

Bachelor of Business Administration (B.B.A)

Semester- III Examination

Sr. No.	Subjects	Course Scheme			No. of Credits	Examination Scheme					Minimum Passing Marks (ESE+IA)
		L	T	P		Maximum Marks					
						ESE	P		IA	Total	
						E	I				
1.	Financial Management	4	-	-	3	80	-	-	20	100	35
2.	Human Resource Management-I	4	-	-	3	80	-	-	20	100	35
3.	Principles of Marketing Management-I	4	-	-	3	80	-	-	20	100	35
4.	Production Management	4	-	-	2	80	-	-	20	100	35
5.	Business Environment Management-I	4	-	-	3	80	-	-	20	100	35
6.	Cost Accounting	4	-	-	3	80	-	-	20	100	35
7.	Business Law	4	-	-	3	80	-	-	20	100	35

• Note :

1. L- Lecture, T- Tutorial, P- Practical, IA- Internal Assessment, ESE-End Semester Examination, E-External Examiner Marks, I-Internal Examiner Marks

BBA IInd Year
Semester- III
Financial Management

Theory: 80 Marks

Internal Assessment: 20 Marks

Unit I

Introduction to Indian Financial Markets

- What is finance
- Introduction to Indian Financial Markets
- Function of Financial Market
- Money Market, capital Market
- Finance Function
- Sources of short-term & Long-term Finances.

Unit II

Stock Exchanges in India

- Meaning of stock exchanges, History of stock exchange in India
- Function of stock exchanges
- BSE, NSE, OTCEI, ICSEI
- Computation Index, Secondary Market Trading Mechanism

Unit III

Working capital Management

- Introduction of Working Capital Management
- Concept, Meaning, Scope & Significance of Working Capital Management
- Computation of Working Capital Requirements and Duration of Operating Cycle
- Working Capital Financing Policies, Risk & Return Trade-off

Unit IV

Investment Opportunities

- Investment Opportunities & their Distinctive Features
- Corporate Securities Deposit, Post Office Deposits & Certificates
- Life Insurance Policies, Provident Fund Scheme, Equity Linked Saving Schemes (ELSS)
- Government & semi Government Securities, Mutual Fund Schemes, Real Estate

Reference Book

- 1) Prof. (Mrs) Aparna Samudra:- Financial Management (Nirali Publication)
- 2) M. Ranganathan, R. Madhumathi:- Investment Analysis & Portfolio Management, Person Education
- 3) Bharti V. Pathak:- Indian Financial System, Person Education
- 4) S.K. Banerjee:- Financial Management (S. Chand & Co.)
- 5) Khan M. Y. & Jain P.K. :- Financial Management
- 6) Prasanna Chandra:- Fundamentals of Financial Management

B.B.A.PART TWO
Semester -III
Human Resource Management (Paper – I)

Theory: 80 Marks
Internal Assessment: 20 Marks

Objectives: To develop understanding of the concepts of Human Resource Development To gain and insight of the factors which go into the making of an efficient HRD Manager.

Periods Allotment

UNIT 1 **16**

Introduction to Human Resource Management

- Concept, Definition objectives, Scope Function and Significance of Human Resource Management

B) Recruitment and Selection

- Recruitment – definition, types, sources
- Selection – definition, process, steps
- Job analysis – steps and techniques
- Interview Types
- Placement
- Induction

UNIT 2 **16**

A) Training and Development

- Definition, Need, objectives.
- Methods of Training-on the job and of the job training
- Management Development-meaning, process and techniques

B) Performance Appraisal

- Concept, definition and objectives of Performance Appraisal
- Methods and techniques of Performance Appraisal
- How to make Performance Appraisal effective
- Job Evaluation – definition, process
- Promotion Demotion and Transfer Policies
- Layoff, Absenteeism Labour Turn- over

UNIT 3 **16**

A) Motivation, Morale and Productivity

- Definition, importance, methods of Motivation

- Morale, Morale And Productivity
- Job enrichment-Core Dimensions of Job Enrichment
- Executive Stress
- Introduction, objectives and factors effecting Wage determination
- Incentive plans
- Profit sharing
- Fringe benefits

UNIT 4

12

Human Resource Development

- Introduction, evaluation, objectives, scope and significance of Human Resource Development
- Distinction between Personal Management and Human Resource Development Process of Human Resource Planning/Man Power Planning.

BOOKS RECOMMENDED

1. Dr. P. C. Tripathi and N. C. Kapoor, Personal Management and Industrial Laws, Sultan Chand and Sons.
2. C. B. Mamoria, Personnel Management, Himalaya Publishing House, New Delhi
3. R. S. Davar, Personnel Management and Industrial Relation, Vikas Publications, New Delhi
4. C. S. VenkataRatnam & B. K. Shrivastava, Personnel Management and Human Resources, Tata McGraw Hill Publishing Co. Ltd.
5. H. L. Kumar, Practical Guide to Labour Management, Universal Law Publishing Co. Pvt. Ltd.
6. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing Co. Ltd.
7. A.M. Shaikh, Human Resource Development and Management, S.Chand and Company, New Delhi.
8. Monappa, Managing Human Resource, Macmillan
9. Pattanayak, Human Resources Management, Prentice Hall of India
10. Dale Yoder, Personnel Management and Industrial Relation
11. R.D. Agrawal, Dynamics of Personnel Management in India
12. Gary Dessler, A Framework for Human Resource Management, 3rd Edition, Pearson Education 2004.

B.B.A.PART TWO
Semester -III
Human Resource Management (Paper – I)

Theory: 80 Marks
Internal Assessment: 20 Marks

Ques. No. 1 - Unit I	A. Theory	08Marks
	B. Theory	08 Marks
OR		
Ques. No. 2 - Unit II	C. Theory	16Marks
	A. Theory	08 Marks
	B. Theory	08Marks
OR		
Ques. No. 3 - Unit III	C. Theory	16Marks
	A. Theory	08 Marks
	B. Theory	08Marks
OR		
Ques. No. 4 - Unit IV	C. Theory	16Marks
	A. Theory	08 Marks
	B. Theory	08Marks
OR		
Ques. No. 5	C. Theory	16Marks
	A. Theory on Unit No. I	4 Marks
	B. Theory on Unit No. II	4 Marks
	C.Theory on Unit No. III	4 Marks
	D. Theory on Unit No. IV	4 Marks

B.B.A. Part Two
Semester -III
Principles of Marketing Management (Paper – I)

Theory: 80 Marks

Internal Assessment: 20 Marks

Objectives: To Study and critically analyze the basic concepts in marketing and to cater the needs of marketing Industries

	Periods Allotment
UNIT I	16
Introduction	
Marketing-Definition, Concepts, Significance and Functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role and Functions of Marketing Manager.	
UNIT II	12
Recent Trends in Marketing	
Tele Marketing, M-Business, E-Business, E-Marketing-Service Marketing Rural Marketing-Marketing, Marketing Planning and Strategies.	
UNIT III	16
Marketing Mix	
Meaning-Scope, Utility-Product Mix, Product Concept, Product life Cycle-Product Simplifications-Decertification Elements Price mix-factors, Methods, Importance.	
UNIT IV	16
Introduction to Sales Management	
Meaning, Scope and Importance of Sales Management, Difference between Sales and Marketing	
Marketing of Industrial Products- Classification of Industrial Products, Marketing Mix For Industrial Products.	

BOOKS RECOMMENDED

1. Marketing Management by Philip Kotler.
2. Marketing Management Cravens By Hills-Woodruff
3. Marketing –A Managerial Introduction By Gandhi
4. Marketing Information System By Davis –Olsan
5. Consumer Behavior By Schiff man – Kanuk
6. Principles and Practice of Marketing By John Frain
7. Marketing- N.R.Nair, S.R.Nair, Sultan Chand and Sons
8. Modern Marketing- R.S.N.Pillai and V.Bhagavati, S.Chand and Company
9. Marketing Management- RajanSaxena
10. Marketing Management, 11th Edition, Philips Kotler, Pearson Education.

B.B.A. Part Two
Semester -III
Principles of Marketing Management (Paper – I)

Theory: 80 Marks
Internal Assessment: 20 Marks

Ques. No. 1 - Unit I	A. Theory	08Marks
	B. Theory	08 Marks
	OR	
	C. Theory	16Marks
Ques. No. 2 - Unit II	A. Theory	08 Marks
	B. Theory	08Marks
	OR	
	C. Theory	16Marks
Ques. No. 3 - Unit III	A. Theory	08 Marks
	B. Theory	08Marks
	OR	
	C. Theory	16Marks
Ques. No. 4 - Unit IV	A. Theory	08 Marks
	B. Theory	08Marks
	OR	
	C. Theory	16Marks
Ques. No. 5	A. Theory on Unit No. I	4 Marks
	B. Theory on Unit No. II	4 Marks
	C.Theory on Unit No. III	4 Marks
	D. Theory on Unit No. IV	4 Marks

B.B.A. II
SEMESTER -III
PRODUCTION MANAGEMENT

Theory: 80 Marks
Internal Assessment: 20 Marks

Objectives: The purpose of this course is to familiarize the students with the concepts and strategies involved in production management.

Unit I – An overview of Production Management

Nature, Meaning and Definition of Production and Production Management, Scope and objectives of Production Management, Functions & Responsibilities of Production Manager, Process Production & Different systems of Production, Problems of Production Management

Unit II – Production Management Strategies

Long range plans strategies, Medium range and Short range strategies, Production selection, Differentiating features of Production system :- Degree of Standardization, Types of operation & Manufacturing operation versus Service operations, Factors affecting Production & Operation Management

Unit III – Plant Location and Layout

Nature, Concept & Definition of Plant Location, Factors affecting Location decisions, Location Decision Variables: - Urban, Suburban, Villages

Nature, Concept & Definition of Plant Layout, objectives & Features of Good Plant Layout, Types of Layout, Factors influencing Layout Choices.

Unit IV – Quality Control

Need, Nature & Definition of Quality and Quality Control, Nature, Objectives & Scope of Inspection, Quality Assurance, Importance of Quality Management in an industry, Total Quality Management.

Reference Books:-

- 1) Production Management, C.S.V.* Murthy, Himalaya Publishing House
- 2) Production & Operation Management, N.G. Nair, Tata Mc. Graw Hill Publishing House.
- 3) Production & Operation Management, D.R. Patel, Himalaya Publishing House
- 4) Production & Material Management, K. Shridhar Bhatt, Himalaya Publishing House, New Delhi.
- 5) Material & Purchasing Management, S.A. Chunawalla, Himalaya Publishing House
- 6) Material Management, R.K. Malhotra, Nachhattat singh, S.D. Sharma
- 7) Jain & Agrawal, Production Planning & Control

B.B.A. II
SEMESTER -III
PRODUCTION MANAGEMENT

Theory: 80 Marks

Internal Assessment: 20 Marks

Ques. No. 1 - Unit I	A. Theory	08Marks
	B. Theory	08 Marks
OR		
	C. Theory	16Marks
Ques. No. 2 - Unit II	A. Theory	08 Marks
	B. Theory	08Marks
OR		
	C. Theory	16Marks
Ques. No. 3 - Unit III	A. Theory	08 Marks
	B. Theory	08Marks
OR		
	C. Theory	16Marks
Ques. No. 4 - Unit IV	A. Theory	08 Marks
	B. Theory	08Marks
OR		
	C. Theory	16Marks
Ques. No. 5	A. Theory on Unit No. I	4 Marks
	B. Theory on Unit No. II	4 Marks
	C.Theory on Unit No. III	4 Marks
	D. Theory on Unit No. IV	4 Marks

GONDWANA UNIVERSITY
BBA SEMESTER III
Business Environment Management - I(BEVM - I)

Syllabus:

Unit I: Introduction to Environment Management - Definition, Scope & importance, Need for public awareness- institution in environment, People in environment **Natural resources** - Renewable and non renewable resources, and associated problems, Role of an individual in conservation of natural resources.

Unit II: Ecosystem - Concept of an Ecosystem , ecosystem degradation, Structure & functions of an ecosystem-producers, consumers and decomposers; Ecological succession; food chains, food webs and ecological pyramids; Ecosystem types – characteristics features, structure and functions of forest, grassland, desert and aquatic ecosystems, Industrial Ecology and Recycling Industry.

Unit III: Human population & environment - Global population growth, variations among nations; Urbanization, Environment & human health-climate and human health, infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment. Human rights –Equity, Nutrition and health rights, intellectual property rights (IPRs), Community biodiversity registers (CBRs); HIV/AIDS; Women and children Welfare; Information technology in environment and human health.

Unit IV: Air Pollution:- Definition Air pollution, causes, effects & control, Green house effect, pollution: Vehicles, Industry households, Global warming, Ozone layer depletion, effects & remedies, Role of individual and institution in preventions of Air pollution **Soil Pollution:-** Definition soil pollution, causes, effects & control, Surface condition, texture, contents. Forest, Afforestation, Plantations, pollution due agricultural patterns, chemical fertilizers & Pesticides; Run-off, grazing desertification; **Waste land Management:** - causes, effects and control measures of urban and industrial waste; Role of individual and institution in preventions of Soil pollution.

Suggested Readings

1. A text book of environmental by K M Agrawal, P K Sikdar, S C Deb”, published by Macmillan
2. Environment management by N K Uberoi”, published by Excel Books
3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.
5. Environmental Studies by Rajagopalan- Pub. By Oxford.

B. B. A. PART TWO
SEMESTER-III
COST ACCOUNTING

Theory: 80 Marks

Internal Assessment: 20 Marks

Objectives- To Provide Basic Knowledge and Understanding of important Cost Accounting

To Business and Industry

Periods Allotment

UNIT I

15

Meaning, Importance, Nature and Scope of Cost Accounting, Methods and Types of Costing, Distinguish between Cost Accounting and Financial Accounting, Element of Cost and Allocation. Single or Output Costing, **Problems relating to Cost-Sheet and Tender**

UNIT II

15

Reconciliation Statement- Causes of Reconciliation Needs, Reasons for difference, Reconciliation of Profits Shown by Financial Accounting and Cost Accounting.

UNIT III

15

Process Costing- Feature of Process Costing, Advantages and Disadvantages, Principle of Process Costing, Application of Process Costing, Problems on Simple Process Including Normal And Abnormal Gain and Wastage. And Joint Product Costing and Sale of By –Product.

UNIT IV

15

Contract Costing- Features, Types of Contract Costing, Certified Work, Uncertified Work, Retention Money, Profits on Incomplete Contracts, Cost-Plus Contract, Treatment of Profits and Problems on One or Two Contracts for One Year Only, Placement of Important Items in the Balance- Sheet of Contract.

BOOK RECOMMENDED

1. Cost Accounting- R. S. N. Pillia and V. Bhagavati, S.Chand and Company, New Delhi
2. Cost and Management Accounting- Dr. Rahul Sawlikar, Dr. K.B.Moharir and Dr. Pradip Ghorpade, Rajani Prakashan, Nagpur. ISBN-978-93-82683-00-1
3. Cost Accounting-M. Khan And P.K. Jain, Tata McGraw Hill ISBN – 13:978-0-07-040224-9
4. Cost Accounting- Dr. R.K.Sawlikar and Dr. R.P.Ingole, Das Ganu Prakashan, Nagpur, ISBN-978-93-81660-40-9
5. Cost Accounting- S.N.Patil and A.N.Patil, Vishwa Publishers and Distributors, Nagpur. ISBN-81-86454-34-9
6. Cost and Management Accounting- Y.R.Mahajan, Pimplapure Prakashan, Nagpur
7. Cost Accounting-M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand and Company, New Delhi
8. Practical Costing- B.S.Khanna, I.M.Pandey, G.K.Ahuja, S.C.L.Batra, S.Chand and Company, New Delhi
9. Cost and Management Accounting (Marathi) Dr.Kishor Moharir, Sunita Moharir, Dr. Pradip Ghorpade, Dr. Vinod Waghale, Das Ganu Prakashan, Nagpur
10. Cost and Management Accounting (Marathi)-

Dr.Sudhir Bobhankar, Dr. Megha Kanetkar, Shri. Sainath Prakashan, Nagpur
11. Cost Account (Hindi) - S.M.Shukla
12. Cost Account (Hindi) - I.G.Gupta and Trivedi
13. Cost Account (Hindi) - M.N.Arora, S.Chand and Company, New Delhi
14. Rathnam Costing Theory- P.V.Rathnam
15. Cost Accounting-V.K.Saxena, C.D.Vashist
16. Cost Accounting-Jawaharlal
17. Cost Accounting- S.P.Iyanger, Sultan Chand and Company, New Delhi
18. Cost and Management Accounting- ShashiK. Gupta, Kalyani Publisher, New Delhi
19. Cost Accounting-S.P.Jain and Narang

Paper-Pattern of B. B. A. Part Two
Semester III
Cost Accounting

Time = 3.00 Hours

Marks =80

Que. No. 1 on Unit 1st

- | | | |
|------------|------|-------|
| a) Theory | | (8M) |
| b) Problem | | (8M) |
| | (OR) | |
| c) Problem | | (16M) |

Que. No. 2 on Unit 2nd

- | | | |
|------------|------|-------|
| a) Problem | | (8M) |
| b) Problem | | (8M) |
| | (OR) | |
| c) Problem | | (16M) |

Que. No. 3 on Unit 3rd

- | | | |
|------------|------|-------|
| a) Problem | | (8M) |
| b) Problem | | (8M) |
| | (OR) | |
| c) Problem | | (16M) |

Que. No. 4 on Unit 4th

- | | | |
|------------|------|-------|
| a) Problem | | (8M) |
| b) Problem | | (8M) |
| | (OR) | |
| c) Problem | | (16M) |

Que. No. 5 Write Short Answers

- | | |
|-----------------------------------|------|
| a) Theory on Unit 1 st | (4M) |
| b) Theory on Unit 2 nd | (4M) |
| c) Theory on Unit 3 rd | (4M) |
| d) Theory on Unit 4 th | (4M) |

SYLLABUS

B.B.A. - II

Business Law

Semester - III

- **Level of knowledge :** Basic Knowledge
- **Objectives :** To develop conceptual understanding of the fundamentals of Business law and procedure requirements. To impart skills in law.

CONTENTS

Unit-I : **Indian Contract Act, 1872 :** Definition of contract, Agreement, Offer and Acceptance, Essentials of Valid contract, performance of contract and Breach of contract,

Sale of Goods Act 1930: Essentials of contract of sale, sale distinguished from agreement to sell, goods and their classification, price, conditions and warranties transfer of title by non-owners, Unpaid seller and his rights.

Unit - II : **Indian Joint Stock Companies Act, 1956 :**
Definition of a Joint stock company, kind of companies, and formation of company, company Distinguished from partnership, provisions Relating to Incorporation.

Prospectus :

Concept of Prospectus, statement in lieu of prospectus company, Meetings and liquidation of a company.

Articles of Association: Definition, Importance, Form and Contents Articles, Alteration in Articles of Association.

Unit-III : **Memorandum of Association :**
Doctrine of Ultra-Vires, Articles of Association, Doctrine of Indoor Managemen and constructive Notice.

Indian Partnership Act, 1932 :

Definition of partnership, kinds of partners, partnership deed, Registration of a partnership firm, Rights and Duties of partners, Liabilities of partners, Dissolution of partnership firm.

Unit-IV : **Indian Income Tax Act, 1961:**
Definition of person, Residential status of an Assesses and Tax Liabilities.

List of Recommended books

1. Direct Tax Law and Practice - Singhanian
2. Elements of Mercantile law - Kapoor N.D.
3. A Manual of Mercantile Law - M. C. Shukla
4. Mercantile Law - S. S. Gulshan
5. Labour and Industrial laws K. Madhvan Pillai Manoria and Gankar

QUESTION PAPER PATTERN

Total Marks = 80

Q.1	A) Unit - I	8
	B) Unit - I	8
	OR	
	C) Unit - I	16
Q.2	A) Unit - II	8
	B) Unit - II	8
	OR	
	C) Unit - II	16
Q.3	A) Unit - III	8
	B) Unit - III	8
	OR	
	C) Unit - III	16
Q.4	A) Unit - IV	8
	B) Unit - IV	8
	OR	
	C) Unit - IV	16
Q.5	A) Unit - I	4
	B) Unit - II	4
	C) Unit - III	4
	D) Unit - IV	4