

**PunyashlokAhilyadeviHolkar Solapur University, Solapur**



**Name of the Faculty: Commerce & Management**

**CHOICE BASED CREDIT SYSTEM**

**Syllabus: Bachelor of Business Administration (BBA)**

**Name of the Course: B.B.A. I (Sem.–I & II)**

**(Syllabus to be implemented from w.e.f. June, 2019)**

## Punyashlok Ahilyadevi Holkar Solapur University

STRUCTURE OF BBA HONORS PROGRAMME UNDER CBCS PATTERN:  
June 2019 under Faculty of Commerce & Management Implemented from the  
Academic year 2019-20

STRUCTURE OF BBA HONORS PROGRAMME UNDER CBCS PATTERN: June 2019 Under Faculty of Commerce & Management												
Semester I							Semester II					
	Subject Code	Subjects	Credits	UA	CA	Total Marks	Subject Code	Subjects	Credits	UA	CA	Total Marks
1	CC 1	Principles of Management-I	4.00	40	10	50	CC 1	Principles of Management-II	4.00	40	10	50
2	CC 2	Business Communication-I	4.00	40	10	50	CC 2	Business Communication-II	4.00	40	10	50
3	CC 3	Accounting for Business-I	4.00	40	10	50	CC 3	Accounting for Business-II	4.00	40	10	50
4	CC 4	Business Economics-I	4.00	40	10	50	CC 4	Business Economics-II	4.00	40	10	50
5	CC 5	Business Organisation & Environment-I	4.00	40	10	50	CC 5	Business Organisation & Environment-II	4.00	40	10	50
6	AECC 1	Practicals on Management- I	4.00	30	20	50	AECC 1	Practicals on Management- II	4.00	30	20	50
							AECC 2	Democracy, Elections and Good Governance	0.00			
			<b>24</b>			<b>300</b>			<b>24</b>			<b>300</b>
<p><b>CC:</b> Core Course: All courses (subjects) are compulsory.  <b>AECC:</b> Ability Enhancement Compulsory Course: All courses (subjects) are compulsory.  <b>(A) Non-Credit Self Study Course:</b> For Sem II : Democracy, Elections and Good Governance</p>												

**STRUCTURE OF BBA HONORS PROGRAMME UNDER CBCS PATTERN: June 2019**  
**Under Faculty of Commerce & Management**

Semester III							Semester IV					
	Subject Code	Subjects	Credits	UA	CA	Total Marks	Subject Code	Subjects	Credits	UA	CA	Total Marks
1	CC 6	Research Methodology-I	4.00	40	10	50	CC 6	Research Methodology-II	4.00	40	10	50
2	CC 7	Foundation of Human Skills-I	4.00	40	10	50	CC 7	Foundation of Human Skills-II	4.00	40	10	50
3	CC 8	International Business-I	4.00	40	10	50	CC 8	International Business-II	4.00	40	10	50
4	CC 9	Entrepreneurship Development & SME-I	4.00	40	10	50	CC 9	Entrepreneurship Development & SME-II	4.00	40	10	50
5	CC 10	IT for Management-I	4.00	40	10	50	CC 10	IT for Management-II	4.00	40	10	50
6	SEC 1	Mini Project – I	4.00	30	20	50	SEC 1	Mini Project – II	4.00	30	20	50
							SEC 2	Environmental Studies	0.00			
			<b>24</b>			<b>300</b>			<b>28</b>			<b>300</b>

**CC: Core Course: All courses (subjects) are compulsory.**  
**SEC: Skill Enhancement Course (Compulsory Subject- Environmental Studies)**

**STRUCTURE OF BBA HONORS PROGRAMME UNDER CBCS PATTERN: June 2019**  
**Under Faculty of Commerce & Management**

Semester V							Semester VI					
	Subject Code	Subjects	Credits	UA	CA	Total Marks	Subject Code	Subjects	Credits	UA	CA	Total Marks
1	CC 11	Marketing Management-I	4.00	40	10	50	CC 11	Marketing Management-II	4.00	40	10	50
2	CC 12	Financial Management-I	4.00	40	10	50	CC 12	Financial Management-II	4.00	40	10	50
3	CC 13	Human Resource Management-I	4.00	40	10	50	CC 13	Human Resource Management-II	4.00	40	10	50
4	CC 14	Production Management-I	4.00	40	10	50	CC 14	Production Management-II	4.00	40	10	50
5	SEC 1	Taxation	4.00	40	10	50	SEC 1	Project Work	4.00	40	10	50
6	DSE 1	Retail Management-I	4.00	30	20	50	DSE 1	Retail Management-II	4.00	30	20	50
7	DSE 2	Cost and Management Accounting -I					DSE 2	Cost & Management Accounting-II				
			<b>24</b>			<b>300</b>			<b>24</b>			<b>300</b>
<p align="center"><b>CC:</b> Core Course: All courses (subjects) are compulsory.  <b>SEC:</b> Skill Enhancement Course (<b>Compulsory Subject- Environmental Studies</b>)  <b>DSE:</b> Discipline Specific Elective: Candidate has to select any one elective subject.            ( DSE 1 or DSE 2 )</p>												
	<b>TOTAL-148</b>		<b>48</b>	<b>52</b>			<b>48</b>					
			<b>BBA - I</b>	<b>BBA - II</b>			<b>BBA - III</b>					

**TOTAL CREDIT -148**

**2. YEAR OF IMPLEMENTATION:** New syllabus will be implemented from June 2019

**3.PATTERN:** Pattern of examination will be of semester system.

**4.GENERAL OBJECTIVES OF THE COURSE:**

- (i) To provide adequate basic understanding about Management Education among the students.
- (ii) To prepare students to exploit opportunities created in the management Profession.
- (iii) To train the students in communication skills effectively for business purpose.
- (iv) To develop appropriate business skills in the students.
- (v) To make the students competent for providing themselves self-employment.
- (vi) To inculcate Entrepreneurial skills.

**5. DURATION:** The course shall be full time course w.e.f. June 2019. It shall be for three years.

**6.ELIGIBILITY FOR ADMISSION:**

- (i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream
- (ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iii) Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iv) MCVC
- (v) Every eligible candidate has to pass a Common Entrance Test to be conducted by college.

**7.PATTERN**Pattern of examination will be semester system

The B.B.A. Examination will be 1800 marks divided into 3 parts as per details given below:

- (i) B.B.A. Part I (Sem I, II) Aggregate marks 600
- (ii) B.B.A. Part II (Sem III, IV) Aggregate marks 600
- (iii) B.B.A .Part III (Sem V, VI) Aggregate marks 600

There will be written Examination of 40 marks (1 hr.30 min. duration) for every subject at the end of each Semester. The class work will carry 10 marks in each subject.

**8. PRACTICALS AND MARKS:**

**(University Viva-30 Marks + Internal Assessment-20 Marks) = 50 Marks**

Semester I	Practicals on Management –I
Semester II	Practicals on Management –II
Semester III	Mini Project–I
Semester IV	Mini Project–II
Semester V	Taxation
Semester VI	Project Report

The Candidate has to obtain marks 40% marks in internal evaluation marks and 40% marks in University Exam (Viva-voce Exam) to declare as pass.

### 9. STANDARD OF PASSING:

A Candidate must obtain minimum 40% of the marks in each University examination paper as well as in internal evaluation for passing in a particular subject. The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II and III).

The award of Class is as follows:

#### Grade Template

Sr. No.	Range of Marks	Grade Point
1	80 Onwards	10
2	70-79	9
3	60-69	8
4	55-59	7
5	50-54	6
6	45-49	5
7	40-44	4
8	<40	0

**10. MEDIUM OF INSTRUCTION:** The medium of instruction shall be in English.

#### 11. DIVISION OF INTERNAL MARKS:

Sr. No.	Internal Criteria	Internal Marks (10)
1	Class Assignment	2
2	Home Assignment	2
3	Seminar/ Group Exe.	3
4	Attendance	3
	<b>Total</b>	<b>10</b>

#### 12. ABOUT SPECIALIZATION:

During 5<sup>th</sup> Semester, the students will have to select one of the Elective groups (consisting of one subject) from Financial Management (A) or Marketing Management (B) During 6<sup>th</sup> Semester, The students will have to continue with the same Elective group.

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**  
**Revised Semester Pattern Syllabus**  
**Choice Based Credit System (CBCS)**  
**B.B.A. Part-I (Sem. I)**  
**Principles of Management-I**  
**Course Code: Semester I (CC-1)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

**Objective:** To develop understanding regarding basic concepts and functions of Management.

<b>Sr. No.</b>	<b>Name of Topic</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Management</b>	Introduction, Definition, Importance of management, Scientific and Administrative Management, Functions- Planning, Organising, Staffing, Directing & Controlling. Levels of Management and its functions.	<b>15</b>
<b>2</b>	<b>Planning</b>	Meaning, Definition, Features of Planning, Importance of planning, Types of Plans, Steps in Planning process, Making planning effective.	<b>10</b>
<b>3</b>	<b>Organising</b>	Definition of organisation, Process of organising Organizational Structure & its types, Span of management, Departmentation & its types, Difference between Power and Authority Delegation of Authority and its advantages, Responsibility.	<b>20</b>
<b>4</b>	<b>Staffing</b>	Meaning, Definition, Staffing process, Manpower planning, Recruitment (Sources), Selection (Process), Training (Need & types) and Performance Appraisal (Need & advantages)	<b>15</b>

**Reference Books:**

- 1) Principles of Management, P.C. Tripathi and P.N. Reddy, Mcgraw Hill
- 2) Principles & Practice of Management ,L.M.Prasad, S. Chand and Sons
- 3) Management , Stephen P. Robins and Marry Coulter , Pearsons pub.
- 4) Principles of Management - Knootz&O'Donell, Tata McGraw Hill

**Business Communication-I**  
**Course Code: Semester I (CC-2)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

Objective: To acquaint students with importance of communication in business.

<b>Unit No.</b>	<b>Name of the Chapter</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Communication</b>	Communication- Meaning, Objectives, Importance and Process, Essentials of good communication, Barriers to communication and Overcoming communication Barriers	<b>10</b>
<b>2</b>	<b>Types of Communication</b>	Communication Written, Oral, Face-to-face, Silence (Merits and demerits of each type). Non-verbal Communication- Meaning, Medias/ Forms of Non-verbal communication	<b>15</b>
<b>3</b>	<b>Business Letters</b>	Need and functions of business letters , Planning & layout of business letter, Drafting of Business Letters- Application for employment and resume, Placing and fulfilling orders, Enquiries and replies, Sales letters, Circular letters, Complaints and follow-up.	<b>20</b>
<b>4</b>	<b>Reporting to Management</b>	Principles of writing reports for management, Types of reports Structures of report, Meetings – Types of meetings, Circulars, Notice, Agenda Minutes, Memos.	<b>15</b>

**Recommended Books:**

- 1) Communication- C. S Rayudu- Himalaya Publishing House
- 2) Business Communication- Rai and Rai- Himalaya Publishing House
- 3) Business Communication- P.D. Chaturvedi and Mukesh Chaturvedi.
- 4) Essentials of Business Communication- Rajendra Pal and J. S. Korlahalli- S. Chand and Sons.

**Accounting for Business-I**  
**Course Code: Semester I (CC-3)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total**

**Marks=50** Objective - a) To develop awareness about accounting as a language of business.

b) To impart basic accounting knowledge as applicable to business

<b>Unit No.</b>	<b>Name of the Chapter</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	Meaning of Accounting, Procedural Aspects of Accounting, Objectives of Accounting, Functions of Accounting, Sub Field of Accounting, Accounting Concepts, Accounting Principles – Accounting Conventions, Fundamental Accounting Assumptions	<b>15</b>
<b>2</b>	<b>Accounting Process and Systems</b>	Nature of Accounting Transactions, Journal Entries, Posting of ledgers, Cash Book And Subsidiary Book	<b>15</b>
<b>3</b>	<b>Depreciation</b>	Depreciation Concept, Objectives of depreciation, Causes of Depreciation, Depreciation Methods- Straight line, Written down	<b>15</b>
<b>4</b>	<b>Final Accounts</b>	Preparation final accounts for Proprietor	<b>15</b>

**Recommended Books:**

1. Advance Accountancy – M.C.Shukla and Grewal – S. Chand Publication
2. Accounting for Management – Dr. Jawaharlal – Himalaya Publication House
3. Advance Accountancy – S M Shukla - S. Chand Publication
4. Financial Accounting- Dr. Kaustubh Arvind Sontakke- Himalaya Publication House

**Business Economics –I**  
**Course Code: Semester I (CC-4)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

- Objectives:** a) To provide basic knowledge of the micro economic theory.  
b) To enable students to apply this knowledge in business decision making.

<b>Chapter No.</b>	<b>Name of Chapter</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1</b>	<b>Introduction to Micro Economics</b>	1.1 Meaning, Nature, Scope 1.2 Significance and Limitations 1.3 Business economics - Features & Objectives 1.4 Business decisions – Internal and External	<b>15</b>
<b>2</b>	<b>Consumer Behaviour &amp; Demand</b>	2.1 Utility and law of diminishing marginal utility 2.2 Demand function and law of demand 2.3 Elasticity of demand: Methods of Measurement - Determinates & significance 2.4 Concepts of revenue	<b>15</b>
<b>3</b>	<b>Producer Behaviour &amp; Supply</b>	3.1 Production function 3.2 Law of supply 3.3 Concepts of costs - short run and long run	<b>15</b>
<b>4</b>	<b>Product Market &amp; Price Determination</b>	4.1 Forms of market 4.2 Equilibrium price - effect of shift in demand & supply 4.3 Price and output determination in a) Monopolistic Competition b) Oligopoly	<b>15</b>

**Suggested Reading and Reference Book:**

1. Business Economics (Micro) Ms. S. Shanthi, Mrs. Anjali Sane, Himalaya Publishing House
2. Macroeconomics-Theory & Policy: H. L. Ahuja, S. Chand Publication
3. Business Economics– D. M. Mithani, Anjali Sane, Himalaya Publishing House
4. Business Economics-Dr. G. N. Chitte, Mrs. Y. V. Jugale, Mr. A. K. Hulli, Ms. P.J.Khandagale

**Business Organisation & Environment-I**  
**Course Code: Semester I (CC-5)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

- Objectives:**
- a) To acquaint the students with various forms of business organization.
  - b) To make the students aware about developments in the business world.
  - c) To provide basic knowledge of business environment.
  - d) To enable them for formulating appropriate business strategies.

<b>Chapter No.</b>	<b>Name of Chapter</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1</b>	<b>Introduction to Business</b>	Meaning, Objectives & Characteristics of Business, Classification and Evolution of Business, Industrial Revolution- its effects. Essentials of Successful business & Requisites of a Good Businessman	<b>18</b>
<b>2</b>	<b>Forms of Business Organizations</b>	Sole Proprietorship, Partnership Firms, Joint Stock Companies, Co-operative Society, Features, Merits, Demerits & Suitability.	<b>16</b>
<b>3</b>	<b>Domestic Trade</b>	Organization of Wholesale & Retail Trade, Types, Characteristics & Functions.	<b>10</b>
<b>4</b>	<b>Aids to Trade &amp; Foreign Trade</b>	Banking, Insurance, Transportation, Warehousing – Concept, Functions & Types Foreign Trade-Types, Advantages & Disadvantages	<b>16</b>

**Reference Books:**

1. Modern Business Organization & Management by S. A. Sherlekar, Himalaya Publication
2. Business Environment Text and Cases by F. Cherunilam, Himalaya Publication
3. Business Organisations & Systems by Appannaiah, Ramnath, Gujarathi, Himalaya Publication
4. Modern Business Organization & Management by M. C. Shukla, S. Chand Publication

**Practicals on Management-I**  
**Course Code: Semester I (AECC-1)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

**Objectives:**

- a) To expose the student with current developments in business.
- b) To improve communication skill of the students.

**Practicals:**

Student should maintain the Practical Book (Journal) for this subject. The practicals include the following - .

- a) Communication Skills** - 5 speeches in one semester to be presented. Topics should be selected other than regular subjects. **(04 marks)**
- b) Business News Analysis** - 5 News items of minimum of 100 words should be analyzed and presented in one Semester **(04 Marks)**
- c) Book Review-** Student should read one book related to Personality Development, Business Development, Industrialist's biographies / autobiographies. **(04 Marks)**
- d) Industrial visit Report** - Minimum two business units **(08 Marks)**

At the end of semester, examination will taken by the university (One internal and One external examiner)

Examiners should ask the questions on the basis of Practical Book (Journal) maintained by the Students **(30 Marks)**

**Principles of Management-II**  
**Course Code: Semester II (CC-1)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

**Objective:** To develop understanding regarding basic concepts and functions of Management.

<b>Sr. No.</b>	<b>Name of Topic</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Coordination</b>	Meaning, Definition, Need for Coordination, Types of Coordination, Techniques of effective coordination,	<b>10</b>
<b>2</b>	<b>Motivation</b>	Meaning, Definition, Importance, <b>Motivational techniques:</b> Financial and Non- financial incentives. <b>Theories of motivation:</b> Maslow's Hierarchy needs theory, McGregor's theory X and Y. Theory Z by William Ouchi, Herzberg's Two Factor Theory.	<b>20</b>
<b>3</b>	<b>Leadership</b>	Meaning, Definition, Functions of Leader, Ingredients of leadership, Trait Theory of Leadership, Leadership Styles, Autocratic, Democratic and Free rein, Management Grid	<b>15</b>
<b>4</b>	<b>Controlling</b>	Meaning, Definition, Need for control, Steps in Control Process, Types of Control- Feed forward control, Concurrent control & feedback control, Control Techniques- Traditional & Modern.	<b>15</b>

**Reference Books:**

- 1) Principles of Management, P.C. Tripathi and P.N. Reddy, Mcgraw Hill
- 2) Principles & Practice of Management ,L.M.Prasad, S. Chand and Sons
- 3) Management , Stephen P. Robins and Marry Coulter , Pearsons pub.
- 4) Principles of Management - Knootz&O'Donell, Tata McGraw Hill

**Business Communication –I**  
**Course Code: Semester II (CC-2)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

**Objective -** To improve oral communication of students.

<b>Unit No.</b>	<b>Name of the Chapter</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	Meaning, nature and scope, Principles of effective oral communication, 7 C's of Communication, Techniques of effective speech, Media of oral communication (Face to face conversation, Teleconferences, Press Conference, Demonstration, Radio recording, Dictaphone, Demonstration and Dramatization, Public Address system, Closed circuit Television, Grapevine, Group Discussion, Oral Report.)	<b>15</b>
<b>2</b>	<b>Oral Communication in Organisation</b>	<b>Formal Channels:</b> Downward, Upward and Horizontal communication channels in organization. <b>Informal Channels:</b> Grapevine, Rumour etc. at organization. (Meaning, Medias, Merits and Demerits of all)	<b>15</b>
<b>3</b>	<b>Communication Skills</b>	<b>Interviews:</b> Meaning, Types, Conducting interviews, preparation for giving Interviews; <b>Group Discussions:</b> Concept, Preparing for GDs, parameters of Evaluation; Concepts of Seminars, Extempore Speech, Public speaking, Speech preparation.	<b>20</b>
<b>4</b>	<b>Use of Technology in Communication</b>	Telephone, Fax, Internet, Intranet, Video Conferencing, Answering Machines, voice- mail, Audio-Visual aids used in Organization, Blogs and Social media, Email writing.	<b>10</b>

**Recommended Books:**

1. Communication- C. S Rayudu- Himalaya Publishing House
2. Business Communication- Rai and Rai- Himalaya Publishing House
3. Business Communication- P.D. Chaturvedi and MukeshChaturvedi
4. Business Communication - M. - Vani Educational Balasubrahmanyam Books.

**Accounting for Business-II**  
**Course Code: Semester II (CC-3)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

**Objective -** To impart basic cost accounting knowledge as applicable to business.

<b>Unit No.</b>	<b>Name of the Chapter</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Cost Accounting</b>	Meaning , Nature, Scope Advantages and , objectives of cost Accounting, Distinction between Financial & Cost Accounting,	<b>08</b>
<b>2</b>	<b>Elements of Cost</b>	Cost Classification and cost elements, Cost center, cost unit, Cost control and cost reduction, Preparation of cost – Sheet	<b>10</b>
<b>3</b>	<b>Material Costing</b>	Stock Levels (Problems), Store Ledger (Problems on LIFO,FIFO, Simple Average and Weighted average methods).	<b>10</b>
<b>4</b>	<b>Labour Costing</b>	Remuneration and Incentive (Problems), Labour turnover (Problems)	<b>10</b>
<b>5</b>	<b>Overheads</b>	Introduction of Overheads, Allocation of overheads,(Problems), Classification and Accounting of Overheads, Absorption of overheads	<b>10</b>
<b>6</b>	<b>Marginal Costing and Break-even Analysis</b>	Concept of Marginal Cost& Marginal Costing, Break-Even analysis, Practical application of Break-even analysis (Problems)	<b>12</b>

**Reference Books:**

1. Principles of Management Accounting-Manmohan,Goyal S.N.
2. Management Accounting - I.M. Pandey.
3. Management (Problems) Accounting - Khan & Jain.
4. Management Accounting - Nagrainam
5. Cost Accounting - Jawahar Lal - Tata McGraw hill

**Business Economics –II**  
**Course Code: Semester II (CC-4)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

- Objectives:** a) To provide basic knowledge of the micro economic theory.  
b) To enable students to apply this knowledge in business decision making.

<b>Chapter No.</b>	<b>Name of Chapter</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1</b>	<b>Introduction to Macro Economics</b>	1.1 Meaning- Nature – scope 1.2 Significance and limitations 1.3 Macro economics goal-objectives a) Full employment b) Price stability c) Social justice d) Sustained & inclusive Growth e) Globalization with sovereignty intact	<b>15</b>
<b>2</b>	<b>Macro Economic Problems</b>	2.1 Unemployment 2.2 Business cycle - Phases 2.3 Inflation – Forms- causes – effects and Controls 2.4 Fiscal Deficit 2.5 Balance of payment 2.6 External debts 2.3 Inflation – Forms- causes – effects and Controls	<b>15</b>
<b>3</b>	<b>Money &amp; Banking - Monetary Policy</b>	3.1 Meaning and functions 3.2 Demand for and supply of money 3.3 Commercial Bank – Role & Functions 3.4 Central Bank – Role & functions – monetary policy	<b>15</b>
<b>4</b>	<b>Public Finance – Fiscal</b>	4.1 Meaning –scope, Fiscal policy & its objectives 4.2 Budget – Meaning and Classification 4.3 Public revenue – Direct tax & Indirect tax 4.4 Public expenditure – Classification – causes of growth 4.5 Public debt – Internal & External	<b>15</b>

**Suggested Reading and Reference Book:**

1. Business Economics (Micro) Ms. S. Shanthi, Mrs. Anjali Sane, Himalaya Publishing House
2. Macroeconomics-Theory & Policy: H. L. Ahuja, S. Chand Publication
3. Business Economics– D. M. Mithani, Anjali Sane, Himalaya Publishing House
4. Business Economics-Dr. G. N. Chitte, Mrs. Y. V. Jugale, Mr. A. K. Hulli, Ms. P.J.Khandagale

## **Business Organisation & Environment-II**

**Course Code: Semester II (CC-5)**

**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

- Objectives:**
- a) To acquaint the students with various forms of business organization.
  - b) To make the students aware about developments in the business world.
  - c) To provide basic knowledge of business environment.
  - d) To enable them for formulating appropriate business strategies.

<b>Chapter No.</b>	<b>Name of Chapter</b>	<b>Details</b>	<b>No. of Periods</b>
<b>1</b>	<b>Business Environment</b>	Introduction, Meaning, Definition, Features, Importance, Environmental Analysis – SWOT Analysis– Merits & Demerits of Business Environment.	<b>08</b>
<b>2</b>	<b>Dimensions of Business Environment</b>	Internal, External: Micro & Macro.	<b>08</b>
<b>3</b>	<b>Economic Environment</b>	Meaning, Economic System, Economic Factors, Various Economic Policy & Its Importance & Its Impact on Business.	<b>12</b>
<b>4</b>	<b>Technological Environment</b>	Technology & its Features, Technological Dynamics, Transfer of technology & Regulations.	<b>12</b>
<b>5</b>	<b>Social &amp; Cultural Environment</b>	Meaning, Nature of Social & Cultural Environment, Impact of Culture on Business, Social Responsibility towards various stakeholders	<b>12</b>
<b>6</b>	<b>Political and Legal Environment</b>	Political Systems & Institutions, Responsibilities of the State towards Business, Corporate governance-Need & Importance.	<b>12</b>

### **Reference Books:**

1. Business Environment - Francis Cherunilam, Himalaya Publication
2. Business Environment- Dr. C. N. Sontakki&Dr.PrakashHerekar, Mehta Publication
3. Business Environment- Justin Paul
4. Essentials of Business Environment- K. Aswathappa, Himalaya Publication



**Practicals on Management-II**  
**Course Code: Semester II (AECC-1)**  
**w. e. f. June 2019**

**Total Periods- 60**

**Total Marks=50**

**Objectives:**

- a) To expose the student with current developments in business.
- b) To improve communication skill of the students.

**Practicals:**

Student should maintain the Practical Book (Journal) for this subject. The practicals include the following - .

- a) Communication Skills** - 5 speeches in one semester to be presented. Topics should be selected other than regular subjects. **(04 marks)**
- b) Business News Analysis** - 5 News items of minimum of 100 words should be analyzed and presented in one Semester **(04 Marks)**
- c) Interview** - Student should take interview of any one local entrepreneur and summary of the same to be written in Practical Book. **(04 Marks)**
- d) Industrial visit Report** - Minimum two business units **(08 Marks)**

At the end of semester, examination will taken by the university (One internal and One external examiner)

Examiners should ask the questions on the basis of Practical Book (Journal) maintained by the Students. **(30 Marks)**