

Circular file

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DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/Commerce & Management/ III Sem./50/2019**

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the syllabi of **B.Com., BBA & BCA III Sem.** under Choice Based Credit and Grading System on behalf of the Academic Council to be applied from the Academic Year 2019-2020 and onwards. The said syllabi are uploaded on bamu.ac.in at University website.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO. SU/ COMMERCE/2018-19
25445-844
Date:- 31-05-2019.

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Deputy Registrar,
Syllabus Section.

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular along with the said syllabi on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] **The Programmer [Computer Unit-1] Examinations,**
- 4] **The Programmer [Computer Unit-2] Examinations,**
- 5] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 6] The Public Relation Officer,
- 7] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
BACHELOR OF BUSINESS ADMINISTRATION
(BBA)
IIND YEAR
THIRD SEMESTER
under Choice Based Credit & Grading System

[Effective from the Academic Year 2019-20 & onwards]

[Handwritten signatures and dates: 17/6/19, 17/6/19, 17/6/2019]

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.**FACULTY OF COMMERCE & MANAGEMENT**

Syllabus - Bachelor of Business Administration (BBA)

Choice Based Credit System (CBCS) – 2019 – 20

Semester & Credits	Core Course [04]	Ability Enhancement Compulsory Courses [AEC] [01]	Discipline Specific Elective [DSE] [01]
III Credit 24	1. Cost Accountancy – I 2. Management Perspective – III 3. Environmental Awareness – II 4. Business Law – I	1. Entrepreneurship Development	Elective Paper [Any One] 1. Human Factor in Business 2. Hospitality Management
Total Credits 24	No. of Credits : 16	No. of Credits : 04	No. of Credits : 04

Structure of B.B.A. THIRD SEMESTER
Choice Based Credit Grading System (CBCS) 2019 - 2020

Paper Number	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
XIII	Cost Accountancy – I	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XIV	Management Perspective – III	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XV	Environmental Awareness – II	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XVI	Business Law – I	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XVII	Entrepreneurship Development	Ability Enhancement Compulsory	4	-	4	-	20	80	100	3 Hrs
XVIII	1. Human Factor in Business 2. Hospitality Management	Discipline Specific Elective [Any One]	4	-	4	-	20	80	100	3 Hrs
	Total		24		24		120	480	600	--

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**B.B.A. IIIrd Semester Syllabus (CBCS)
Paper No. XIII - Cost Accountancy – I**

**Theory – 80 Marks
Sessional – 20 Marks**

	Periods
Unit - I Cost Accounting : Meaning, Definition, Scope, Advantages, Disadvantages and limitations of cost accounting, Difference between Financial and Cost Accounting. (Theory)	(10)
Unit – II Material : Purchase Procedure, Storage and Handling of Material, Method of Material Issue LIFO, FIFO, Weighted Average. (Theory and Numerical)	(08)
Unit - III Labour : Meaning, Definition, Methods of Time Keeping and Time Booking, Control of Labour, Pay Roll Methods of Wage Payment, Time Rate and Piece Rate, Incentives Scheme – Taylor’s Differential Piece Rate System, Merrieks System. Halsey Plan, Rowan (Numerical)	(14)
Unit - IV Overheads : Definition, Direct and Indirect Costs, Importance of Overheads, Classification of Overheads, Machine Hour Rate, Labour Hour Rate (Numerical)	(14)
Unit - V Unit Costing : Preparation of Cost Sheet. Sessional Works : 20 Marks	(14)
1. One Test	: 05 Marks
2. One Tutorial	: 05 Marks
3. Students to collect performance of Bin Card, Store Ledger, Time Card, Purchase Requisition, Quotations & Purchase Order and fill them	: 10 Marks

References :

- 1) Practical Costing : Khanna, Pande and Ahuja
- 2) Cost Accounting : Bhatia HSM
- 3) Principles & Practices of Cost Accounting : N. K. Praasad
- 4) Cost Accounting (Methods & Problems) : B. K. Bhar

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B.B.A. IIIrd Semester Syllabus (CBCS)
Paper No. XIV - Management Perspective – III


Theory – 80 Marks
Sessional – 20 Marks

		Periods
Unit - I	Recent Trends in Management : Introduction, E-commerce, E-Marketing, E-Retailing, Marketing Mix, Buyers behavior, Green Marketing and Marketing Research.	(16)
Unit – II	Production Management : History and development in Production Management, Meaning, Scope, Importance of Production Management, Objectives and Scope of Production Management, Production System, Production Planning & Control – steps in production planning control, Quality Management, Quality Control, ISO 9001:2000 Production layout – Types, Principles of sound layout.	(12)
Unit - III	Material Management : Meaning, Definition, Scope and Functions of Material Management, Objectives, Needs and Importance of Material Management, Material handling, Classes of material, Purchasing procedure, types of purchases, Principles of scientific purchasing, Significance of purchasing policy, centralization of purchasing, types of purchasing policy.	(16)
Unit - IV	Inventory Management : Introduction, Concept and Importance of Inventory Management, Types of Inventory, Supply Chain Management.	(16)
	Sessional Works : 20 Marks	
	1. One Test : 05 Marks	
	2. One Tutorial : 05 Marks	
	3. One Seminar : 05 Marks	
	4. Group Discussion : 05 Marks	

Reference Books :

1. Philip Kotlar : Marketing Management
2. R. S. Davar : Modern Marketing Management
3. S.A. Sherlekar : Modern Business Organization & Management
4. Y.K. Bhushan : Fundamental of Business Organization & Management

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B.B.A. IIIrd Semester Syllabus (CBCS)
Paper No. XV – Environmental Awareness – II

Theory – 80 Marks
Sessional – 20 Marks

	Periods
Unit - I Environment – Law & Ethics : The Environment Protection Act 1986; Environmental Ethics – Issues and possible solutions; Water Conservation, Rain water harvesting, Watershed management, Ozone layer depletion.	(12)
Unit – II Disaster Management – Floods, Earthquake, Cyclones and landslides; Environmental pollution – Noise, Marine, Thermal pollution and Nuclear hazards; Role of an individual in prevention of pollution; Solid Waste Management: Causes, Effects and Control Measures of Urban & Industrial Wastes.	(12)
Unit - III Social Environment – Chipko Movement; Narmada Bachao Movement; Tehari Dam Project; ISO 14000; Wild Life Protection Act; Forest Conservation Act; Urban problems related to Energy; Environment and Human Health; Human Rights, Cancer and the Environment; 3 R's Cycle (Reduce, Reuse and Recycle); Characteristics of Hazardous Wastes; HIV-AIDS.	(12)
Unit - IV Natural Resources - Renewable and Non-renewable Resources: Forest, Mineral, Food, Energy and Land; Conservation of Natural Resources; Value of Biodiversity; Hot spot's of Biodiversity; Endangered and Endemic Species of India; In- Situ and Ex-Situ Conservation of Biodiversity.	(12)
Unit - V Environmental Management – Effluent Standard Parameters; Role of Government and Non-government Organizations (NGO's); Environmental Awareness; Environmental Audit.	(12)

Sessional Works : 20 Marks

1. One Test : 05 Marks
2. One Tutorial : 05 Marks
3. One Seminar : 05 Marks
4. Group Discussion : 05 Marks

Reference Books:

1. Fundamentals of Environmental Science –Dr. Ashok Chavan & Dr. Sayyed Iliyas.
2. A Text Book of Environmental Science – Arvind Kumar.
3. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards - Trivedi R.K., Vol I and II.
4. Environmental Studies – Erich Bharucha.
5. Environmental Science - Miller T.O. Jr.
6. Environmental Science systems & Solutions - Mckinnon, M.L. & Schoch. R.M. 1996. Web enhanced edition.

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**B.B.A. IIIrd Semester Syllabus (CBCS)
Paper No. XVI – Business Laws – I**

**Theory – 80 Marks
Sessional – 20 Marks**

	Periods
Unit - I Indian Contract Act 1872 : Meaning and Definition of Agreement and Contract, Features of Contract Act, Types of Contract, Essentials of valid contract, Offer and Acceptance, Breach of Contract	(12)
Unit – II Sale of Goods Act 1930 : Meaning and Important Definition – Sale of Goods Act, Agreement to Sale vs. Contract of Sale, Essentials of valid contract of Sale, Condition and Warranty, Sale by Auction and Hire Purchase Agreement, Buyers and Sellers Rights and Duties.	(12)
Unit - III Negotiable Instrument Act 1881 : Concept and Important definition of Act, Promissory Note and Cheque, Characteristics of the Act, Dishonor of Negotiable Instrument, Discharge of Negotiable Instrument, Bills of Exchange.	(12)
Unit - IV Consumer Protection Act (Amended Act 2002) : Meaning and Important Definition Of Act, Significance of Consumer Protection, Objectives of the Act, Working of Consumer Protection Council, Composition of consumer disputes redressal agencies.	(12)
Unit - V Cyber and IT Act 2000 : Important Definition - IT Act 2000, Cyber Fraud and Cyber Cheating, Copy right – Meaning and Definition, License of the Copy Right, Digital Signature, Digital Signature. Certificate.	(12)

Sessional Works : 20 Marks

1. One Test : 05 Marks
2. One Tutorial : 05 Marks
3. One Seminar : 05 Marks
4. Group Discussion : 05 Marks

Reference Books:

1. Business Law – Dr. Nowlakha
2. Mercantile Law – N D Kapoor
3. Indian Contract Act – Dr. Avtarsingh
4. Mercantile and Industrial Law – M.C Shulka
5. Business Law – Maheshwar
6. Company and Business Law – Shukla and Gerwal
7. Commercial and Industrial Law – Kuchal S, C.
8. Cyber Law Simplified – Tata McGrawhillVivekSood
9. Indian Cyber Law – Suresh T Vishwanathan

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B.B.A. IIIrd Semester Syllabus (CBCS)
Paper No. XVII – Entrepreneurship Development – I

Theory – 80 Marks
Sessional – 20 Marks

	Periods
Unit - 1 Originating Theories of Entrepreneurship - Economic Theory, Sociological Theory, Psychological Theory, Innovative theory of Entrepreneurship by Joseph Schumpeter, Theory of Achievement Motivation by McClelland – The Kakinada Experiment, Hoselitz sociological theory.	(12)
Unit – II Types of Entrepreneurship - Recent Trends – Sociopreneur, edupreneur, ecopreneur and agropreneur. Womenentrepreneurs, Self Help Groups.	(12)
Unit - III Identification of Business Opportunities - Environment scanning – meaning and benefits, Factors considered for environment scanning, Socio-cultural, economic, technical, demographic, legal and political, geographical and international factors, Sources and steps involved in identification of business opportunities.	(12)
Unit - IV Market Research - Meaning, need and importance of market research, Techniques in Marketing Research - Field Survey Technique, Test Marketing, Delphi Technique, Desk Research, Observation Method and Experiment Method.	(12)
Unit - V Innovation in Entrepreneurship – Purposeful innovation – concept, need, process, principles of purposeful innovation, Incubation centres – Meaning, Services and role of incubation centres. Study of incubation centres in Goa.	(12)

Project work – 20 Marks

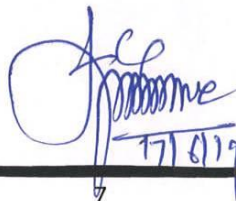
Biographical Case Study of Entrepreneur and Presentation. (To be Given by Teachers)

Reference Books:

1. Desai Vasant, Dynamics of Entrepreneurship development.
2. Drucker, Peter , Innovation and Entrepreneurship – Practice and principals.
3. Paul, Jose, Kumar Ajith. - Entrepreneurship Development and management – Himalaya Publication House.
4. Khanka, S.S. Entrepreneurship Development – Sultan Chand Publication.
5. Gupta, C.B. Shrinivasan - Entrepreneurial Development, Sultan Chand Publication.

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B.B.A. IIIrd Semester Syllabus (CBCS)
Paper No. XVIII – Human Factor in Business – I (Elective)

Theory – 80 Marks

Sessional – 20 Marks

		Periods
Unit - I	ORGANIZATIONAL BEHAVIOUR : Introduction to organizational behavior. Evolution of organizational Behavior, Key Elements, Nature and Scope, Importance, Organizational behavior process, OB Models, Contributing disciplines to OB Environmental influences on OB.	(12)
Unit – II	INDIVIDUAL BEHAVIOUR : Foundation of human behavior, Causation personality, Concept, Determinants, Personality traits, Personality Types, The Big Five Model, Theories of Personality.	(12)
Unit - III	PERCEPTION AND LEARNING : Concept, Process, Factors affecting Perceptions, Organizational Applications, Impression Management, Learning : Meaning, definition, Importance, Principles.	(12)
Unit - IV	ATTITUDES AND VALUES : Meaning, Functions of Attitudes, work related attitudes, Changing attitudes Values : Concept Types of values, Value- attitudes relation.	(12)
Unit - V	GROUP DYNAMICS : Definition and Features of group, Types, Stages of group development, Group Behavior Norms, cohesion, Role, Inter Group Behavior, Inter Group Conflicts.	(12)

Sessional Works : 20 Marks

1. One Test : 05 Marks
2. One Tutorial : 05 Marks
3. One Seminar : 05 Marks
4. Group Discussion : 05 Marks

Reference Books:

1. Organizational Behavior Awasthappa K
2. Elementary Psychology- Jadunath Sinha
3. Modern Business Organization and Management- S.A Sherlekar
4. Organizational Behavior -Anjali Ghanekar.
5. Organizational Behavior - S.S. khanka.
6. Organizational Behavior - Fred Luthans.
7. Organizational Behavior - Stephen Robbins et.al.cc

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B.B.A. IIIrd Semester Syllabus (CBCS)


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Paper No. XVIII – Hospitality Management (Elective)

Theory – 80 Marks
Sessional – 20 Marks

Periods

- Unit - 1**
- Unit - II**
- Unit - III**
- Unit - IV**
- Unit - V**

Reference Books:

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BBA IIIrd Semester (CBCS)
Hospitality Management (Elective)

Theory Marks : 80
Sessional : 20

Unit I : Introduction To Hospitality Industry :

Classification of Hotels, Entrepreneurial opportunity in Hospitality Industry

Unit II : Travel and Tourism :

Background of hotel and Tourism Industry in India, Growth of Tourism & Hotel industry, Role of Hotel Catering in Travel & Tourism Industry.

Unit III : Food & Beverage Services :

Types of Food & Beverage operations, Commercial, Residential and non Residential, Duties & Responsibility of Food & Beverage Staff, Operations Areas : Coffee Shop, Snack Bar, Counter Service, Theme restaurant, Banquet Operation & Bar

Unit IV : House Keeping & Accommodation Management :

Types of Room, Role of Housekeeping in Hotel, Cleaning Equipment & Polishing of different surfaces, Organization of Front Office, Tariff Fixation, Check in- Check out, Packages & Special Rates

Unit V : Hotel Related Law :

Consumer Protection Act, Duties and Powers of Food Inspector, Bombay Shop & Establishment Act.

References :

1. Professional Hotel Management – Negi (S. Chand, New Delhi)
2. Hospitality and Tourism– Rajat Gupta, Mahesh Kumar Bairwa, Ishita Kirar & Nishant Singh (S. Chand)
3. Food and Beverage Services – Vijay Dhawan
4. Front Office Management – Jatashankar Tiwari (Oxford University Press, New Delhi)
5. Housekeeping Operation & Management – G Raghubalan & Smritee Raghubalan (Oxford University Press, New Delhi)
6. Elements of Commercial Law – N.D. Kapoor.


(Syed Asaduddin)

