



Estd. 1962  
NAAC 'A++' Grade

SHIVAJI UNIVERISTY, KOLHAPUR-416 004. MAHARASHTRA  
PHONE : EPABX-2609000 website- [www.unishivaji.ac.in](http://www.unishivaji.ac.in)  
FAX 0091-0231-2691533 & 0091-0231-2692333 – BOS - 2609094  
शिवाजी विद्यापीठ, कोल्हापूर – 416004.  
दुरध्वनी (ईपीएबीएक्स) २६०९००० (अभ्यास मंडळे विभाग— २६०९०९४)  
फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३. e-mail: bos@unishivaji.ac.in

Ref./SU/BOS/Com & Mgmt./

No 0 0 3 2 1

Date : 16/09/2021

To,

The Principal  
All Affiliated (Commerce & Management) College/Institutions,  
Shivaji University, Kolhapur

**Subject : Regarding Syllabi of BBA Part-III (Sem-V/VI) Choice Based Credit System (CBCS) degree programme under the Faculty of Commerce & Management.**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised Syllabi of **BBA Part-III (Sem-V/VI) Choice Based Credit System (CBCS)** under the Faculty of Commerce & Management.

This Syllabi shall be implemented from the academic year **2021-2022**. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Student - Online Syllabus).

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October / November 2021 & March / April, 2022. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

Dy. Registrar

Encl : As above

Copy to,

1. I/c Dean, Faculty of Commerce & Management
2. Chairman, Board of Studies
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. Section
7. Affiliation Section (U.G./P.G.)
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminer Section

for information

for information and necessary action.

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



Estd. 1962

NAAC "A++" Grade

**Faculty of Commerce and Management**

Syllabus For

**BBA Part III (Sem V & VI) (CBCS)**

(To be implemented from June 2021 onwards)

(Subject to the modifications that will be made from time to time)

Shivaji University, Kolhapur  
BBA-III Sem-V & VI  
Syllabus

**BBA Part III Sem V**

<p><b>B.B.A Part III Semester V</b> <b>Fundamentals of Business laws</b> CC-C1</p>		
<p>Teaching Hours: 60 credit Points: 4 Total Marks: 100 Theory marks: 50 Internal Marks: 50</p>		
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• To provide the brief idea about the frame work of Indian Business Law</li> <li>• To orient students, about the legal aspects of business.</li> </ul>		
<p>Course Outcome:</p> <ol style="list-style-type: none"> <li>1. Have a fair idea about aspects of different business laws in India</li> <li>2. Understand the salient features and importance of different business laws.</li> <li>3. Get acquainted with different provisions of business laws.</li> </ol>		
<b>Syllabus contents</b>		
Unit – I	<p><b>Indian Contract Act 1872 &amp; Sale of Goods Act 1930</b></p> <p><b>A) Indian Contract Act</b>            Meaning of Business Law, sources of Business Law, Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, distinguish between Agreement and Contract.            Offer or Proposal- definition, Essentials of Valid proposal or offer, counter offer, Standing or open offer, distinguish between offer and invitation to offer.            Acceptance-definition, Essentials of a valid acceptance, Promise. Communication of Offer and acceptance and Revocation.            Capacity to contract, Free Consent ,Consideration            Discharge of Contract and Remedies for breach of contract</p> <p><b>B) Sale of Goods Act 1930</b>            Introduction, Definition, Essentialities of the contract of sale, Duties of Seller &amp; Buyer, Distinction between ‘sale’ and ‘agreement of sell, Distinction between ‘sale and hire-purchase agreement’ Conditions and Warranties, Distinguish between condition and warranties, Transfer of property as between the seller and the buyer, Rights of an unpaid seller</p>	15Hrs

Unit – II	<p><b>Indian Companies Act, 2013:</b>  <b>A) Procedure of Incorporation of Company,</b>  Definition and Nature of Company  Promoters and preliminary contract  Types of Companies: Chartered Companies Statutory Companies, Registered companies under the Act. OPC, Companies limited by shares, Companies Limited by guarantee, Private Company, Public Company, Producer Companies Formation of Companies with charitable objects, Holding Company and Subsidiary company, Small Company, Dormant Company.  Procedure for Incorporation of Company, Effect of Incorporation. Membership of a company, Rights and Liabilities of Members  Documents: Memorandum of Association and Articles of Association: Meaning: Concept, Clauses.  Prospectus. Meaning, When to be issued, When not required, Various kinds of prospectus, Contents of Prospectus, Private Placements.</p> <p><b>B) Meetings and Winding up of company</b>  Meetings: Purpose, types of meeting, concepts of quorum-proxy, resolution , types of resolution  Winding Up of Company: Meaning, various modes of winding up of company.</p>	15Hrs
Unit III	<p><b>Negotiable instruments Act 1881:</b>  A) Meaning and Characteristics of Negotiable Instrument, Negotiation and Endorsement, Kinds of Endorsement, Holder and Holder in Due Course  B) Classification of Negotiable Instruments.  Promissory Notes and Bills of Exchange, Essential elements of Promissory Note and Bill of Exchange, distinguish between Promissory note and Bill of Exchange,  Cheque: Meaning, Types of Cheque, crossing the cheque, Types of Crossing, dishonor of cheque and Penalties in case of dishonor of certain cheques, distinguish between cheque and Bill of exchange.</p>	15Hrs
Unit – IV	<p><b>Intellectual Property Rights :</b>  A) <b>Copyrights and Trade Marks :</b>  <b>Copy Right Act 1957:</b>  Meaning and definition of IPR, Silent features of IPR Acts</p> <p>Meaning of copyright, what works are protected under copyright, rights of copyright owner, Importance of copyright act, Term &amp; duration, Procedure for registration of copy right, Rights of owner for Infringement of copyright</p> <p><b>Trade Mark and Merchandise Act 1999:</b>  Meaning, functions of Trade mark, Types of Trade Marks, rights of Trade mark owner, Importance of Trade mark Act, Term &amp; duration, Procedure for registration of Trademark, Rights of owner for Infringement of Trademark rights</p> <p><b>B) Patents and Industrial designs:</b></p>	15Hrs

**Reference Books:**

1. Elements of Mercantile Law: By N.D. Kapoor – Sulchand & Sons
2. Indian Contract Act: By Avtar Singh – Eastern Book Company
3. Business Law: By M.C. Kuchal- Vikas Publication
1. Business Law By Pillai, R.S.N. and Bhagavathi- -S. Chand
2. Business Law By Sheth, Yejpal- -Pearson Publication
3. The Companies Act 2013, Bare Act, Paperback, Professional Book publisher.
4. Companies Act, 2013 (Hardbound Pkt. edn.) (English, Hardcover, Bharat)
5. **Law Relating to Intellectual Property Rights -M K Bhandari- Central Law Publications**
6. <https://www.icsi.edu/media/webmodules/publications>

<b>B.B.A. Part III SEMESTER V</b>		
<b>Human Skills</b>		
<b>CC –C2</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100 Theory Marks: 50 Internal Marks: 50</b>		
<b>Objective</b>	To make students understand the basic concept of human skills and abilities	
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. Develop different human skills among students</li> <li>2. Enhance quality behavior.</li> <li>3. To increase Emotional Quotient by learning values.</li> <li>4. Understand about conflict management and stress management</li> <li>5. Beneficial to cultivate professional skills among the management students and make them persons with empathy.</li> <li>6. Understand about Career Management and career opportunities in Management.</li> </ol>	
<b>Expected Skills Impartation(Through theory and Practical)</b>	<ol style="list-style-type: none"> <li>1. Decision Making Skill</li> <li>2. Analytical skill</li> <li>3. Improvement in E.Q</li> </ol>	
<b>Syllabus contents</b>		
Unit – I	<p><b>Basics Of Human Skills</b></p> <p><u>A-Introduction to Human skills-</u> Meaning &amp; significance of human skills, Types of human skills – Reading, Writing, Listening, Speaking.</p> <p><u>B-Basic abilities –</u> Concept of ability, Types of abilities- Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life .</p> <p><u>C-Understanding Self And Others</u> Understanding self and others through Johari Window. Journey of self discovery. Analysis of strength and weakness. Goal settings to overcome weakness.</p>	15Hrs

Unit – II	<b>New Skills In Management</b> Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style- sales competencies, sports mental skills, conflict management, stress management, Team role skills critical thinking skills, computing skills.	15Hrs
Unit – III	<b>Enhancement of Skills</b> Decision making skills, Methods used to develop decision making skills- In the basket, Business games, case studies. Interpersonal skills - Meaning, Methods Used to develop interpersonal skills-role playing, Behavior modeling, sensitivity Training, Transactions Analysis-structural Insight.	15Hrs
Unit – IV	<b>Application of skills</b> Career Management – Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factors affecting career choices, career opportunities in management . Written communication- preparation of Resume. Oral communication- Facing an Interview.	15Hrs
	<b>Reference Books:</b> 1. Basic Managerial Skills For All - E.H. McGrath (Prentice Hall of India Ltd.). 2. Organizational Behavior Through Indian Philosophy: M.N. Mishra (Himalaya Publishing House). 3. Total Quality Management: S.D. Bagade (Himalaya Publishing House). 4. Organizational Behavior: Luthans Fred. 5. Education to Human Values: Tilak Raj Bhardwaj (A Mittal Publication). 6. Personnel Management: Edwin Flippo.	
	Note: Practical sessions may be conducted to improve the skills of students	

<b>Management Historians</b> <b>BBA-III SEMESTER V</b> CC-C3		
Course Outcomes: On Completion of this course students will be able to: <ol style="list-style-type: none"> <li>1. Understand evolutionary phases of management approaches</li> <li>2. Understand contribution of management historians</li> <li>3. Evaluate role of historian in developing science of management</li> </ol>		
Unit No.	Title of the Topic	No. of Lectures
I	<b>Development of Management Concept:</b> A. Frederick W. Taylor and Henry Fayol; Biographical sketch B. Max Weber: Biographical Sketch, Theory of authority structures. C. Chester Barnard: Biographic Sketch; Elements of Organization	15 Hrs.

<b>II</b>	<b>Development of Behavioural Approach</b> <b>A.</b> Elton Mayo: Biographical sketch Hawthorne experiment, Human Relations Approach, <b>B.</b> Abraham H. Maslow: Biographical Sketch, Hierarchy of needs	<b>15 Hrs.</b>
<b>III</b>	<b>Development of quality and modern management</b> <b>A.</b> Edward Deming; Biographical Sketch; Contribution in TOM <b>B.</b> Peter Drucker: Biographical Sketch; MBO and self- Control	<b>15 Hrs.</b>
<b>IV</b>	<b>Contribution of Indian Authors:</b> <b>A.</b> C. K. Pralhad- Biographical Sketch; Bottom of the Pyramid <b>B.</b> M. K. Gandhi- Gandhian philosophy of Wealth Management, Trusteeship Management, Principles of trusteeship, 7 Sins, CSR.	<b>15 Hrs.</b>
<b>Books Recommended:</b> 1. Management Gurus - Navin Mathur, National Publication House, Jaipur 2. Management Principles and Practice - R. Srinivasan, S. A. Chunawalla, Himalaya Publishing House Pvt. Ltd. 3. Management theory and practice- Dr. C. B. Gupta, Sultan Chand & sons Publication, New Delhi 4. Management -James A.F.Stoner, R.Edward Freeman, Daniel R.Gilbert (Jr) Prentice Hall of India Pvt. Ltd., New Delhi. 5. Principles of Management- Govindarajan, M., Natarajan, S. PHI Learning Pvt. Ltd. Delhi. 6. Business Laws - Chandra Kumar & Roy, Prabhat Kumar, Vikas Publishing House Pvt.Ltd., New Delhi-110044		
Students should take up one Management historian and prepare a poster to be placed at institute notice board, on walls of classrooms. The Management thinkers given in the syllabus are exemplarily, students are expected to go beyond the syllabus and refer the Management Thinkers.		

<b>Bachelors in Business Administration (BBA-DM) Digital Marketing</b> DSE-A1		
Objectives: - 1. To help the students to gain knowledge and understanding about the recent trends in digital marketing.2. To provide an understanding of the applications of digital marketing for decision making in the internet era.		
<b>Course Outcomes (Cos):</b> At the end of the course the student should be able to: <ol style="list-style-type: none"> <li>1. Learn the applications of Digital Marketing</li> <li>2. Analyze the different digital marketingavenues.</li> <li>3. Examine digital marketingtools.</li> <li>4. Build real life problems in the domain of digitalmarketing</li> </ol>		
Total Marks:100	InternalMarks:50	Total Hours of Teaching: 60Hrs Credit points:4
Syllabus Contents:		
Unit 1:	<b>Digital Marketing:</b> Basics of Internet, Definition Meaning Scope, Digital Marketing Process, Increasing Visibility, What is visibility?, Types of visibility, Examples of visibility, Visitors Engagement, What is engagement?, Why it is important Examples of engagement, Inbound and outbound marketing, Advantages of digital Medium over other media, Digital medium in today’s Marketing plan. Website as a base of DM.	15 Hours

Unit 2:	<p><b>Website planning process:</b> What is Internet?, Understanding domain names &amp; domain extensions, Different types of websites based on functionality, purpose, Planning &amp; Conceptualising a Website.</p> <p><b>Search Marketing:</b> What is SEO?, Introduction to SERP, What are search engines?, How search engines work, Types of SEO, Major functions of a search engine, Difference between SEO and SEM, Overview of Google Ad words, Keywords research and analysis, Tracking the success of SEM Search Engine, Digital marketing strategy, Digital consumer behaviour:</p>	15 Hours
Unit 3:	<p><b>Types of Digital Marketing</b></p> <p>Social media Marketing: Different social Media Channels, Social media for various businesses B2C&amp; B2B, Measuring social media ROI</p> <p>Mobile Marketing: Components of mobile marketing Different kinds of mobile marketing, mobile marketing ecosystem, Planning, implementing, and optimizing your mobile marketing program.</p> <p>Mobile App Marketing: Introduction, Mobile App Marketing vs Mobile Marketing, Mobile App Acquisition, Mobile App User Activation, User Activation Strategies, Mobile App Retention, How to communicate with your user.</p> <p>Content Marketing: Introduction, Objectives of content marketing, Content marketing 7 step strategy building process, types of content with examples.</p> <p>E-Mail Marketing: The basics of Email marketing, Types of email marketing-, Setting up email marketing account, benefits&amp; working of email marketing, email marketing campaign.</p> <p>Display Marketing: Different Kinds of Display marketing The display Marketing ecosystem.</p> <p>Affiliate Marketing: Introduction, How does affiliate marketing work?, 3 A's of affiliate marketing, Benefits of the affiliate marketing model.</p>	15 Hours
Unit 4:	<p><b>Web analytics:</b> Digital measurement Landscape</p> <p>Introduction to Google analytics, Interpreting the data in Google analytics</p> <p><b>Practical Applications of DM</b></p>	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

**Reference Books:**

1. Newlands, Murray (2011) *Online marketing: a user's manual*. Chichester: John Wiley [distributor]
2. Chaffey, D. & Ellis-Chadwick, F., 2012. *Digital Marketing: Strategy, Implementation and Practice*. 5 ed. Harlow: Pearson Education Ltd.
3. Brown, C (2007). The complete guide to Google advertising. United States: Atlantic Publishing .p27-30.
4. Mohammed R.,—Internet Marketing, McGraw Hill, New York, Vol.4, 2001
5. Krishnamurthy, S. & Singh, N. (2005), The International E-Marketing Framework (IEMF):
6. Reedly, J., Schullo, S., And Zimmerman, K. (2000), Electronic Marketing (Integrating Electronic Resources Into The Marketing Process), Harcourt College Publishers.
7. <https://www.airship.com/resources/explainer/mobile-app-marketing-explained/>
8. <https://www.sendinblue.com/blog/what-is-email-marketing/#:~:text=Email%20marketing%20is%20when%20you,receiver%20email%20communications%20from%20you.>
9. Digital Marketing for Dummies, Pub: John Wiley & Sons, Author: Stephanie Diamond, [www.wiley.com](http://www.wiley.com). ISBN: 978-1-119-56023-4
10. Digital Marketing, Pub: McGraw Hill, Author: Seema Gupta, 2<sup>nd</sup> Edition. ISBN-13: 978-

9353169787

11. The Art of Digital Marketing , Pub: JohnWiley& Sons,Inc.,Hoboken,New Jersey ,Author: Ian Dodson.ISBN: 978-81-265-6440-8.
12. Internet Marketing & e-Commerce: Pub: Cengage Learning, Author: Ward Hanson, KirthiKalyanam, 3<sup>rd</sup> Reprint, ISBN-13: 978-81-315-1712-3.
13. <https://www.webtrainings.in/free-google-digital-marketing-certification-courses/>
14. <https://blogs.constantcontact.com/social-media-quickstarter/>
15. Teachers should encourage students to go thru material available on the internet, newspapers, magazines and Journals in reference to the subject.

<b>Discipline Specific Elective – Finance B.B.A. Part-III Financial Management (Semester-V) DSE-B1</b>		
<b>Objectives:</b> To understand basic concepts of Financial Management		
<b>Course Outcomes :</b> <ol style="list-style-type: none"><li>1. To understand the basic concepts Financial Management</li><li>2. To know about components of Working Capital Management</li><li>3. To understand Capital Structure ,Cost of Capital and Leverage</li></ol>		
<b>Note-</b> Practical Problems would be asked on Unit No.2 and 4		<b>Periods</b>
<b>Unit-I</b>	<b>Nature of Financial Management</b>	15
	Meaning, Nature, Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Significance, Functions of Financial Management and Sources of Finance: Equity Shares, Sweat Shares, Employee’s Stock Option (ESOP), and Equity Shares with differential rights, Preference Shares, Debentures and Term Loans, Venture Capital, Project Finance. Financial Planning: Meaning, Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization.	
<b>Unit-II</b>	<b>Working Capital Management</b>	15
	I) Working Capital Management: Concept, types and significance, Factors determining working capital requirements, Sources of Working Capital: Accruals, trade credit, commercial banks, public deposits, inter-corporate-deposits, short-term loans from financial institutions, commercial paper (CP) and factoring, Computation of Working Capital Requirement(Practical Problems) II) Cash Management: Meaning, Motives for holding cash ,Techniques of Cash Management, Online Payment: Wallets, Fund Transfer, National Electronic Fund Transfer (NEFT) and Real Time Gross Settlement (RTGS), Payment apps	
<b>Unit-III</b>	<b>Receivables Management and Inventory Management</b>	15
	I) <b>Receivables Management:</b> Objective of Receivable Management, Credit Polices and Credit Standards & Credit Analysis, Credit terms, Cash Discount, Collection Policies, Provisions, Bad debts, Doubtful debts, Problems of recovery and over-dues, Strategies for efficient collection.	

	<b>II)Inventory Management:</b> Nature and Importance of Inventory, Classification of Inventories, Functions of Inventory, Inventory Management techniques-ABC Analysis,XYZ Analysis,VED Analysis,FSN Analysis,HML Analysis,SDE Analysis,SOS Analysis, GOLF Analysis	
Unit-IV	<b>Capital Structure ,Cost of Capital and Leverage</b>	
	<p><b>I) Capital Structure</b>-Meaning, Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.</p> <p><b>II) Cost of Capital</b> -Cost of Capital: Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages, cost of capital. (Practical Problems)</p> <p><b>III)Leverages</b>-Concept , Measurement of leverages -Operating , Financial and Combined leverage(Practical Problems)</p>	15
	<p><b>Reference Books-</b></p> <ol style="list-style-type: none"> <li>1. Financial Management: Prasanna Chandra,Mc Graw Hill Publication.</li> <li>2. Financial Management-Theory and Practice-Shashi K.Gupta and R.K.Sharma,Kalyani Publications, New Delhi.</li> <li>3. Financial Management : Text and Problems : M. Y. Khan and P. K. Jain, Tata Mc Graw Hill Education Pvt. Ltd.</li> <li>4. Financial Management : An Analytical and Conceptual Approach, S. C. Kuchal,Chaitanya Publishing House.</li> <li>5. Working Capital Management-A conceptual Approach-Dhiraj Sharma,Himalaya Publishing House Pvt.Ltd.,Mumbai.</li> <li>6. Working Capital Management-V.Bhalla-Sultan Chand and Sons.</li> <li>7. Working Capital Management-Applications and Cases-James S.Sagner, Wiley Publishing Co.US.</li> <li>8. Financial Management: I. M. Pandey ,Vikas Publishing House Pvt. Ltd.</li> <li>9. Taxman's Financial Management: Ravi M. Kishore, Taxmann Publications (P.) Ltd.</li> <li>10. Financial Management : Principles and Practice : S. N. Maheshwari,Sultan Chand and Sons.</li> <li>11. Financial Management-Dr. Anil Kumar Dhagat, Kognet Learning Solutions Inc. ,Dreamtech Press , New Delhi.</li> <li>12. The business of Venture Capital book by -Mahendra Ramsinghani, Wiley Publishing Co.US</li> </ol>	

<b>B.B.A. Part III SEMESTER V</b>	
<b>Human Resource Planning</b>	
<b>DSE - C1</b>	
<b>Teaching Hours: 60 Credit points: 4</b>	
<b>Total Marks: 100 Theory Marks: 50 Internal Marks: 50</b>	
<b>Objective</b>	To get acquainted to procurement function and practices followed by HR department.

<b>Course outcomes</b>	After completion of the course students will be able to : 1. Understand the various functions of HRM. 2. Describe the Human Resource Planning Process. 3. Understand the Recruitment function in detail. 4. Describe the Selection process 5. Analyze the employee separation method.	
<b>Expected Skills Impartation (Through theory and Practical)</b>	Inter-Personal communication Skill	
<b>Syllabus contents</b>		
Unit – I	<b>HRM - functions of HRM - Managerial &amp; Operative :</b> Job Analysis - Concept, Process of job analysis, Techniques of data collection for job analysis. Job Description - Contents, Steps in writing job description. Job Specification - Meaning, Contents.	15Hrs
Unit – II	<b>Human Resource Planning &amp; Recruitment :</b> HR Planning- Meaning, Objectives, Factors affecting/influencing HRP - internal & external. HRP Process - Analyzing corporate and unit level strategies, Demand forecasting, Supply forecasting, Estimating net human resources requirements, action plan for redeployment, redundancy/retrenchment or action plan for outsourcing. Recruitment - Meaning, Factors affecting recruitment - internal & external factors, Sources of recruitment - traditional sources & modern sources.	15Hrs
Unit - III	<b>Selection of Human Resource :</b> Selection - Meaning, Selection procedure. Types of interviews - Preliminary, Core and decision-making interviews. Principles of Interviewing - Do`s and Don`ts, Closing the interview. Placement - Process, Problems in placement. Induction Programme - Objectives, Benefits, Contents of Induction Programme.	15Hrs
Unit - IV	<b>Employee Separation :</b> Meaning cost of employee separations - Recruitment, Selection, Training, and Separation cost, Benefits of employee separation, Types of employee separation - Voluntary- Quits , Retirements. Involuntary separation - Discharges, Layoffs, Retrenchment, VRS, Rightsizing.	15Hrs
<b>Books Recommended :-</b> 1. Personnel Management by Edwin Flippo. 2. Personnel 7 Human Resource Management - Text & Case by P.Subba Rao. 3. Human Resource Management by Garry Desslar, Pearson Education Asia. 4. Human Resource Management by S.S.Khanka, S.Chand & Co.New Delhi. 5. Human Resource Management and Personnel Management by Aswanthappa, Tata Mc Graw Hill, New Delhi.		

6. Human Resource Management by Biswajeet Patnaik Hall of Indua Private Limited, New Delhi.  
7. Human Resource Management - An Experimental Approach by H. John Bernandin & Joyce E.A. Russel.

**BBA-Part-III**  
**Semester V**  
DSE-A2/ DSE-B2/ DSE-C2  
**Mini-Project /Field Report**

**Discipline Specific Elective:**

DSE-A2-Marketing  
DSE-B2- Finance  
DSE-C2- Human Resource Management

**Objective:** To expose the BBA students to practical application of Discipline Specific Elective through field studies, Case studies.

**Course Outcomes:**

1. To identify the research problem and formulate objectives.
2. To choose appropriate methodology with proper tools and techniques.
3. To analyze and interpret the data collected from different sources.
4. To make decision or find out conclusions on the basis of data analysis.

The student shall visit to respective firms/organizations/markets/companies/social organizations for whole semester and prepare a mini project on field visit/surveys. BBA being professional course, it is essential for each student to practically apply or understand theoretical concepts what he/she has learnt during the course. Project Work will be done by the student individually. Student can carry out the project work after college hours, holidays. Student has to prepare Project Report under the guidance of faculty appointed by concerned Institute.

During the field visit, student is expected to collect vital information through internal and external source so as to reach concrete conclusions on the given subject.

Since the practical has been introduced in the curriculum, every institution affiliated to Shivaji University, Kolhapur is expected to sign Memorandum of Understanding (MOU) with industrial units/SSIs, business houses, educational institutes, social organizations or NGOs, service industries such as Bank, Insurance etc.

Mini project report in the fifth semester carries 100 marks. **Student has to submit Two Project Work Spiral copy to the institute.**

Project Report	:	50 Marks
Internal Viva-Voce	:	50 Marks

The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall evaluate by the faculty at the end of Semester V. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting. (Internal Viva-Voce). Internal Viva-Voce Committee

should be formed by Head of Department and Principal/Director which will include 3 faculty members-1 as a chair-person and 2 as committee members. A viva-voce examination will be conducted before the university examination for Semester V. Committee should submit the marks online as well as hard copy. The faculty should keep the record properly.

## **MINI PROJECT REPORT**

A format of Field/Mini Project report shall be of the following nature:

- Cover Page- Title of the project, Name of the student, Name of Guide, Name of the Department and College, Year of Submission
- Declaration of Student
- Certificates-Certificate by Guide, Recommendation Certificate by Head of the Department and Principal, Certificate by Organization(mandatory for organization project only)
- Acknowledgement
- Contents/ Index
- List of Tables
- List of Graphs
- Headings of the chapter, sub-headings of the chapter

## **CHAPTER SCHEME:**

### **Chapter-1: Introduction**

- 1.1 Introduction
- 1.2 Review of Literature
- 1.3 Objectives of the study
- 1.4 Hypothesis of the study
- 1.5 Scope of the study
- 1.6 Importance of the study
- 1.7 Research Methodology (Data Sources, Sampling Design, Data Analysis Instrument)

### **Chapter-2: Theoretical Background**

Necessary theoretical inputs may be added to support the research work.

- 2.1. Basic Concepts -Meaning, Definitions
- 2.2 Characteristics/Nature
- 2.3 Scope
- 2.4 Techniques/Types/Categories
- 2.5 Advantages, Disadvantages
- 2.6. Functions
- 2.7. Importance of Basic Concepts etc.

### **Chapter-3: Introduction to the Organization/Industry**

- 3.1 Introduction to the Organization
- 3.2 Brief History of the Organization and present position
- 3.3 Organization Structure
- 3.4 Departments/Sections in Organization
- 3.5. Products/Services offered
- 3.6 Milestones achieved by company, awards, certifications etc
- 3.7. Human Resource Scenario of organization

- 3.8. Operations management of Organization
- 3.9. Marketing Scenario of organization
- 3.10. Important Statistical Information
- 3.11. Future Plans of organization

#### **Chapter-4: Data Analysis and Interpretation**

#### **Chapter-5: Findings and Suggestions**

### **Bibliography**

### **Appendices**

### **Bibliography**

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner.

So, the Bibliography may include-

- Books referred-Title of Book, Author Name, Publication ,Edition
- Articles-Name of Author, Title of paper, Name of Journal, ISSN No. Volume No., Page Number.
- Websites
- Other

### **Appendices**

The document, charts, questionnaire, tables and schedule etc. which are actually referred to in the bodies of the project report are to be included under appendix or appendices.

So, the appendices may include-

- Questionnaire / Schedule
- Tables, Documents/forms etc.,
- Maps, Diagrams, graphs etc. referred to in the body of the project report.
- Guide Student Meeting Record Form.

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report.

The guide has every discretion to change the Chapter as per requirements.

### **UNIVERSITY GUIDELINES FOR MINI PROJECT/SURVEY REPORT WORK**

- There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- Use of colors in text matter, graphs and diagrams should be avoided.
- Page numbers are compulsory.
- The average size of report ordinarily will be of minimum 100 pages .Layout of the project is- Paper A4 size, Font –Times New Roman, Font Size for regular text is 12, for headings 14 font size is allowed, for title of chapters upto 28 font size. Printing is to be done on both sides of

pages. Margin 1.5 inches at the left, mirror margin and 1 inch at rest sides. Chapter pages should not carry borders.

- Declaration from the student that his/her research work is not copied from any other existing reports.
- The report will have three certificates, one by the Head of the Department and Principal, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report
- Certificate of the Faculty Guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
- Index Page, List of Tables and List of Graphs should be added after certificates and Declaration.

### **Dates of Mini Project Report Submission**

1. For regular students, the last date of Mini Project Report Spiral Copy submission to the institute is 30 Sept. of every year. In case 30<sup>th</sup> Sept is holiday then the next working day is the last date of project report submission.
2. For repeater students the last date of submission of project report to the institute is 1<sup>st</sup> March. In case 1<sup>st</sup> March is holiday then the next working day is the last date of project report submission.

### **Note:**

- Students should learn MS Excel and SPSS for Data Analysis and Google Form Questionnaire preparation
- Faculty should encourage students for Research Paper Writing on Major Project and its publication in UGC Care Listed Journals.
- Students should be encouraged for participation in at Conferences /Seminars/Webinars/Workshops related to their course, specialization, Research etc.
- Students should be encouraged for completion of Online Certification Courses available on Online Platforms such as NPTEL/Swayam /Coursera during academic year.

### **GUIDE STUDENT MEETING RECORD**

Student Name	
Contact No.	
Email-id	
Institute Guide Name	
Contact No.	
Email-id	
Organization Guide Name	
Designation	
Contact No.	
Email-id	
Website of Organization	
Specialization of Project	
Topic of Project	

Sr. No.	Date	Description	Discussion	Signature of Guide	Signature of student
1		Review of Literature -Submission			
2		Objective, Research Methodology Finalization			
3		Finalization of Chapter No.1 –Introduction to the study			
4		Finalization of Chapter No.2-Theoretical Background			
5		Finalization of Chapter No.3-Introdcution to the organization/Industry			
6		Questionnaire Finalization			
7		Finalization of Chapter No.4-Data Analysis, Findings ,Suggestions			
8		Submission of First Draft of project report			
9		Submission of Final Draft of project report			
10		PPT Presentation of Project work			

Signature

Head of Department /Director/Principal

**BBA Part III Sem V**

<b>B.B.A. Part-III</b>	
<b>Fundamental of Taxation (Semester-VI)</b>	
<b>CC-C4</b>	
<b>Objective:</b> To provide working knowledge of taxation to the students	
<b>Course Outcomes :</b>	
<ol style="list-style-type: none"> <li>1. To understand the basic concepts in Taxation</li> <li>2. To demonstrate the computation of income and tax liability</li> <li>3. To understand concept of GST and its mechanism</li> </ol>	
<b>Note-</b> All units are for theoretical understanding of Taxation	
<b>Unit-I</b>	<b>Introduction to Tax</b>
	Basic Concepts and Definitions (Income, Tax, Direct tax and Indirect tax, Previous Year, Assessment Year, Person, Assessee , Residential Status) Exemptions Under Section -10 under Income Tax Act,1961, Deductions from Gross Total Income Under Chapter –VI A
	<b>10</b>
<b>Unit-II</b>	<b>Computation of Income and Tax Liability for -Income from Salary, House Property, Business /Profession</b>
	<ol style="list-style-type: none"> <li>i)Income from Salary -Features, Deductions, Specific Provisions, Taxable Allowances, Perquisites, PF Contribution, TDS, Computation of taxable salary</li> <li>ii) Income from House Property- Features, Gross Annual Value, Net Annual Value, Deductions, Multiple house properties, Computation of taxable income from house property</li> <li>iii) Income from Business/Profession-Features, Permissible Deductions of Business/Profession Expenses, Specific Provisions for determination of taxable income from business of Individual, Partnership firm and Company and its computation.</li> </ol>
	<b>20</b>
<b>Unit-III</b>	<b>Computation of Income and Tax Liability for - Capital Gain and Income from Other Sources</b>
	<ol style="list-style-type: none"> <li>i)Income from Capital Gain –Meaning, Long term and Short term Capital Gain, Deductions for calculating capital gain, Exemptions from Capital Gain, Computation of taxable Income from Capital Gain</li> <li>ii)Income from Other Sources- Meaning, Features, Computation of Taxable Income from Other Sources</li> </ol>
	<b>15</b>
<b>Unit-IV</b>	<b>Introduction to GST</b>
	Major defects in structure of Indirect Taxes prior to GST, Structure and need of GST in India, Benefits of GST, Constitutional Provisions, Concept of CGST Act, SGST Act and UTGST Act, IGST Act, Registration under GST, Input Tax Credit, Payment of GST and filing of GST returns
	<b>15</b>
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Prasad Bhagwati –Income Tax Law &amp; Practice, New Delhi : <u>Wishwa Prakashan</u> , 1996</li> <li>2. Dinkar Pagare –Income Tax Law and Practice, S. Chand, New Delhi</li> <li>3. Manoharan, T.N. - Direct Taxes : Snow White Publications, New Delhi</li> </ol>	

	<p>4. S.S. Gupta - How to need your obligation-April 2017</p> <p>5. Dr. V.K. Singhanian and Dr. Monica Singhanian - Students' Guide to Income Tax and GST, Taxmann, New Delhi</p> <p>6. M.M Sury. -Goods and Services Tax in India, New Century Publications</p> <p>7. <u>CA Vivek Kr Agrawal</u> -GST Guide for Students, Neelam Book House, Delhi</p> <p>8. V.S. Datey -GST Ready Reckoner, Taxmann, New Delhi</p> <p>9. The Union Territory Goods and Services,2017</p>
	<p><b>Note:</b> Students should visit any Chartered Accountant Firm/Tax Consultant and learn practically filing of Income Tax, Online Payment of Tax, GST Registration and know about tax documents etc.</p>

<b>B.B.A. Part-III Sem-VI BUSINESS ETHICS CC C5</b>		
<b>Course Objectives</b>	<p>1. To familiarize students with values and ethics in business.</p> <p>2. To motivate students to think and behave ethically in all situations of life.</p>	
<b>Course Outcomes: Students will be able to</b>	<p>1. Apply those skills to the real and current challenges of Business and professions.</p> <p>2. Differentiate between ethical and unethical behavior of Managers, employers and employees.</p> <p>3. Adopt ethical practices in their field of work and life.</p>	
Unit – I	Concept of Ethics, Nature and Characteristics of Business Ethics, Ethical Principles, Process of Ethical Judgment , Doctrine of Karma, Causes of Unethical Behaviour , Work Ethics, Code of conduct for Business Organizations. Ethical Decision Making	15 Hours
Unit – II	Ethical theories: Rights Theories, Justice Theories, Utilitarianism, The Virtue Approach, The Common Good Approach. Gandhian approach to business and ethics. <b>Indian Philosophy of ethics and work life: Indian ethos for work life, Indian values for the work place. Values of Indian Managers</b>	15 Hours
Unit – III	Ethical Dilemma, Resolution of ethical dilemma, Fostering ethics, Whistle blowing concept and policy, Corruption, Bribery. Ethical Issues in Global Business. Ethics in Business and Political, cultural and religious values of society.	15 Hours
Unit - IV	Ethical Issues related with Advertisement and Marketing; Secular versus Spiritual Values in Management, Ethics in Human Resource Management, Ethical financial practices in organizations. Social media, ethics and Privacy paradox. Case studies like <i>Cambridge Analytica, Corporate Frauds in India like Kingfisher airlines, PNB and other similar cases.</i>	15 Hours

	<b>Reference books:</b> 1. Shukla M.B. Business Ethics: Text and cases, Himalaya Publishing House 2. B.N.Ghosh Business Ethics and Corporate Governance: TataMcgraw Hill 3. Business ethics and corporate Governance by Sorab Sadri and Jayashree Sadri Current Publication Agra, UP 4. Daniel Albuquerque Business Ethics Principles and Practices, Oxford University Press.	
<b>Websites</b>	<a href="https://bioinfopublication.org/files/articles/3_1_2_IJHSS.pdf">https://bioinfopublication.org/files/articles/3_1_2_IJHSS.pdf</a> <a href="https://www.business-standard.com/article/companies/india-s-top-5-corporate-scams-stuck-in-judicial-quagmire-113103000230_1.html">https://www.business-standard.com/article/companies/india-s-top-5-corporate-scams-stuck-in-judicial-quagmire-113103000230_1.html</a> <a href="https://www.bkconnection.com/static/Business_Ethics_EXCERPT.pdf">https://www.bkconnection.com/static/Business_Ethics_EXCERPT.pdf</a>	
<b>Practical Component</b>	Interviews of Managers with respect to ethical practices in their organizations.	

<b>B.B.A. Part III SEMESTER V ORGANIZATIONAL BEHAVIOUR CC-C6</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100 Theory Marks: 50 Internal Marks: 50</b>		
<b>Objective</b>	To make students understand the basic concept of Organizational Behaviour	
<b>Course outcomes</b>	7. Understand the basic concepts of OB 8. Understand the principles of learning 9. Describe the importance of attitude and values 10. Implement the theories of Motivation and Personality. 11. Understand and implement causes of stress and coping strategies	
<b>Syllabus contents</b>		
Unit – I	<b>Introduction to OB</b> Meaning, Definition, Nature, Evolution of OB, Disciplines contributing to OB, OB model (S-O-B-C Model)	15 Hr s
Unit – II	Learning, Attitude and Values Learning- concept, principles of learning Attitude – Concept, characteristics, components of attitude Values – Concept, sources of values	15Hrs
Unit – III	Motivation & Personality Motivation- Nature & importance, Motivation models- Maslow’s Need Hierarchy, Herzberg’s Two factor theory, Douglas McGregor’s Theory X & Theory Y Personality: Definition, Concept & determinants of personality.	15Hr s

Unit – IV	<p>Stress &amp; Group behaviour</p> <p>Stress – Meaning, definition, causes of stress, stress coping strategies.</p> <p>Group Behaviour- meaning, definition, characteristics, importance, types of groups, stages of group formation.</p> <p>Group Vs Team</p>	15Hrs
Note: Unit-wise Practical sessions may be conducted for better understanding of the concepts.		
<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Organizational Behaviour, Text, Cases &amp; Games: K. Aswathappa, Himalaya Publishing house, Mumbai.</li> <li>2. Organizational Behavior, text &amp; cases: C.B. Gupta.</li> <li>3. Organizational Behaviour, Text &amp; Cases: Kavita Singh, Vikas Publication.</li> <li>4. Organizational Behavior, Text &amp; Cases: Luthans Fred.</li> <li>5. Organizational Behavior, Text &amp; Cases: Uma Sekaran, Tata McGraw Hill.</li> </ol>		

<b>BBA Part III (Semester VI)</b>		
<b>International Marketing</b>		
<b>DSE A3</b>		
Hours of Teaching : 60		Credit Points :04
Total Marks :100		Theory Marks: 50 Internal Marks :50
Course outcomes:	<ol style="list-style-type: none"> <li>1. Understand basics of international marketing.</li> <li>2. To provide students with a perspective of International Marketing management, its environment and complexities.</li> <li>3. Study international marketing strategies.</li> <li>4. Study functions of international trade.</li> </ol>	
Syllabus contents		
Unit I	International Marketing: Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing International environment, International Social & culture Environment, the political legal environment and regulatory environment of international marketing, Technological Environment.	15 Lectures
Unit II	International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies without Direct Investment, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.	15 Lectures
Unit III	International Marketing Mix: Product: Product standardization, Branding, Packaging Price: Pricing policies and strategies , factors affecting on it. Distribution: Types of international marketing channels and	15 Lectures

	factors affecting on it. Promotion: Major promotional tools for promotion mix.	
Unit IV	Functions of International trade institutions: International bank for reconstruction and development (IBRD), International Monetary fund (IMF), Fund resources and special drawings(SDR's),United nations conference on trade and development(UNCTAD),World trade Organization (WTO)	15 Lectures
Reference Books:	<ol style="list-style-type: none"> <li>1. International Marketing Analysis and Strategy, Sak Onkvisit, John J. Shaw, PHI.</li> <li>2. International Marketing, Michael R. Czinkota, Likka A Ronkainen, Cengage .</li> <li>3. International Marketing, Philip R. Cateora, John L. Graham, Prasanth Salwan,</li> <li>4. International Marketing, Vasudeva PK, excel.</li> </ol>	

<b>Discipline Specific Elective – Finance</b> <b>B.B.A. Part-III</b> <b>Business Finance (Semester-VI)</b> <b>DSE-B3</b>		
<b>Objectives:</b> To understand Business Finance concept and its inclusions.		
<b>Course Outcomes :</b>		
<ol style="list-style-type: none"> <li>4. To understand the basic concepts Business Finance</li> <li>1. To recognize Financial Markets , Mutual Funds, Portfolio Management and Micro Finance</li> <li>2. To understand Corporate Restructuring and its ways.</li> </ol>		
<b>Note-</b> All units are for theoretical understanding of Business Finance		
<b>Unit-I</b>	<b>Introduction to Business Finance</b>	<b>15</b>
	Business Finance: Concept, scope and significance of Business Finance, Financial goal: Profit Maximization Vs Wealth Maximization, Relationship of finance with other areas of Management. Finance Functions: Managerial Functions-Investment decision, Finance decision, Dividend decision and liquidity decision and Routine Functions.	
<b>Unit-II</b>	<b>Financial Markets</b>	<b>15</b>
	Meaning and Types of Financial Market I. Capital Market: meaning, Types, a. Primary Capital Market: Meaning, role and functions, Methods of Raising Funds in Primary Market. Underwriting of Securities'. Secondary Capital Market (Stock Exchange): Meaning, evolution of stock market in India, Role and functions of stock exchange. Trading mechanism in stock market. II. Money Markets – Structure and components of money market – Participants in Indian Money Market Money Market Instruments, Features of the Instruments – Recent Developments in Indian Money Market. III. SEBI and Credit Rating: Role of SEBI in regulating capital markets in India. Credit Rating: Meaning, credit rating agencies in India, Credit rating methodology. IV. Depository: Meaning, role, benefits and present position in India. National Securities Depository Limited(NSDL) and Central Depository	

	Services India Limited (CDSL)	
<b>Unit-III</b>	<b>Mutual Funds, Portfolio Management and Micro Finance</b>	<b>15</b>
	I. Mutual Funds: Concept, importance, Types of Mutual Funds--Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds--Present position of Mutual Funds in India. II .Portfolio Management: Meaning, importance, objectives. Various issues in portfolio construction, revision and evaluation. III. Financial Inclusion: Meaning, need and government policy. IV.Micro Finance: Concept, characteristics, need, present position in India	
<b>Unit-IV</b>	<b>Corporate Restructuring</b>	<b>15</b>
	I. Corporate Failure: Meaning , causes and remedies II. Incorporate Restructuring: Meaning, forms-Mergers and Amalgamation, Acquisitions / Take-over, Demergers, divesture, Buy outs, Portfolio Restructuring Financial Restructuring, and Strategic alliances- Organizational Restructuring meaning, benefits and legal procedure.	
<b>Reference Books-</b>		
<ol style="list-style-type: none"> <li>1. Essentials of Business Finance-Dr. R.M. Shrivastav,Himlaya Publishing House.</li> <li>2. Advanced Financial Management-Dr.M.A.Kohak,Dr.S.K.Mishra,Dr.D.V.Bhivpathaki, Everest Publishing House.</li> <li>3. Finance Sense-Finance for Non-finance Executives, Prasanna Chandra,Tata McGraw Hill Education Pvt. Ltd.,</li> <li>4. Corporation Finance-S.C. Kuchhal.6.Corporate Finance Policy-Guthmann and Dougall</li> <li>5. Financial Institutions and Markets -Bhole L.M., TMH, N. Delhi.</li> <li>6. Financial Management-Dr. Anil Kumar Dhagat, Kognet Learning Solutions Inc. ,Dreamtech Press , New Delhi.</li> <li>7. Investment Management-Security Analysis and Portfolio Management- Sultan Chand and Sons.</li> <li>8. Business Finance- Shashi K.Gupta ,Neeti Gupta and R.K.Sharma ,Kalyani Publications, New Delhi.</li> <li>9. Financial Management Taxmann-Ravi M. Kishore, Allied Services Pvt. Ltd.New Delhi.</li> <li>10. Corporate Finance Policy-Guthmann and Dougal-Himalaya Pushing House Pvt.Ltd.,Mumbai.</li> <li>11. Capital and Money Market-D.M.S.Khan and Amit Kumar Goel, Himalaya Pushing House Pvt.Ltd.,Mumbai.</li> <li>12. Capital Market Management-V.A.Avadhani, Himalaya Pushing House Pvt.Ltd.,Mumbai.</li> <li>13. Financial Markets and Services-E-Gordon and K.Natrajan, Himalaya Pushing House Pvt.Ltd.,Mumbai.</li> <li>14. Investment Analysis and Portfolio Managment-Prasanna Chandra,McGraw Hill Publication.</li> <li>15. Mergers, Acquisition and Corporate Restructuring in India_ procedure and Case Studies-Rachana Jawa</li> <li>16. Corporate Restructuring -Das Ranjan-Mcgraw Hill Education</li> <li>17. Taxmann's Merger, Acquisition and Corporate Restructuring-Strategies and Practices-Rabi Narayan Kar and Minakshi, Taxmann Publications (P.) Ltd.</li> </ol>		

<b>Teaching Hours: 60 Credit points: 4</b>		
<b>TotalMarks:100 TheoryMarks:50 Internal Marks:50</b>		
<b>Objective</b>	To get acquainted with Human Resource Development Functions and Practices followed by the organization.	
<b>Course outcomes</b>	After Completion of the course students will be able to: 1. Understand the difference between HRM & HRD Concepts. 2. Understand the various subsystems involved in Human Resource development. 3. Describe and differentiate Training & development function. 4. Understand the methods of performance appraisal 5. Analyze the career development techniques.	
<b>Syllabus contents</b>		
<b>Unit – I</b>	<b>Human resource development:</b> Human Resource Development – Concept, features, scope, Objectives, distinction between HRM and HRD, benefits, subsystems of HRD, qualities of HRD manager.	<b>15Hrs</b>
<b>Unit – II</b>	<b>Training &amp; development:</b> Training – Concept, objectives, importance, benefits of training, difference between training & development, methods of training- on the job and off the job methods, Management/Executive development – concept, objectives, importance.	<b>15Hrs</b>
<b>Unit – III</b>	<b>Performance appraisal:</b> Meaning, purpose, methods of performance appraisal – traditional methods and modern methods, uses of performance appraisal, problems of performance appraisal	<b>15Hrs</b>
<b>Unit – IV</b>	<b>Career planning and development:</b> Meaning, need, advantages of career planning and development. Promotion- meaning, purpose, principles and bases of promotion; Transfer – meaning, reasons, types of transfer, principles of transfer; Demotion – meaning, reasons of demotion and principles of demotion.	<b>15Hrs</b>
Books Recommended :- 1. Personnel & Human Resource Management – Text & Case by P. Subba Rao. 2. Human Resource Management by Dr. C.B. Gupta, Sultan Chand & Sons 3. Human Resource Management by Garry Desslar, Pearson Education Asia. 4. Human Resource Management by S.S. Khanka, S.Chand& Co, New Delhi. 5. Human Resource Management and personal Management by Aswanthappa, Tata McGraw Hill, New Delhi. 6. Human Resource Management by Biswajeet Patnaik Hall of Indua Private Limited, New Delhi. 7. Human Resource Management – An Experimental Approach by H. John Bernandin& Joyce E.A. Russel.		

**B.B.A.-Part-III**  
**Semester-VI**  
**DSE-A4/ DSE-B4/ DSE-C4**  
**Major Project**

**Objective:** To expose the BBA students for practical application of theoretical concepts which they have learnt during the BBA course

**Outcomes:**

1. To identify the research problem and formulate objectives.
2. To choose appropriate methodology with proper tools and techniques.
3. To analyze and interpret the data collected from different sources.
4. To make decision or find out conclusions on the basis of data analysis.

Student has to undergo a practical training of minimum 30 days. Students can opt for any subject/problem for major project work and not necessarily from Discipline Specific Electives. BBA being professional course, it is essential for each student to practically apply or understand theoretical concepts what he/she learn during the course. Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III and finalize organization with date of joining for training in Sem-V.

During the training programme, student is expected to collect vital information through internal and external source so as to reach concrete conclusions on the given subject.

Project Work will be done by the student individually.

The student will have the following options for selecting the project:

- (a) Field Work
- (b) Library Work
- (c) Placement with an Organization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work.

All students should submit the Two neatly typed (two sided) Black Bound Copies Project Report in the concerned college upto 1st March of the year concerned.

Major project report in the Semester -VI carries 100 marks. The project work will carry 50 internal marks and 50 marks for external viva-voce.

Internal Marks(Internal Viva-Voce and Project Report )	50 Marks
External Viva-Voce	50 Marks

A viva-voce examination will be conducted before the university examination for Semester VI.

**Viva-Voce Examination**

- A) Internal Project Viva-Voce should be arranged upto 15<sup>th</sup> March for evaluation of project report for 50 marks. The internal committee of three faculties should be appointed by Principal/Director. The committee should chaired by senior faculty preferably having doctorate as an educational qualification. Student has to prepare PPT of project work done and present it before the committee and audience consists at least BBA-I and BBA-II year students of institute. The invitees are welcome to attend the presentation by students. After presentation, participants/ audiences are free to ask the questions followed by the questions by the committee members. The record of said internal viva-voce should be shown to the chairman of university viva-voce committee. The project report shall evaluate by the Internal Viva Committee and submit the Project Work marks online as well as hard copy. The faculty should keep the record properly.
- B) University Project Viva-Voce will be arranged by University for 50 marks. The viva-voce will be conducted before the annual examination. University will appoint Project Viva-Voce committee, consisting of 3 members, 2 members being external and 1 member being internal. **Name of Internal Examiner should be communicated to University in advance.** The Chairman has to submit viva-voce marks to the University immediately after the viva-voce.

All Examiners are expected to undertake viva-voce examination with the help of following points:

1. Appropriateness of the title of study with respect to management to research problem understudy.
2. Appropriateness of research methodology adopted for study.
3. Appropriateness of sample design i.e. sample size and sampling method compared to population for the study.
4. In case sample study appropriateness of analysis, tools used for analysis.
5. In case of study based on secondary data, scope and depth of analysis.
6. Findings drawn on the basis of analysis.
7. Suggestions with its plan of implementation in the organization in given business

#### UNIVERSITY GUIDELINES FOR PROJECT WORK

- There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- Use of colors in text matter, graphs and diagrams should be avoided.
- Page numbers are compulsory.
- The average size of report ordinarily will be of minimum 100 pages .Layout of the project is- Paper A4 size, Font –Times New Roman, Font Size for regular text is 12, for headings 14 font size is allowed, for title of chapters upto 28 font size. Printing is to be done on both sides of pages. Margin 1.5 inches at the left, mirror margin and 1 inch at rest sides. Chapter pages should not carry borders.
- Declaration from the student that his/her research work is not copied from any other existing reports.

- The report will have three certificates, one by the Head of the Department and Principal, another by the Faculty guide and **third one from reporting officer of the organization where the student has undergone training.** These three certificates should be attached in the beginning of the report
- Certificate of the Faculty Guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
- Index Page, List of Tables and List of Graphs should be added after certificates and Declaration.

#### DATES OF PROJECT REPORT SUBMISSION

3. For regular students, the last date of project report hard bound copies with synopsis submission to the institute is 1<sup>st</sup> March of every year. In case 1<sup>st</sup> March is holiday then the next working day is the last date of project report submission.
4. For repeater students, the last date of submission of project report to the institute is 1st October. In case 1<sup>st</sup> October is holiday then the next working day is the last date of project report submission.

#### DETAILS OF PROJECT REPORT

##### TITLE

Title of research should be specific in nature, it should be short, and should reflect management problem.

In short, the form of project report is as given below:

- Cover Page- Title of the project, Name of the student, Name of Guide, Name of the college and Department, Year of Submission
- Declaration of Student
- Certificates-Certificate by Guide, Recommendation Certificate by Head of the Department and Principal, Certificate by Organization(mandatory for organization project only)
- Acknowledgement
- Contents/ Index
- List of Tables
- List of Graphs
- Headings of the chapter, sub-headings of the chapter

The Project Report contents at least following aspects

#### **Chapter-1: Introduction to the Study**

##### 1.1 Introduction

##### 1.2 Management Problem

##### 1.3 Statement of research problem

##### 1.4 Hypothesis of the study

##### 1.5 Objectives of the study

##### 1.6 Scope of the study

##### 1.7 Importance of the study

##### 1.8 Research Methodology (Data Sources, Sampling Design, Data Analysis Instrument)

##### 1.9. Review of Literature

##### 1.10 Chapter scheme.

#### **Chapter-2: Theoretical Background**

- 2.1. Basic Concepts -Meaning, Definitions
  - 2.2 Characteristics/Nature
  - 2.3 Advantages-Disadvantages
  - 2.4 Techniques/Types/Categories
  - 2.5. Scope
  - 2.6. Functions
  - 2.7. Importance etc. of Basic Concepts
- (Necessary theoretical inputs may be added to support the research work.)

### **Chapter-3: Introduction to the Organization/Industry**

- 3.1 Introduction to the Organization
- 3.2 Brief History of the Organization and present position
- 3.3 Organization Structure
- 3.4 Departments/Sections in Organization
- 3.5 Products/Services offered
- 3.6 Milestones achieved by company, awards, certifications etc
- 3.7 Human Resource Scenario of organization
- 3.8 Operations management of Organization
- 3.9 Marketing Scenario of organization
- 3.10 Important Statistical Information
- 3.11 Future Plans of organization

### **Chapter-4: Data Analysis and Interpretation**

### **Chapter-5: Findings and Observations**

### **Chapter-6: Suggestions and Conclusions**

### **Bibliography**

### **Appendices**

### **Bibliography**

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner.

So, the Bibliography may include-

- Books referred-Title of Book, Author Name, Publication ,Edition
- Articles-Name of Author, Title of paper, Name of Journal, ISSN No. Volume No., Page Number.
- Websites
- Other

### **Appendices**

The document, charts, questionnaire, tables and schedule etc. which are actually referred to in the bodies of the project report are to be included under appendix or appendices.

So, the appendices may include-

- Questionnaire / Schedule
- Tables, Documents/forms etc.,
- Maps, Diagram, graphs etc. referred to in the body of the project report.
- Guide student meeting record form.
- Joining letter of Industry, Progress reports duly signed
- Performance appraisal report duly signed by industry authority.

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report.

The guide has every discretion to change the Chapter as per requirements.

**Note:**

- Students should learn MS Excel and SPSS for Data Analysis and Google Form Questionnaire preparation
- Faculty should encourage students for Research Paper Writing on Major Project and its publication in UGC Care Listed Journals.
- Students should be encouraged for participation in at Conferences /Seminars/Webinars/Workshops related to their course, specialization, research etc.
- Students should be encouraged for completion of Online Certification Courses available on Online Platforms such as NPTEL/Swayam /Coursera during academic year.

JOINING REPORT

Date:

To,

The HOD/Principal/Director

Sub: Joining Report

Respected Sir/Madam,

I Mr./Ms ..... have joined.....for the Project –training from.....for the Project Work to be carried out..

I would be carrying out project work under the guidance and supervision of Shri. /Ms..... (Designation).....in.....area.

The title of my project work is.....

(Name & signature of the Student)

(Name and Signature of the Industry Guide)

Seal of Organization

WEEKLY PROGRESS REPORT

Progress Report No.

Name of Student	
Title of the Study	
Name of Guide	
Organization	
Date of Joining Organization	
Date of Progress Report	
Period of Progress Report	

Signature-Student

Signature-

Industry/Organization Guide

### GUIDE STUDENT MEETING RECORD

Student Name	
Contact No.	
Email-id	
Institute Guide Name	
Contact No.	
Email-id	
Organization Guide Name	
Designation	
Contact No.	
Email-id	
Website of Organization	
Specialization of Project	
Topic of Project	

Sr. No.	Date	Description	Discussion	Signature of Guide	Signature of student
1		Objective, Research Methodology Finalization			
2		Review of Literature -Submission			
3		Finalization of Chapter No.1 – Introduction to the study			
4		Finalization of Chapter No.2-Theoretical Background			
5		Finalization of Chapter No.3-Introduction to the organization/Industry			
6		Questionnaire Finalization			
7		Finalization of Chapter No.4-Data Analysis, Findings ,Suggestions			
8		Submission of First Draft of project report			
9		Submission of Final Draft of project report			
10		PPT Presentation of Project work			

Signature

Head of Department /Director/Principal