Of Market Intelligence & Integration
 - ii. Market Information
- 3. Price Mechanism for agro products**
- a. Interrelationship Between Prices Of Inputs And Output
 - b. Nature And Supply Of Agricultural Products
 - c. Marketable And Marketed Surplus
 - d. Price Trends
 - i. Types And Reasons For Price Movements And Their Effect On Agricultural Price Stabilization
 - ii. Price Support Policies.

4. Supply Chain Management / Sales & Distribution

Lectures:10

- a. Understanding Supply Chain
- b. Decision Phases In Supply Chain
- c. Drivers Of Supply Chain Performance
- d. The Role Of Transportation In A Supply Chain, Factors Affecting Transportation Decisions, Tailored Transportation
- e. Managing Supply, Managing Demand In Supply Chain

5. Promotion Of Agro Products

Lectures:10

- a. Basic Concept Of Promotion
- b. Fundamental Of Advertising
- c. Market Analysis For Agro Products Segmentation & Targeting
- d. Direct Marketing
- e. Sales Management, Personal Selling & Salesmanship
- f. Sales Related Marketing Policies

6. Trading Of Agricultural commodities

Lectures:10

- a. Importance Of Agricultural Commodities In Agricultural Marketing
- b. Marketing Of Cereals Rice, Wheat And Jowar
- c. Marketing Of Pulses-Mango, Tur, Gram, Udid Etc

- d. Marketing Of Mango, Citrus And Grapes
- e. Marketing Of Vegetables
- f. Improving Efficiency In Commodity Marketing
- g. Role Of Co-Operative And Regulated Market In Commodity Marketing
- h. Commercial Commodity Trading

LIST OF REFERENCE BOOKS

1. Acharya, S.S. And N.L. Agrawal. -Agricultural Marketing In India.- Oxford And IBM Publishing Company Pvt. Ltd., 66 Janpath, New Delhi-110001.
2. Gupta, A.P. - Marketing Of Agricultural Produce In India. - Vora And Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai-400002
3. Mamoria C.B. And R.L. Joshi.- Principles And Practice Of Marketing In India. -Kitab Mahal, 15, Thorn Hill Road, Allahabad.
4. Philip Kotler.- Marketing Management.- Pearson Education Publishers, New Delhi.
5. Panvar, J.S.Beyond - Consumer Marketing. - Response Books, Sage Publications, New Delhi.
6. Pandey, Mukesh And Deepak Tiwari.- Rural And Agricultural Marketing.- International Book Distribution Co., New Delhi.
7. Swapna Pradhan.- Retail Management – Tata Mcgraw Hill
8. Acharya, S.S. And N.L. Agrawal. - Agricultural Marketing In India. - Oxford And IBH Publishing Company Pvt., Ltd., 66, Janpath, New Delhi 110001
9. Mamoria, C.B. And R.L. Joshi. - Principles And Practice Of Marketing In India. - Kitab Mahal,15, Thorn Hill Road, Allahabad.
10. Sunil Chopra, Peter Meindl,- Supply Chain Management.- Prentice Hall Publication
11. Panvar, J.S. Beyond - Consumer Marketing. - Response Books Sage Publications, New Delhi.
12. S. A. Chunawala,-Advertising, Sales And Promotion Management- Himalaya Publishing house

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.A. Semester – VI
Compulsory Paper: A 6.5: Competitive Skills
Total Lectures: 48

[Competitive Skills is totally based on practical and journal preparations. The paper pattern should be 50:50 that is 50 for Internal and 50 for External. Maximum Total marks: 100]

- 1. Basic Human Skills** (Lectures:4)
 - a. Introduction To Human Skills
 - b. Types Of Human Skills, -Reading, Writing, Learning - Basic Abilities
 - c. The Need Of Developing Managerial Skills
 - d. Classification Of Skills: Technical, Human And Conceptual
 - e. Other Skills :Social, Diagnostic, Inter-Personal Skills
- 2. Book Or Periodical Review** (Lectures:3)
 - a. Review Of A Book Or Periodical Relating To Biography/Autobiography Of A Successful Entrepreneurship, Management, Co-Operation, Etc.
 - A Teacher Is Expected To Explain A Book Review Technique To The Students
 - Students Are Expected To Write One Book & One Periodical Review In Their Respective Journals.
- 3. Interview Technique** (Lectures:12)
 - a. Appearing For The Purposes Of Interview To Be Given
 - b. Pre, During & Post –Interview – Behavior Mind-Set
 - c. Appearance & Dress –Essential To Make The Interview Successful
 - (Conducting Mock Interview By The Teacher, Or Arranging Campus Interview With The Support From Commercial Organization Or Ngo's , For Different Purposes Like – Selection , Promotion, Performance Appraisal, Exit Opinions, Counseling Etc, The Student Shall Write The Report Based On The Interview Given In The Journal.)
- 4. Group Discussion** (Lectures:8)
 - a. Definition And Process
 - b. Scientific & Participative Tool Of Decision Making
 - c. Collective Wisdom ,Opinion Pooling ,Culmination In To Consensus
 - d. Criteria For Judging The Performance Of Participant.
 - e. Collide Lines – Helpful Expressions – Evolution.
 - Two Groups Should Be Of 10 Students. In One Practical Two G.D Of 15 Minutes Each Is Arranged.
 - Every Student Is Expected To Take Part In G.D. As Per The Instructions Of A Teacher.
 - Every Student Should Have To Observe All G.D. Conducted In The Classroom.
 - Every Student Is Expected To Write A Report Of At Least Two G.D. (Observed By Him) In His Journal.
- 5. Presentation Skills** (Lectures:10)
 - a. Importance Of Presentation Skills
 - b. Capturing Data
 - c. Voice & Voice Modulation
 - d. Picture Integration
 - e. Body Language
 - f. Audience Awareness
 - g. Presentation Plan and Visual Aids
 - h. Forms Of Layout
 - i. Styles of Presentation.
 - i. Oral
 - ii. Model Building
 - iii. Using Electronic Devices
 - iv. Using OHP
 - v. Using Print Material.

(The student should make at least One/ Two presentation relating to a specific topic before the class during the year & write the report based on the presentation in the journal, which shall form part of the practical examination.)

6. Report Writing

(Lecturs:3)

- a. Effective written communication, Significance and Contents
- b. Form and Purposes of report
- c. Process of report writing
- d. Expected Audience
- e. Reader Guidelines for Reporting
- f. Presentation of the report
- g. Criteria for judging the effective report Writing.

(The student shall write the report in the Journal based on the issues arising around the world including the economic activities, relating to a specific subject after gathering the facts, figures, information & other relevant material, relating to the issue under study such as Technical Reports, Management Reports, Search Reports, Fact finding Reports etc.)

7. Seminar

(Lecturs:3)

- a. Preparation for seminar
- b. Conducting seminar
- c. Organizing Conference
- d. Writing & Presentation of paper

(For this purpose, A student is expected to present his views on any one topic selected out of the topics given to them, The duration of the presentation of paper should be maximum 15 minutes. The list of his presentation is to be written in journal.)

8. Oral Communication Skills

(Lectures:5)

- a. Giving Speeches & Oral presentation
- b. Preparing to speak
- c. Developing formal Speeches & Presentation
- d. Extempore or Impromptu Speech.

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for

T.Y.B.B.A. Semester – VI

Compulsory Paper: A 6.6: Project Report (Based On Specialization)

Total Lectures: 48

[The weightage for the paper 6.6 that is project should be 50:50 that is 50 for Internal and 50 for External, Maximum Total marks: 100]

PRACTICAL TRAINING AND INTERNSHIP PROJECT

- 1.1. Each student shall have to undergo a practical training for a period of not less than 3 weeks during vacation falling after the end of second year/during winter vacation of the year.
- 1.2. In the sixth semester examination student were to do “Project Work” individually on the basis of specialization. No group work is allowed in this. The topic should be decided with consultation and guidance of internal teacher of the Institute /college at the end of the second year, so that the student can take up the training during the vacations. The Project should be necessarily innovative and /or Problem solving. No teacher shall be entrusted with more than 15 students for guidance and supervision.
- 1.3. The departments / institute/ college shall submit the detailed list of candidate with Project Titles, name of the organization, internal guide & elective subject to the university on or before 31st July of the year.
- 1.4. The student has to write a report based on the actual training undergone during the vacations at the specific selected enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and submit TWO typed copies of the same to the Head / Director of the institute/principal of the college.
- 1.5. One copy of the report submitted by the student shall be forwarded to the University by the Institute before 31st January.
- 1.6. The project work will carry maximum 100 marks, of which internal teacher shall award marks out of maximum 50 marks on the basis of project work done by the student as a continuous assessment. Remaining marks shall be awarded out of maximum 50 marks by examining the student during Viva- voce, by the panel of the external examiners to be appointed by the University. Minimum 5 minutes project presentation is compulsory. Facility will be provided by the center.
- 1.7. No students will be permitted to appear for Viva-voce and Semester VI examinations, unless and until (s) he submits the project report before the stipulated time.

====Best of Luck=====