

NORTH MAHARASHTRA UNIVERSITY, JALGAON



NAAC Re-accredited
'B' (CGPA 2.88)

Faculty of Commerce and Management

Syllabus

BACHELOR IN BUSINESS MANAGEMENT

(BBM- Business Studies)

With effect from June- 2014-15

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Structure

Bachelor in Business Management (BS)

(w.e.f. June 2014)

Course Name: Bachelor in Business Management (BS)

Short Title of Degree: B.B.M. (BS)

Faculty to which Assigned: Commerce and Management

Duration: 3 years full time

Pattern : semester : **(Total Six Semester)**

Examination Pattern: 60 (external) + 40 (internal)

No of paper per Semester: 5 theory + 2 Practical = 7

Eligibility : Passed higher secondary examination in any stream Or

Diploma recognized by board of technical education of minimum Duration of 3 years

Medium of instruction : English

Objectives of BBM(BS) Programme

- The objective of the of the BBM (BS) programs is to provide high quality education in management so that students can join industry, immediately after the course.
- To provide a basic knowledge of business concepts, procedures and methodologies of operations in organization.
- To fill full demand for professional managers is increasing day by day, to achieve professional competence.
- To increase student's capacity to lead Productive and Responsible lives and also bring about open minded tolerant and humanist approach towards each other on the campuses and in the world community.
- To collaborate with industries and organisations in order to formulate training programs of mutual interest for the benefit of the students.
- To provide the specific administrative, business, accounting and communication skills required for the practical understanding of the use in the business environment and to introduce analytical and design techniques sufficient for today's business thinking.

STRUCTURE

BACHELOR OF BUSINESS MANAGEMENT [BBM-BS]

W.E.F. 2014-15

First Year BBM (BS) – (Sem I & II) w.e.f.2014-15			
Paper	Semester I	Paper	Semester II
M1.1	Foundation in course for managers	M2.1	Human Resource Management
M1.2	Professional Communication I	M2.2	Professional Communication II
M1.3	Principles of Management	M2.3	Principles of Accounting
M1.4	Business Economics	M2.4	Business Ethics & Professional Values
M1.5	Computer Fundamental and Office Automation	M2.5	Indian Economics
M1.6	Practical based on Professional Communication	M2.6	Practical based on Professional Communication
M1.7	Practical Based on Computer Fundamentals & Application	M2.7	Practical based on Tally ERP

Second Year BBM (BS) – (Sem III & IV) w.e.f.2015-16			
Paper	Semester III	Paper	Semester IV
M3.1	Mathematics and Statistics for Managers	M4.1	Research Methodology
M3.2	Modern Management Practices	M4.2	Direct & Indirect Tax
M3.3	Career Management and Counseling	M4.3	Introduction to E – Commerce
M3.4	Corporate Accounting & Costing	M4.4	Cyber crime and security
M3.5	Principles of Marketing	M4.5	Financial Management
M3.6	Practical based on Advanced Excel	M4.6	Practical Based on E – Commerce
M3.7	Practical Based on Internet & Web Design	M4.7	Practical Based on Taxbase Software

Third Year BBM (BS) – (Sem V & VI) w.e.f.2016-17			
Paper	Semester V	Paper	Semester VI
M5.1	Entrepreneurship Development	M6.1	International Business Management
M5.2	Soft Skills Development	M6.2	International Financial Management
M5.3	Business Law	M6.3	Company Law
M5.4	Marketing Research and Consumer Behaviour	M6.4	Management Information System
M5.5	Organizational Behaviour-I	M6.5	Organizational Behaviour-II
M5.6	Practical based on Soft Skills Development	M6.6	Practical on cases in management
M5.7	Field Work	M6.7	Project Report

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Faculty of Commerce & Management

Notes to structure

(B.B.M.(BS) Programme, with effect from June-2014)

1. English medium is allowed for instructions to all the courses under this programme.
2. For all the courses (except Course No 5.7 & 6.7 at Semester V & VI respectively) there shall be a semester pattern of examination (Theory / Practical) of 100 marks, comprising of external examination of 60 marks, and 40 marks for continuous internal assessment for every course.
- 3 For course No 5.7 & 6.7 at Semester V & VI, Field Work & Project Report has been prescribed for 100 marks, comprising maximum of 50 marks each to be awarded by an external examiner and an internal examiner, based on the field work report / project report submitted and the viva-voce thereon. The said examination is to be conducted at the end of the Vth & VIth Semester. Paper No 5.7 based on Industrial Training with a minimum period of 30 (Thirty) days and prepare a field work report on industrial training. In case of course No 5.7 & 6.7 of Semester V & VI the 60: 40 pattern will not be applicable.
- 4 There shall be External Examination (Viva-Voce) for Field Work Report and Project Report. Project report viva voce for one student shall be of 10 (Ten) minutes. The student has to prepare power point presentation based on project work to be presented at the time of viva voce.
- 5 The syllabus of each course shall be taught in 4 lectures per week during the semester.

Question Paper Pattern

Marks: 60

Time: 3hrs

- Attempt any Five.
- Each Question carries 12 marks.

Que.1	(12)
Que.2	(12)
Que.3	(12)
Que.4	(12)
Que.5	(12)
Que.6	(12)
Que.7	(12)
Que.8	(12)



**North Maharashtra University, Jalgaon
Faculty of Commerce and Management**

Syllabus for

B.B.M.(BS) Semester I

**Subject: M1.1:- Foundation Course for Managers
w.e.f. 2014-15**

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To Impart Basic Accounting Knowledge among students.

Unit1- Introduction to Accounting:

6 Lectures

- 1.1 Financial Accounting-definition and Scope,
- 1.2 Objectives of Financial Accounting,
- 1.3 Accounting v/s Book Keeping
- 1.4 Terms used in accounting,
- 1.5 Users of accounting information
- 1.6 Limitations of Financial Accounting.

Unit 2- Conceptual Frame work:

8 Lectures

- 2.1 Accounting Concepts, Principles and Conventions,
- 2.2 Accounting Standards-concept, objectives, benefits,
- 2.3 Brief review of Accounting Standards in India,
- 2.4 Accounting Policies,
- 2.5 Accounting as a measurement discipline, valuation Principles, accounting estimates.

Unit 3-Recording of transactions: (theory only)

10 Lectures

- 3.1 Accounting cycle,
- 3.2 Voucher system,
- 3.3 Accounting Process,
- 3.4 Journals,
- 3.5 Subsidiary Books,
- 3.6 Ledger,
- 3.7 Cash Book,
- 3.8 Bank Reconciliation Statement,
- 3.9 Trial Balance.

Unit 4- Depreciation: (theory only)

6 Lectures

- 4.1 Meaning, Objectives for providing depreciation,
- 4.2 Various methods of Calculating Depreciation
- 4.3 Elementary study of AS 6 on Depreciation Accounting.

Unit 5- Preparation of final accounts: (theory only)

10 Lectures

- 5.1 Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.
- 5.2 Understanding of final accounts of a Company,
- 5.3 Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts.

Unit 6: Corporate Banking:

8 Lectures

- 6.1 Bank Pass Book,
- 6.2 Negotiable Instruments,
- 6.3 Cheque, Discounting of Cheques, cheque presentment, cheque dishonoured,
- 6.4 Current Account,
- 6.5 Overdraft,
- 6.6 Cash Credit,
- 6.7 Internet Banking,
- 6.8 RTGS,
- 6.9 NEFT.

Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)



**North Maharashtra University, Jalgaon
Faculty of Commerce and Management**

Syllabus for

B.B.M.(BS) Semester I

**Subject: M1.2:- Professional Communication-I
w.e.f. 2014-15**

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To impart basic communication skills among students

1) Basics of Communication

Lecture: 08

- a) Meaning & Objectives of communication,
- b) Process of communication, Importance of communication, Grapevines
- c) Steps of Effective Communication
- d) Methods of Communication
 - i) Verbal & Non verbal
 - ii) Oral & Written
 - iii) Internal & External

2) Use of English Language

Lecture: 10

- a) Grammatical Terms, Subject & verb Agreement
- b) Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes
- c) Basic Grammatical Rules
- d) Tactful Use of Language: Asking for action, Handling Negatives, Talking about errors, Use of Active & Passive Voice, Techniques of Emphasis

3) Written Communication - I

Lecture: 08

- a) Meaning, Distinction with Oral Communication, Merits & Limitations of Written communication.
- b) Letter writing: Layout of Business letter, types & Styles of layouts, Essentials of Good Business letters
- c) Purpose of letters: Resume, Application, Appointment. Writing Direct Messages by Manager – Delivering: Positive, Neutral & Negative Information.

4) Written Communication - II

Lecture: 12

- a) Orders , Acknowledging orders, Changes in orders, After sales letters, Complaint Letter, Adjustment Letters, Sales Letters, Credit Letters, Status enquiries, Collection letter, Representations
- b) E-mail –Drafting & Sending Emails
- c) Report Writing: Meaning & Nature of Report, Formats of Reports – Formal, Informal reports, Writing Reports - Data collection, organizing, presentation of the Report.

5) Organizational Communication -I

Lecture: 05

- a) Job Applications: Covering Letter-Resume – Appointment Letter
- b) Meaning & Importance of Organizational Communication

6) Organizational Communication –II

Lecture: 05

- a) Internal communication: Notice, Circular, Memo.
- b) External Communication – Enquiries, Quotations, Bank & Financial Institutions
- c) Holding Press Conferences & Preparing Press Releases

References

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – Shalini Agrawal- Ane book



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT
B.B.M.(BS) Semester I
M1.3 – PRINCIPLES OF MANAGEMENT
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objective:

The course intends to give an introduction to the core principles and objectives of management along with the management process. It further aims to act as a foundation for many of the other courses in the programme.

I: Introduction

- History of Management ,Definition of Management, its nature and purpose and scope , Management theory's ,Functions and role of managers,Management as a science and art, Patterns of Management analysis,Systems approach to operational management.

II: Planning & Objectives

- Nature and Purpose of Planning ,Types of plans, steps in planning,The planning process – a rational approach to goal achievement,**Objectives** - The nature of objectives, Concepts of Management by Objectives (MBO), The process of MBO, Setting objectives, Benefits and weakness of MBO

III : Decision making –

- Introduction ,Definition, Process of Decision Making ,Merit and demerits of Decision making ,Types of decisions, Models of Decision Making ,Classical model, Administrative Model ,Political Model

IV: Organising

Nature and Purpose of Organising: Formal and informal organisations, organisational division – the department, organisation levels and the span of management, factors determining an effective span, the structure and process of reorganizing; Authority and power, line and staff concepts, functional authority, benefits and limitations of staff, decentralization and delegation of authority, art of delegation, balance as a key to decentralization

V: Staffing

Definition of staffing, defining the managerial job, systems approach to HRM – an overview the staffing function, situational factors affecting staffing, selection – matching the person with the job, systems approach, position requirements and job design, skills and personal characteristics required by managers, matching qualifications with position requirements, selection-process, techniques and instruments, orienting and socializing new employees

VI: Controlling

Controlling the basis control process – critical control points and standards, control as a feedback system, real-time information and control, feed forward control, requirements for effective controls.

Suggested Readings:

1. Tripathi P C & Reddy P N, *Principles of Management*, Tata McGraw Hill
2. Sherlerkar S A, *Modern Business Organization and Management*, Himalaya Publishing House
3. Bora C, *Principles of Management*, Kalyani Publishers
4. Ramaswamy T, *Principles of Management*, Himalaya.



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT

B.B.M.(BS) Semester I
M1.4 – Business Economics

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To prepare students in understanding important concepts of Managerial Economics

I : Concept of Business Economics

- 1.1 Meaning and Nature of Economics
- 1.2 Scope of Business Economics
- 1.3 Importance of Business Economics
- 1.4 Use and Objectives of Business Economics
- 1.5 Business Economics and Other Disciplines
- 1.6 Functions, Roles and Responsibilities of Business Economist

II : Demand Analysis

- 2.1 Concept and Determinants of Demand
- 2.2 Law of Demand
- 2.3 Elasticity of Demand
- 2.4 Demand Forecasting
- 2.5 Techniques of Demand Forecasting

III: Supply Analysis

- 3.1 Meaning of Supply and Determinants of Supply
- 3.2 Law of Supply
- 3.3 Elasticity of Supply
- 3.4 Types of Elasticity of Supply
- 3.5 Factors Determining Elasticity of Supply

IV : Production Analysis

- 4.1 Concept of Production Function
- 4.2 Law of Production Function
- 4.3 Law of Diminishing Marginal Returns
- 4.4 Law of Variable Proportions
- 4.5 Law of Return to Scale

V: Cost and Revenue Analysis

- 5.1 Concept of Cost and Revenue
- 5.2 Kinds of Cost
- 5.3 Relationship between Total Revenue, Average Revenue and Marginal Revenue
- 5.4 Break Even Analysis and its uses

VI : Market and Market Structure

- 6.1 Concept of Market
- 6.2 Types of Market Structure
- 6.3 Characteristics of –
 - 6.3.1 Perfect Competition
 - 6.3.2 Monopoly
 - 6.3.3 Monopolistic Competition
 - 6.3.4 Oligopoly
- 6.4 Economic effects of Price Discrimination
- 6.5 Sources of Product Differentiation

References:

1. Managerial Economics Dr. Singh Kogent Publications
2. Economics: Samuelson & Nourdhous - TMH
3. Modern Economic Theory: K. K. Dewatt, S.Chand
4. Introduction to Positive Economics: Richard Lipsey &Crystal - TMH
5. Micro Economic Theory: Mankiw - Thomson
6. Managerial Economics: Dr. D. M. Mithani: Himalaya
7. Managerial Economics: Concepts & Application: Thomas & Maurice: Mcgraw-Hill
8. Managerial Economics: Mark Hirschey: Thomson Press



North Maharashtra University, Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

B.B.M.(BS) Semester I

M1.5 –Computer Fundamental and Applications

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To make students well familiar with computer and internet fundamentals

I : Fundamentals of Computer

- ◆ Introduction, History & generation of computer
- ◆ Major components of a digital computer
- ◆ Block diagram of computer system
- ◆ Types of computers
- ◆ Definition-Software, Hardware, Compiler, Interpreter
- ◆ Characteristics, Applications.

II Input Output Devices

- ◆ Input devices, output devices, printers, plotters, other forms of output devices.
- ◆ memory types of main memory, secondary memory and backup memory.

Operating System Concepts

- ◆ Definition, need and function of an operating system
- ◆ Types of operating system
- ◆ Comparative study of various operating systems

III : Microsoft Word

- ◆ Introduction To Microsoft Office, Toolbal ,Ribon
- ◆ Create A New Document Using Template, Wizard & Working With Text,
- ◆ Save The Document In Different format
- ◆ Print The Document,
- ◆ Find And Replace Text,
- ◆ Spelling And Grammar Checking,
- ◆ Character Formatting, Paragraph Formatting, Page Formatting,
- ◆ Multicolumn News Letter, Styles, Themes, And Templates,
- ◆ List, Create An Index, Create & Manage Tables,
- ◆ Mail- Merge , Drop Cap , Change case ,

IV : Microsoft Excel

- ◆ Create A New Workbook & Enter Data Into A Worksheet,
- ◆ Print A Worksheet, Excel Formulas, Templates
- ◆ Copy And Move Formulas, Insert And Delete Rows And Columns,
- ◆ Edit Cell Data, Find And Replace Data,
- ◆ Create A Range, Fill Cells With Auto Fill Data,Name Box
- ◆ Enter Excel Functions, Use Excel's Function Wizard

- ◆ Add A Chart To A Worksheet, Insert Graphics Into A Worksheet,
- ◆ Auditing tool , Creating templates

V : Microsoft PowerPoint

Create New Presentation, Print A Presentation, Open An Existing Presentation,

- ◆ Use PowerPoint Layouts And Themes,Change A Presentation's Background,
- ◆ Insert A Chart Into A Presentation, Insert Graphics Into A Presentation,
- ◆ Header Or Footer,Sound ,Video To A Presentation, and special effects .

VI : Microsoft Outlook

- ◆ Getting Started in Microsoft Office 2007 Training for Outlook
- ◆ Reading and Sending E-mail in Outlook 2007
- ◆ Replying to and Forwarding Messages
- ◆ Managing Mail, Printing E-mail Messages
- ◆ Understanding the term
- ◆ Calendar b)Planning Meetings and Appointments (c)Contact Options (d).Outlook Tasks

References :

- Saxena, Computer Applications in Management, Vikas Publication, New Delhi.
- Rajaraman, V., C omputer Fundamentals, PHI, New Delhi.
- SAMS Teach Yourself Microsoft Office 2007- Greg Perry ISBN 0-672-32901-8
- 2. Fundamentals of MS Office 2007 – Gretchen Douglas, Mark Connell



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT
B.B.M.(BS) Semester I

M1.7 –Practical Based Computer Fundamental and Applications

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in using MS-Office.

Practical : 1

Write any 30 lines on Sports Topic and Perform the following Task

- ◆ Place a border around the full page
- ◆ Format the document with 1.5 Line Spacing
- ◆ Insert page numbers at the Bottom with Right alignment.
- ◆ Type the heading “North Maharashtra University ” at the top of the Document. Use wordart to do this.
- ◆ Justify all the text
- ◆ Format the last paragraph so that they have a hanging indent
- ◆ Insert the Date and the phrase “heading MS Test” into the Header
- ◆ Change the Heading to upper case
- ◆ Change the page layout to landscape
- ◆ Count the number of words and place it in a text box at the bottom of the page
- ◆ Design a table indicating the main names, inventions and dates from the passage above. Place this table at the end of the document.
- ◆ Insert an appropriate picture somewhere on this document
- ◆ Find all instances of the word “Sports ” and replace it with “Educations ”

Practical : 2

Select an appropriate magazine article and Use the following command of MS-word

- a) Drop Cap
- b) Format Painter
- c) Alignment
- d) SubScript and Superscript
- e) Bullets and Numbering
- f) Spelling and Grammer Change

Practical : 3

Give the Demonstration of Mail Merger

- ◆ Envelops
- ◆ Letter
- ◆ Labels

Practical : 4

	A	B	C	D	E	F	G
1	<u>Mark Sheet</u>						
2	Names	Test Mat1trk 1	Test Mark 2	Test Mark 3	Total	Percentage	Pass/Fail
3	Kohli	80	65	70			
4	Dhoni	80	72	75			
5	Kapil	56	85	68			
6	Anil	78	76	68			

Questions

- ◆ Format the Title to Bold and Font Size 14
- ◆ Insert a new student below **Kapil**. The student name is Sachin Tendulkar
- ◆ Sachin Tendulkar has the following marks, **Mark1** – 94, **Mark2** – 70, **Mark3** – 81
- ◆ Using the sum formula calculate the Total for each Student (column E)
- ◆ Calculate the percentage for each student in column F
- ◆ Using the Max formula insert the Maximum Mark for each Test
- ◆ Using the Min formula insert the Minimum Mark for each Test
- ◆ Using the Average formula insert the Average Mark for each Test
- ◆ Create a chart to display Students Marks (Clustered column). The title should be Students Test Scores, x-axis Student Name, y-axis Student Marks.
Insert the chart on a separate chart sheet
- ◆ Place the **Cricket Legend** at the Bottom of the Chart
- ◆ Place Border around all the fields in the spreadsheet

Practical : 5

Give the demonstration of Different types of Charts Available in Ms-Excel.

Practical :6

Create a spreadsheet to manage the assessments for your class group for all subjects. **Hint:** use multiple worksheets for each subject. Use charts to show the analysis of final marks i.e. number of candidates scoring between 10-20, 21-30, 31-40 etc.

Practical : 7

Give the Demonstration of Following Command

- ◆ Conditional Formatting
- ◆ Format Painter
- ◆ Sorting
- ◆ Filter

Practical 8

Give the demonstration of Power Point Presentation with following command

- ◆ Animation
- ◆ Header & Footer
- ◆ Clip art
- ◆ Slide Show (Record Narration , Research Timing etc)

Practical 9

Draw a flow diagram showing the hierarchical structure of any organizations

e.g. India ----->Maharashtra ---> NMU. → etc

Practical 10 :

Give the demonstration of following command in outlook Express

- a) Appointment
- b) E-mail Folder
- c) Contact
- d) Calendar & Task



North Maharashtra University, Jalgaon
Faculty of Commerce and Management

B.B.M.(BS) Semester I

M1.6 – Practical based on Professional Communication

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in using various modes of communication

It is expected that the concerned teacher is to conduct 01 practical of 03 hrs duration every week. Throughout the semester, total 15 practicals are to be conducted. A practical journal is to be maintained by the students for 40 marks. And the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear attends at least 10 minutes presentation based journal at the viva voce. The subject teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practicals is attached. However, creativity in carrying out these practicals on the part teacher will be appreciated.

List of Practical

- 1) Prepare Enquiry letter
- 2) Formulate Quotations
- 3) Prepare Complaint letter
- 4) Prepare Application Letter & resume
- 5) Prepare Notice
- 6) Prepare Memo
- 7) Prepare Circular
- 8) Create E-mail
- 9) Prepare Written Report
- 10) Prepare Testimonial
- 11) Prepare Banking Correspondence
- 12) Prepare Insurance Correspondence
- 13) Prepare SMS – Short Messaging Services for happy & Sad moments
- 14) Prepare Grammar Worksheet – Prepositions, Active-Passive voice
- 15) Prepare Appointment Letter

Semester – II



North Maharashtra University, Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

B.B.M.(BS) Semester II

M2.1 HUMAN RESOURCE MANAGEMENT

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To make students well conversant about important concepts of Human Resource Management.

- 1. Introduction to Human Resource Management (08)**
 - i. Meaning & Definitions of HRM
 - ii. Nature , Scope& Objectives of HRM
 - iii. Functions &Significance of HRM.
 - iv. HRM and PM
 - v. Concepts in HRM: Human Resource Audit, Human Resource Accounting, HRIS, IHRM

- 2. Job Analysis& Design (08)**
 - i. Concept of Job design, Factors affecting Job Design
 - ii. Job Design Options: Job Rotation, Job Enlargement, Job Enrichment
 - iii. Concept, Uses& Process of Job Analysis
 - iv. Techniques of Data Collection for Job Analysis
 - v. Aspects of Job Analysis: Job description & Job Specification

- 3. Human Resource Planning (08)**
 - i. Concept, Need Objectives of HRP
 - ii. HRP at different levels
 - iii. Factors affecting HRP
 - iv. Process of HRP
 - v. Guideline Principles of Effective HRP
 - vi. Problems/ Barriers to HRP

- 4. Recruitment , Selection, Placement & Induction (08)**
 - i. Meaning & Definition of Recruitment
 - ii. Factors Affecting Recruitment
 - iii. Sources of Recruitment
 - iv. Process of Recruitment
 - v. Meaning & Definition of Selection
 - vi. Need for Scientific Selection
 - vii. Selection Methods/Process
 - viii. Selection Vs. Recruitment
 - ix. Concept of Placement
 - x. Concept & Objectives of Induction

- 5. Employee Training & Performance appraisal (08)**
 - i. Meaning, Need and Importance of Training

- ii. Methods of Training : On the Job & Off the Job
- iii. Evaluation of Training
- iv. Definitions & Meaning of Performance Appraisal
 - v. Purpose of Performance Appraisal
 - vi. Process of Performance Appraisal
- vii. Methods of Performance Appraisal: Traditional & Modern

6. Industrial Relations & Trade Unions

(08)

- i. Meaning, Objectives, & Importance of IR
- ii. Parties to IR
- iii. Causes for poor IR
- iv. Developing sound IR
 - v. Meaning & Characteristics & Functions of Trade Unions
 - vi. Registration & Recognition of Trade Unions
 - vii. Problems of Trade Unions

Books

1. Human Resource Management By Garvy Dessler.- Pearson/ Prantice Hall
2. Human Resource Management By Dr K. Ashwathappa – Tata McGraw Hill
3. Human Resource Management By S.S.Khanka – S Chand & Sons
4. Essentials of Human Resource Management By P. Subba Rao – Himalaya Publishing House
5. Comprehensive Human Resource Management By Pravin Durai - Pearson
6. Human Resource Management, Text & Cases By Dr. V.S.P Rao - Excel Books
7. Human Resource Management By Snell, Bohalender Cengage Learning
8. Human Resource Management by A M Sarma – Himalaya Publishing
9. Human Resource Management By Dr. C.B. Gupta – Sultan Chand & Sons
10. Human Resource Management, Principles & Practice By P. C. Aquinas-Vikas Publishing.



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
B.B.M.(BS) Semester II

M2.2 Professional Communication II

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To train students in strongly using communication skills in business and life.

1) Barriers of Communication **Lecture: 6**

- a) Meaning, Physical/Mechanical Barriers, language Barriers, Socio-Psychological Barriers, Cross-cultural Barriers
- b) Overcoming Barriers.

2) Verbal-Nonverbal Communication **Lecture: 12**

- a) Meaning & Importance
- b) Body movements : Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch
- c) Space, Time, color, Vocalization,
- d) Improving Non Verbal Communication

3) Reading & Speaking Skills, **Lecture: 06**

- a) Reading Skills: Rapid Reading, Comprehension.
- b) Speaking Skill: Speech-preparation, Guidelines for Effective speech, Negotiation, Discussion

4) Listening Skill: **Lecture: 04**

- a) Importance of listening, Listening Process
- b) Barriers of listening , Guidelines for Effective Listening.

5) Group Discussion **Lecture: 10**

- a) Meaning, Objective, Methodology of Group Discussion, Guidelines for Group Discussion, Role Function in Group Discussion, Nonfunctional Behavior, Improving Group Performance.

6) Interviews **Lecture: 10**

- a) Interview : Types, Preparation, Conducting and Appearing for interview
- b) Meeting – Planning, Agenda, Layout, Leading the meeting, Drafting Minutes of Meeting & Steps for effective meeting outcomes.

References

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – ShaliniAgrawal- Ane book



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT
B.B.M.(BS) Semester II
M2.3 – PRINCIPLES OF ACCOUNTING
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To train students in important accounting policies and practices.

I : Conceptual Frame work

- i) Meaning and Scope of Accounting
- ii) Accounting Concepts, principles and Conventions
- iii) Accounting policies
- iv) Accounting Standards –Concepts, Objectives, Benefits
- v) Elementary Study of :
 - a) AS 1:- Disclosure of Accounting Policies
 - b) As 2:- Valuation of Inventories
 - c) As 6:- Depreciation accounting
 - d) As 13:- Accounting for Investment

II : Basics of Accounts

- i) Types of Accounts
- ii) Journal :- Concept, Types of Journals, Advantages and Journal Entries
- iii) Ledger :- Concept, Advantages and Ledger Posting
- iv) Trial Balance :- Concept , Objectives and Preparation

III: Final Accounts of Sole Proprietor

- i) Final Account:- Concept and Objectives
- ii) Components of Final Accounts
- iii) Preparation Of Trading, Profit and Loss and Balance-sheet

IV : Rectification of Errors

- i) Meaning of Accounting error
- ii) Classification of errors,
- iii) Rectification of errors through journal and Accounting vouchers
- iv) Need and Preparation of Suspense A/c.

V: Bank Reconciliation statement

- i) Meaning
- ii) Need of Bank reconciliation statement
- iii) Reasons of Difference between the balance of Cash Book and Pass Book
- iv) Preparation of Bank Reconciliation Statement

VI : Accounting For Investment

- i) Preparation of Investment Account For Fixed Income Bearing Securities.
- ii) Cum-Interest Purchase And Sale, And Computation Of Profit There-From.
- iii) Ex-Interest Purchase And Sale Of Securities, And Computation Of Profit There-from.

References:

1. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
2. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
3. Accounting Made Easy: By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Fundamentals Of Accounting, Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Vikas Publishing House, New Delhi
5. Financial Accounting – Jawaharlal & Shrivastava – S. Chand & Sons
6. Accounting for Managers - Vijay Kumar – TMH
7. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT
B.B.M.(BS) Semester II
M2.4 Business Ethics & Professional Values
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objectives -

1. To inculcate basic concepts of Business Ethics.
2. To impart knowledge of professional values
3. To impart knowledge of Business Ethics practices in organization.

I - Introduction to ethics

- ◆ Values, Norms, Beliefs
- ◆ Ethics Vs. Morals and Values
- ◆ Moral Standards, Beliefs and their role
- ◆ Ethical Vs Law
- ◆ Ethics and Business, Myth of a moral business.

II - Business Ethics

- ◆ Meaning, nature & objectives of business ethics, Characteristics of ethics in business.
- ◆ Principles of business ethics, Scope of Business ethics
- ◆ Types of business Ethics, Relationship between Business ethics and corporate excellence.
- ◆ “C”s of Business ethics.

III - Management of Ethics,

- ◆ Structure of ethics management
- ◆ Theories of Ethics :
 - Consequential.
 - Non-Consequential
- ◆ Advantages of Managing Ethics in Workplace.
- ◆ Ethics analysis - Hosmer model
- ◆ Factors influencing Business ethics.

V - Organizational Ethics

- ◆ Ethics in Business – Myth & Reality,
- ◆ The Indian Business scene, Ethical, Concerns,
- ◆ Global trends in business ethics,
- ◆ Corporate code of ethics

IV - Functional ethics and Ethical Decision making

- ◆ Meaning of functional ethics.
- ◆ Types of ethics according to functions of business.
- ◆ Ethical decision making process.
- ◆ Factors creating unethical behavior, Function of Ethics officer.

VI - Professional Values

- ◆ Definition, objective and Importance of Professional Values.
- ◆ Scope and advantages of professional values, Sources of Value Systems.
- ◆ Types and characteristics of Professional ethics and Values.
- ◆ Impact of Values and ethics on organizations.
- ◆ Sources of Professional values and ethics.

References:-

1. Business Ethics & Values- D. Senthil Kumar, A. Senthil Kumar.
2. Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.
3. Ethics in Business & Management - R. P. Banerjee Himalaya Publication.
4. Business Ethics–Concept & Practice - B.H.Agalgatti & R. P. Banerjee–Nirali Publication
5. Business Ethics, C S V Murthy, Himalaya Publishing House.
6. Laura P. Hartman, Abha Chatterjee – Business Ethics Tata McGraw Hill.
7. Business Ethics and Professional Values - A.B.Rao –Excel Books.
8. The Ethics of Management by Larue Tone Hosmer, Richard D. Irwin Inc.



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT

B.B.M.(BS) Semester II
M2.5 – Indian Economics

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To train students in understanding important concepts of Indian Economics.

1. Introduction to Indian economy

- 1.1. Meaning and measurement of economic growth
- 1.2. Economic growth in India
- 1.3. Urbanization and economic development
- 1.4. Government policy towards poverty and unemployment
- 1.5. Concepts of national income and output
- 1.6. Methods of measuring national income
- 1.7. Problems in estimation of national income
- 1.8. Present Status of Indian Economy

2. Agricultural productivity in India

- 2.1. Role of agricultural
- 2.2. India's agricultural development strategy
- 2.3. Agricultural productivity in India
- 2.4. Causes and Solutions to low agricultural productivity in India
- 2.5. Agricultural credit and price policy

3. Industry

- 3.1. Role of industrialization
- 3.2. Interdependence between agricultural and industrial sectors
- 3.3. Industrial development since 1991 – A review
- 3.4. Problems of industrial development in India
- 3.5. Analysis of new industrial policy
- 3.6. Government policy for small scale industries
- 3.7. Rationale of public sector in India and its problems
- 3.8. Privatization and disinvestment policy of India
- 3.9. Special Economic Zone in India

4. Indian monetary policy

- 4.1. Meaning and objectives of monetary policy
- 4.2. Limitations of monetary policy
- 4.3. Credit policy or monetary instruments of RBI
- 4.4. Role of banking and financial institutions in Indian economy

5. Indian Fiscal policy

- 5.1. Meaning & Objectives of fiscal policy
- 5.2. Tools of fiscal policy
- 5.3. Fiscal policy in India
- 5.4. Public revenue, Public expenditure and debt in India

6 . Problems in Indian economy

- 6.1. Causes of inflation
- 6.2. Impact of global financial crisis
- 6.3. Complexity in taxation system
- 6.4. Problems of balance of payment
- 6.5 Causes of Poverty and Unemployment

Reference Books

1. Indian Economy: R. Data & K.P.M. Sunderam – S. Chand
2. Indian Economy: Mishra & Puri - Himalaya
3. Indian Economy: A.N.Agrawal – New Age
4. Indian Economy: Uma Kapila
5. www.rbi.org.in
6. www.ministry of finace.nic.in
7. Economic & Political Weekly
8. RBI Bulletin
9. Economic &political weekly
10. Daily Newspapers



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT
B.B.M.(BS) Semester II

M2.6 – Practical based on Professional Communication
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in confidently using communication skills in business and life.

It is expected that the concerned teacher is to conduct 01 practical of 03 hrs duration every week. Throughout the semester, total 15 practicals are to be conducted. A practical journal is to be maintained by the students for 40 marks. And the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear attends at least 10 minutes presentation based journal at the viva voce. The subject teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practicals is attached. However, creativity in carrying out these practicals on the part teacher will be appreciated.

List of Practicals

- 1) Body Language
 - a) Mood Identification
 - b) Facial Expressions
 - c) Gestures
 - d) Postures
- 2) Public Speaking – Speech Preparation & Delivery
- 3) Group Discussion – Large & Small Groups
- 4) Interview
 - a) Structured
 - b) Unstructured
 - c) Telephonic
 - d) Panel / Face to Face
- 5) Negotiation Skills
 - a) Union Agreement
 - b) Price Negotiation
- 6) The student should make at least One/ Two presentation relating to a specific topic before the class during the Semester



North Maharashtra University, Jalgaon
FACULTY OF COMMERCE & MANAGEMENT
B.B.M.(BS) Semester II
M2.7 –Practical Based on Tally ERP
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in using Tally ERP software.

Practical . - 1. Create a Company ABC Ltd. to maintain Financial Accounts only using hypothetical address and other details.

Financial year basis.

(a) Make the default setting for printer assuming that the reports are printed on stationery with a letterhead printed on the top that consume the space of one Inch.

(b) The Company wants to print the amount in Indian Currency with space Rs and amount.

Practical . - 2. Create a Company Temporary Ltd. (Store data in C:/work/temp) having

year as the accounting year. It is from 1st October 2010. Other details may be entered as per your assumption, except the Income Tax Number (PAN) upon saving the company, enter the Income tax number PAN as FYBBS 278S.

Delete the Company created for Temporary Ltd.

Practical . - 3. Create the following Ledger accounts, place under appropriate

- groups whenever necessary
- Salary paid to employees
- Wages paid to factory workers
- Telephone Charges
- Share Capital (Rs. 4,00,000 Cr.)
- Wages paid to temporary workers
- Salary paid to Branch employees

Practical. - 4. Create Groups following the hierarchy shown below

- Debtors - International
- Debtors - National
- Debtor- South
- Debtor- North
- Debtor- Central

Practical. – 5. Create a Short-life Company Ltd, and copy all the masters from the BCA Ltd. to the Short-life Company Ltd. Select the Short-life Company created, and check whether all the masters (Groups & Ledgers) have been copied. Delete the Short-life Company.

Practical -6 . Preparing Trial Balance with the minimum of 12 to 15 transactions.

Practical -7 . Preparing Balance Sheet with transactions regarding Trading and Profit & Loss Account with adjustments. Alternatively, preparing Income & Expenditure Account for a non-trading concern along with the Balance Sheet.

Practical 8 . Modifying Vouchers, deleting Voucher entries – using imaginary transactions.