



B. B.A. Part – II, Semester III& IV, CBCS
Syllabus with effect from June, 2019

Semester	III	Total credit	4
Course code	Core Course – CCSubject Code – 1369C	Credit pattern	L-60 T-- P--
Course title	Management Accounting		

Course Objective: The objective of the course is to help student learn and understand framework of Management Accounting of management accounting.

Course Outcome - Management Accounting Paper- ICC-1369C	
CO 1	Understand the concepts and tools of management accounting.
CO 2	Prepare cash budget and flexible budget
CO 3	Understand Decision making under Break- Even Analysis
CO 4	Have an understanding of material and labour variance.

Module	Content	Teaching hours
I	Management Accounting:- Meaning and Definitions Functions of Management Accounting, Tools and techniques of management accounting Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.	15
II	Budgets and Budgetary Control:- Concept of Budgets and Budgetary control, Types of budgets, Introduction of other budgets, Objectives and Advantages, Steps in budget Preparation of Cash Budget, flexible budget.	15



III	Marginal Costing and Break-Even Analysis: Concept of marginal cost, concept of marginal costing, CVP Analysis , Break-Even Analysis. Practical Problems of Break-even analysis, Decision making under Break- Even Analysis.	15
IV	Standard Costing: Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing. Practical Problems on material and labour variance .	15

Learning Recourses		
1	Reference Books	1 Cost Accounting ----- M.N.Arora 2 Management Accounting ----- I.M.Pandey 3 Management Accounting ----- Shashi Gupta & R.K.Sharma 5 Principles Of Management Accounting – Dr.S.N.Maheshwari

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours

Total Marks – 40

- Instructions:** - 1) All Questions are compulsory
2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Problem OR problem	10
Question No 2	Problem OR problem	10
Question No 3	Essay type Question OR Essay type Question	10
Question No 4	Short Notes (Any 2)	10
Total		40



Semester	IV	Total credit	4
Course code	Core Course – CCSubject Code – 1369D	Credit pattern	L-60 T-- P--
Course title	Management Accounting		

Course Name- Management Accounting Paper- IICC-1369D	
CO 1	Analysis and Interpretation of Financial statements
CO 2	Illustrate and solve funds flow and cash flow statements
CO 3	Describe Human Resource Accounting
CO 4	reporting to various levels of Management

Course objectives	
1	To understand analysis and interpretation of financial statements and
2	To Know the basics of human resource accounting
3	To understand the concept of funds flow and cash flow

Module	Content	Teaching hours
I	Analysis and Interpretation of Financial statements Ratio analysis nature of Ratio Analysis classification of Ratios, significance of Ratio analysis, Practical problems- Basic level.	15
II	Funds Flow Analysis Concept of Funds, Concept of Flow of Funds, Components of sources and application , Importance of funds flow analysis , Practical Problems,	15
III	Cash Flow Analysis- Concept, Components of Inflow and Outflow, Importance of Cash flow analysis, difference between funds flow analysis and cash flow analysis. Practical Problems	15



IV	A) Human Resource Accounting: Meaning and Basic concept, significance of Human Resource Accounting, Advantages of HRA, B) Reporting to Management: Objectives, Types of Reports, Use of Reports by Management	15
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Learning Recourses		
1	Reference Books	1 Cost Accounting ----- M.N.Arora 2 Management Accounting ----- I.M.Pandey 3 Management Accounting ----- Shashi Gupta & R.K.Sharma 5 Principles Of Management Accounting – Dr.S.N.Maheshwari

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Problem OR problem	10
Question No 2	Problem OR problem	10
Question No 3	Essay type Question OR Essay type Question	10
Question No 4	Short Notes (Any 2)	10
Total		40



Semester	III	Total credit	4
Course code	Core Course – GEC Subject Code – 1372C	Credit pattern	L-60 T-- P--
Course title	ENTREPRENEURSHIP DEVELOPMENT– I		

Course objectives

The objective of the course is to help student learn and understand entrepreneur and entrepreneurship.

	Course Name- Entrepreneurship Development Paper- IGEC1372C
CO 1	Explain basic concepts of Entrepreneur
CO 2	Define the skills and abilities needed to become a Successful Entrepreneur
CO 3	Classify various Institutes for Entrepreneurship Development
CO 4	Able to do field work with reference to stories of successful entrepreneur.

Module	Content	Teaching hours
I	Entrepreneur :- Meaning, Qualities Of Successful Entrepreneur ,Characteristics, Types – Functions , concept of Intrapreneur, Netpreneur ,	15
II	Entrepreneurship :- a)Concept - Role of entrepreneurship inEconomic Development Theories of Entrepreneurship –Schumpeter-MaxWeber – Peter Drucker b)Barriers to entrepreneurship – Environmental barriers ,economic barriers, personal barriers to entrepreneurship Factors stimulating entrepreneurship	15
III	Entrepreneurship development: - concept, objectives of EDP Phases of EDP. Institutions for Entrepreneurship Development - EDII Ahamedabad- NIESBUD New Delhi – MCED-Aurangabad	15
IV	Stories of Successful Entrepreneurs: - .Vijay Shekhar Sharma (Paytm) SachinBansalAndBinnyBansal (Flipkart).AzimPremji (WIPRO)	15



.DhirubaiAmbani (Reliance)		
Learning Recourses		
1	Reference Books	1. Chand and Company Ltd, New Delhi, Third Revised Edition, 2001. 2. EntrepreneurshipDevelopment”Prof. E. Gordon & K. Natarajan, “ 3. Entrepreneurship Development”, N.P. Singh, “- Theories &Practices. 4 “Entrepreneurship &EntertainmentDevelopment M. GangadharRao 5.Entrepreneurship Development Dr.S.A Gupta and Dr.Arjun Mittal “Entrepreneurial Development KhankaS.S. 6.Vasant Desai - “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition,2010.

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40



Course code	Core Course – GEC Subject Code – 1372D	Credit pattern	L-60 T-- P--
Course title	ENTREPRENEURSHIP DEVELOPMENT- II		
	Course Name- Entrepreneurship Development Paper- II GEC- 1372D		
CO 1	Describe role of Self Help Group and Story of ShriMahilaGruhudyog (LijjatPapad)		
CO 2	Explain Rural Entrepreneurship and special economic zones.		
CO 3	Identify sources of Business idea and prepare of project report		
CO 4	Define the concept and role of Micro, Small and Medium Enterprises		

Module	Content	Teaching hours
I	Women Entrepreneurship:- Concept-functions-growth-problems-remedial Measures- Recent Trends in woman entrepreneurship Role Self Help Groups in woman entrepreneurship – Story of ShriMahilaGruhudyog(LijjatPapad)	15
II	Rural Entrepreneurship Concept – Problems of Rural Entrepreneurship in agricultural sector and village industry -strategies for rural entrepreneurship development Industrial estate and special economic zones (SEZS) concept ,importance	15
III	Project Identification & Report :- Meaning and concept-Sources of Business idea- identifying Business opportunity concept of project - project identification –formulation–appraisal-selection- implementation and management Preparation of project report for dairy and retail stores.	15
IV	Micro ,Small and Medium Enterprises: – Concept Definition, Role and Problems of Micro Small & Medium Enterprises-Role of SIDCO, SIDBI& DIC	15



Learning Resources'

1	Reference Books	1. Chand and Company Ltd, New Delhi, Third Revised Edition, 2001. 2. Entrepreneurship Development" Prof. E. Gordon & K. Natarajan, " 3. Entrepreneurship Development", N.P. Singh, "- Theories & Practices. 4 "Entrepreneurship & Entertainment Development M. Gangadhar Rao 5. Entrepreneurship Development Dr.S.A Gupta and Dr.Arjun Mittal "Entrepreneurial Development Khanka S.S. 6. Vasant Desai - "The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010.
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NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	C) Essay type Question OR D) Essay type Question	10
Question No 3	C) Essay type Question OR D) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40



Semester	III	Total credit	4
Course code	GEC- 1370C	Credit pattern	L-60 T-- P--
Course title	Production Management		

Course objectives-The objective of the course is to help student learn and understand recent trends in production management

Course Name- Production Management Paper- IGEC-1370C	
CO 1	Interpret meaning & importance of production management
CO 2	To get knowledge about factory layout and plant layout
CO 3	Describe the production planning and control and get knowledge about technique of PPC
CO 4	Illustrate quality management and its dimension

Module	Content	Teaching hours
I	Introduction to Production Management Meaning, and nature, scope, importance of production management, functions of production, production process, types of production system, Difference between Production and Service operations, Functions & internal relations of various Departments in manufacturing Unit; Production administrations & responsibilities. Production process selection decisions, Recent trends in production management	15
II	Factory Location and Plant Layout Meaning and factors determining location of factory, Meaning and objectives, Importance of plant layout, Factors influencing layout, Types of layout Problems of layout.	15
III	Production Planning & Control: - Meaning, scope, objectives, elements of production planning and control, steps and functions, Techniques – routing, scheduling, dispatching, follow-up, Product assurance, six sigma, benchmarking.	15
IV	Quality management: Concept of quality dimensions of quality. Quality inspection, quality assurance, quality control, Total Quality Management, cost of quality, quality certification, ISO 9000 series, tools of quality control	15



Learning Recourses		
1	Reference Books	1) Girdhar J. Gyani :- Training Manual on ISO 9000 & TQM, Raj Publishing House, Jaipur 2) K. A Swathappa & K. Shridhara Bhat – Production & Operations Management, Himalaya Publishing House 3) K. K. Ahuja : Production Management , C. B. S. Publishers & Distributors, Sahadara, Delhi. 4) S. A. Chunawalla & D. R. Patel - Production and operations management, Himalaya Publishing House. 5) S. K. Singh : ISO 9000 & Total Quality Management, Commonwealth Publishers, Ansari Road, New Delhi.

Course Outcome

After successful Completion of this course student acquires knowledge of production management and use the knowledge to manage the production plant.

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours

Total Marks – 40

Instructions: -

1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	E) Essay type Question OR F) Essay type Question	10
Question No 3	E) Essay type Question OR F) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40



Semester	IV	Total credit	4
Course code	GEC- 1370D	Credit pattern	L-60 T-- P--
Course title	Material Management		

Course objectives: This course will help to understand material management along with Inventory management and supply chain management.

Course Name- Material Management Paper- IGEC-1370D	
CO 1	Illustrate the concept of material management and importance, objective, functions of material management.
CO 2	Describe the concept of purchase management and methods of purchasing.
CO 3	Interpret the supply chain management and role of management flow of material in supply chain management.
CO 4	Understand inventory management and technique of inventory management.

Module	Content	Teaching hours
I	Materials Management: - Concept, objectives, importance, scope & functions of materials management. Materials planning & Control: - concept, significance, material requirement planning (MRP), Material control cycle.	15
II	Purchase Management:- concept, objectives of purchasing, functions of purchase department, Purchasing cycle, purchase organization, methods of purchasing.	15
III	Supply Chain Management: Concept, objectives, production and distribution system, Role and Management of flow of material in supply chain management	15
IV	Inventory Management & Control: - Inventory – Meaning, types of inventory, inventory costs. Inventory Management :- Meaning, objectives, Techniques of inventory control :- Stock levels, ABC (Always Better Control) Analysis, VED (Vital, Essential & Desirable) Analysis, EOQ (Economic order quantity) Analysis.	15

Note:

1. Case studies on each of the aspects mentioned in the syllabus need to be discussed



Learning Recourses		
1	Reference Books	1. Datta 'Material Management' Himalaya Publications 2. Jha S. M. 'Service Marketing', Himalaya Publishing House, Mumbai. 3. K.Ashwathapa, K.ShridharaBhat, 'Production and Operation Management' Himalaya Publications 4.Kulkari, Sharma, 'Supply Chain Management' TATA McGraw Hill 5.Rao A. V. S. 'Service Sector Management in India', Allied Publishers, Hydrabad 6. Shiv Shankar 'Service Marketing'. 7. S.Anilkumar, N.suresh, New age international publication. 8.S.A.Chunawalla, D.R.Patel, 'Production and Operation Management' Himalaya Publications

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	G) Essay type Question OR H) Essay type Question	10
Question No 3	G) Essay type Question OR H) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10



Total			40
Semester	III	Total credit	4
Course code	CC-1368C	Credit pattern	L-60 T-- P--
Course title	Service sector management		

Course objectives-The objective of the course is to help student learn and understand marketing practices and management of service sectors

BBA-II Sem- III	Course Name- Service Sector Management Paper- ICC-1368C
CO 1	Understand the concept of service and classification of services
CO 2	Interpret customer satisfaction and methods to ensure customer satisfaction.
CO 3	Describe management of financial services.
CO 4	Illustrate concept of management of hotel services

Module	Content	Teaching hours
I	Services: - Meaning and concept of services Importance, Difference between Goods and Services, Salient Features of Services, 7Ps in Service Marketing, different approaches of for management of services, Classification of Services, factors influencing growth of service sector, employability and service sector,	15
II	Customer satisfaction in service marketing:- Meaning and importance Need of customer satisfaction, Factors influencing customer satisfaction, levels of customer satisfaction. Methods to ensure customer satisfaction, service quality, measuring service quality, service quality standards	15
III	Management of financial Services: Concept and Scope, Need and Importance, types financial services, (Bank services, Insurance, Mutual funds, Portfolio services) Physical Infrastructure, Product and Pricing Policies, Human Resource Management in financial services, Computerization in financial services.	15
IV	Management of Hotel Services: Concept, , Scope and Importance, Profile of Services, Location	15



	Decisions ,Pricing Policies , H. R.M and Customer Care, Promotion Polices – Management of Hotel Services in India.	
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Note:

1. Case studies on each of the aspects mentioned in the syllabus need to be discussed.

Learning Recourses

- 1 Reference Books
1. Datta 'Material Management' Himalaya Publications
 2. Jha S. M. 'Service Marketing', Himalaya Publishing House, Mumbai.
 3. K.Ashwathapa, K.ShridharaBhat, 'Production and Operation Management' Himalaya Publications
 - 4.Kulkari, Sharma,'Supply Chain Management' TATA McGraw Hill
 - 5.Rao A. V. S. 'Service Sector Management in India', Allied Publishers, Hydrabad
 6. Shiv Shankar 'Service Marketing'.
 7. S.Anilkumar , N.suresh , New age international publication.
 - 8.S.A.Chunawalla, D.R.Patel, 'Production and Operation Management' Himalaya Publications

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Total Marks – 40

Duration: 2 Hours

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	I) Essay type Question OR J) Essay type Question	10
Question No 3	I) Essay type Question OR J) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40



Semester	IV	Total credit	4
Course code	CC-1368D	Credit pattern	L-60 T-- P--
Course title	Service Sector Management		

BBA- II	Course Name- Service Sector Management Paper- IICC-1368D
CO 1	Understand the concept of insurance services and privatization of insurance services
CO 2	illustrate the concept of transport services and management of transport service in India
CO 3	interpret hospital services and marketing mix for hospital services in India perspective
CO 4	Describe the concept of management of tourism, entertainment, education, telecommunication and day care services

Module	Content	Teaching hours
I	Management of Insurance Services : Concept and meaning, Scope and Importance-Types of Insurance Services Product and Pricing , Customers Services and Promotional Strategies Privatization of Insurance Services, Government Control and Protection of Customers Interest.	15
II	Management of Transport Services : Concept and meaning , Scope and Importance Types of transport- Passenger transport and Goods transport – Road, Rail and Water Transport, Organization and Control of Transport Services , Problem of Coordination , Pricing and facilities, Management of Transport Services in India	15
III	Hospital services:- Introduction and importance , Segment wise users of healthcare service, Types of hospital services- nursing, specialist, surgery, pharmacy, emergency care, maternity, Behavioral profile of users, Marketing mix for hospital services in Indian perspective	15
IV	Management of other Services 1.Tourism services- Introduction, Formulation of Marketing mix of Tourism services 2.Entertainment services- Introduction, Formulation of Marketing mix of Entertainment services	15



	3. Education services- Introduction, Formulation of Marketing mix of Education services 4.-Telecommunication: Introduction, Formulation of Marketing mix of Telecommunication services 5. Day care services- Introduction, Formulation of Marketing mix of Day care services.	
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Note:

1. Case studies on each of the aspects mentioned in the syllabus need to be discussed.

Learning Recourses

- 1 Reference Books
1. Dr. S. Shajahan, 'Service Marketing' Himalaya Publishing House, Mumbai.
 2. Goel, 'Financial Services' Himalaya Publishing House, Mumbai.
 3. Jain, Saakshi, 'Service marketing', AITBS Publications
 4. Jha S. M. 'Service Marketing', Himalaya Publishing House, Mumbai.
 5. Rao A. V. S. 'Service Sector Management in India', Allied Publishers, Hyderabad 1986.
 6. Ravi Shankar, 'Service Marketing' Excel Books

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2 Hours

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	K) Essay type Question OR L) Essay type Question	10
Question No 3	K) Essay type Question OR L) Essay type Question	10



Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Subject Code – CC-1371C

Business Economics (Macro), Paper – I
Marks- 40 + 10 = 50 Teaching Hours- 60 Credits- 4

Course Objective: The objective of the course is to help student learn and understand macroeconomic concepts with their principles and to apply them in business decision-making process.

Learning Outcomes By the end of this course it is expected that the student will be able to:

1. To know macroeconomics and its interrelationship with business
2. Understand national Income and their different methods of measurements.
3. To know concept of money and their forces
4. describe the interrelationships among prices, income, money output and employment as they affect consumption, saving and investment
5. Analyze causes and consequences of unemployment, inflation and economic growth

Course Name- Business Economics (Macro-I) Paper- ICC-1371C	
CO 1	Interpret the concept of National Income, importance of National Income data and differentiate between methods of measurement of National Income
CO 2	Illustrate the demand and supply of money
CO 3	Describe the interrelationships among price, income, money, output & employment as they affect consumption, saving and investment.
CO 4	find out the factor causes of inflation and their monetary and fiscal measures

B. B. A. Part – II, Semester III, Subject Code – CC-1371C

Module	Title	Periods
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Module - I	Introduction: 1) Definitions, Nature, Scope of Macro Economics. 2) Meaning & Different Concepts of National Income. 3) Circular Flow of Income and Significance of National Income Data. 4) Methods of Measurement of National Income (Product, Expenditure & Social Accounting).	(15)
Module - II	Money: 1) Definition and Functions of Money. 2) Demand for Money- Fisher's & Keynesian Approach. 3) Supply of Money- Meaning & Concepts. 4) Money Multiplier.	(15)
Module - III	Output & Employment: 1) Say's Law of Market. 2) Keynesian Theory of Employment. 3) Consumption Function 4) Investment Function	(15)
Module - IV	Inflation & Deflation: 1) Inflation- Meaning and Causes. 2) Types- Demand Pull and Cost Push Inflation. 3) Monetary and Fiscal Measures. 4) Philips Curves	(15)



Subject Code – CC-1371D

Business Economics (Macro), Paper – II

Marks-40 + 10 = 50 Teaching Hours-60 Credits-4

Course Name- Business Economics (Macro-II) Paper- IICC-1371D	
CO 1	Differentiate between Howtray's and Schumpeter's theory of business cycles
CO 2	Relate the direct and indirect taxes with public finance
CO 3	Describe monetary policy and its measures and fiscal policy and its measures
CO 4	Explain economic growth and economic development and describe sustainable development

Module	Title	Periods
Module –I	Business Cycles: 1) Business Cycle- Meaning, Nature & Characteristics. 2) Phases of Business Cycle. 3) Hawtrey's Theory of Business Cycle. 4) Schumpeter's Theory of Business Cycle.	(15)
Module -II	Public Finance: 1) Nature and Scope of Public Finance. 2) Direct and Indirect Taxes, GST. 3) Causes & Effects of Public Expenditure. 4) Objectives and Effects of Deficit Finance.	(15)



Module - III	Monetary and Fiscal Policy: 1) Monetary Policy- Meaning & Objectives. 2) Measures of Monetary Policy. 3) Fiscal Policy- Meaning & Objectives. 4) Budgetary Policy- Meaning & Objectives.	(15)
Module – IV	Economic Growth: 1) Meaning & Importance of Economic Growth. 2) Sources of Growth. 3) Economic Growth & Technological Progress. 4) Sustainable Development.	(15)

Reference Books and Periodicals for Business Economics Paper-I & Paper- II of Semester – III& IV

1. Keynes J. M.: The General Theory.
2. Ahuja H. L.: Advanced Economic Theories
3. Shapiro Edward: Macro Economic Analysis.
4. Allen R. G. D.: Macro Economic Theory.
5. Das Gupta A.: Keynesian Economics & Under Developed Countries.
6. Fisher Irving: The Purchasing Power of Money.
7. GhoseAlok: Financial Intermediaries and Monetary Policy in Developing Economy.
8. Gupta K. R.: Macro Economics.
9. Hicks J. R.: Trade Cycles.
10. Shukla D. K.: Monetary Policy.
11. Samuelson P. A.: Interactions between The Multiplier Analysis and The Principles of Acceleration.
12. Musgrave R. A.: The Theory of Public Finance.
13. Pigou A. C.: A Study in Public Finance.
14. Seligman E. R. A.: Essay in Taxation.
15. Taylor P. F.: The Economics of Public Finance.
16. Sundram K. P. M.: Indian Public Finance and Financial Administration
17. Hicks, Ursula: Public Finance.

Structure of Question Paper

Written Examination		Total Marks
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)		
Q. No	Nature of Question	Marks
		40 Marks



Q.1	A. Broad Answer Question Or B. Broad Answer Question	10 Marks	
Q.2	A. Broad Answer Question Or B. Broad Answer Question	10 Marks	
Q.3	Write short answer (any 2 out of 3)	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
Total Marks		40 Marks	
Internal Evaluation			10 Marks
Grand Total			50 Marks

STATISTICAL TECHNIQUES FOR BUSINESS- I, SEM III

Course objectives- The main objective of this course is to acquaint students with some basic concepts in statistics. They will be introduced to some elementary statistical methods of analysis of data

	Course Name- Statistical Techniques for Business Paper- IGEC1373C
CO 1	Explain the scope of statistics in various fields and graphical representation of frequency distribution.
CO 2	Explain the sampling technique
CO 3	Compute measures of central tendency and & dispersion.
CO 4	Analysis of bivariate data using correlation and regression

Module	Title	Periods
Module –I	(A) Introduction to Statistics: 1.1) Meaning of Statistics 1.2) Scope of Statistics: In Industry, Economics, and Management Sciences. 1.3) Meaning of primary and secondary data. 1.4) Frequency and Frequency Distribution. 1.5) Construction of Histogram and Ogive Curve, Frequency curve and Frequency polygon. B) Sampling Techniques: 1.6) Sample, Population, Sampling. 1.7) Census Method and Sampling Method. Advantages of Sampling over Census Method. 1.8) Simple Random Sampling with and without Replacement Method. Stratified Sampling Method.	(15)



	Numerical examples.	
Module -II	Measures of Central Tendency (MCT) (Location): 2.1) Meaning of MCT.2.2) Requirements of good MCT.2.3) Definition: Arithmetic Mean, Combined A.M., Median, Mode.2.4) Merits and demerits of Mean, Median, Mode, Quartiles. 2.5) Numerical Examples.	(15)
Module - III	Measures of Dispersion (variability): 3.1) Meaning of Dispersion. 3.2) Requirements of good Measure of Dispersion. 3.3) Absolute and Relative Measure of Dispersion. 3.4) Definition M.D., S.D. and their relative Measures. Variance, Combined Variance, C.V.3.5) Numerical Examples.	(15)
Module – IV	Correlation and Regression: A : Correlation : 4.1) Concept of correlation. 4.2) Types of Correlation. 4.3) Methods of Studying Correlation: i) Karl Pearson's Correlation Coefficient. ii) Spearman's Rank Correlation Coefficient.iii) Scatter Diagram.4.4) Interpretation of $r = -1, 0, 1$. B : Regression : 4.5) Concept of Regression 4.6) Regression Coefficients and Equations of Line of Regression. Properties of regression coefficients (Statement only) 4.7) Relation between Correlation Coefficient and Regression Coefficients.4.8) Numerical Examples.	(15)

Nature of Question Paper

Duration : 2 hours

Total Marks: 40

- Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) Use of nonprogrammable calculator is allowed.
4) Graph paper will be supplied on request.

Q. 1) Problem

OR

Problem

Q.2) Problem [10]

[10]



OR
Problem

[10]

Q3) Attempt any two.

(a) Essay type question

(b) Essay type question

Q.4) Short Notes (Any 2)[10]

STATISTICAL TECHNIQUES FOR BUSINESS- II, SEM IV

Course Name- Statistical Techniques for Business Paper- IIGEC- 1373D	
CO 1	Measure trend by using various methods in time series
CO 2	Compute weighted and unweighted index number
CO 3	Construct various charts to maintain quality inSQC
CO 4	Explain the basics concepts of probability

Module	Title	Periods
Module -I	Time series Analysis : 1.1) Meaning and Need of Time Series. Use of Analysis of Time Series.1.2) Components of Time Series.1.3) Determination of Trend by the Method of Moving Averages, Progressive Averages and least square . 1.4) Simple Examples.	(15)
Module -II	Index Number: 2.1) Meaning and Need of Index Numbers. Use of Index Numbers.2.2) Problems in Construction of Index Numbers.2.3) Types of Index Numbers: Price, Quantity and Value Index Numbers.2.4) Methods of Constructing Index Numbers. i) Unweighted Index Numbers: By Simple Aggregate Method	(15)



	and Simple Average of Relative Method.ii) Weighted Index Numbers: By Laspeyre's, Paasche's and Fisher's Price and Quantity Index Numbers. 2.5) Value Index Numbers. 2.6) Simple Examples.	
Module - III	Statistical Quality Control (S.Q.C.): 3.1) Concept and Advantages of S.Q.C. Control limits, Specification limits, Tolerance limits. 3.2) Causes of Variation. Types of Control (Process Control and Product Control)3.3) Construction of Control Chart.3.4) Control Charts for Variables. Control Charts for Mean (X) and Range (R).3.5) Control Charts for Attributes: Control Chart for Number of Defectives (np) Chart, Control Chart for Number of Defects (C) Chart.3.6) Simple Examples.	(15)
Module - IV	Probability 4.1) Definition: Random Experiment, Sample Space, Event and Types of Events. Classical Definition of Probability of an Event. Conditional Probability, Definition of independence of two events. 4.2) Addition and Multiplication laws of Probability for two events (without proof). 4.3) Examples without use of permutation and combination.	(15)

Nature of Question Paper

Duration : 2 hours

Total Marks: 40

- Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) Use of nonprogrammable calculator is allowed.
4) Graph paper will be supplied on request.

Q. 1) Problem

OR

Problem

Q.2) Problem [10]

OR

Problem

[10]



Q3) Attempt any two.

[10]

(a) Essay type question

OR

(b) Essay type question

Q.4) Short Notes (Any 2)

Subject: E-commerce

Course Objective: -The aim of the course is to introduce students to:

- (1) The fundamental principles of e-Business and e- Commerce and its role to improve Management
- (2) The underlying used technologies with emphasis on Internet Technologies
- (3) The application of tools and services to the development of small scale e-Commerce applications.

Course Name- E-commerce Paper- IGEC-1374C	
CO 1	Recognize the impact of Information and Communication technologies, especially of the Internet in business operations the fundamental principles of e-Business and e-Commerce
CO 2	Distinguish the role of Management in the context of e-Business and e-Commerce
CO 3	Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce
CO 4	Examine applications of e-Commerce in relation to the applied strategic developments

Subject: E-commerce (Paper I, SEM- III)

Module	Title	Periods
Module –I	Introduction to E-Commerce and M-Commerce Concept, features and functions of ecommerce, Scope and basic models of E – Commerce, Benefits of Ecommerce Comparison with traditional commerce Value chain in Ecommerce, Porter’s value chain model	(15)



	<p>Mobile applications and Businessstrategy. Need and significance of mobile app, Impact of mobile app over website, various types of mobile apps and its business model , revenue generation using mobile app, consumer benefits using mobile app recurring revenue model using app , Mobile app development and business strategy , advantage limitations opportunity and threats using mobile app</p> <p>Ecommerce for outsourcing industry. Study of KPO, BPO, LPO, RPO etc.</p> <p>Power of e-commerce and M-commerce and its impact on Asian / Global market and Growth opportunity and threats for Indian manufacturer.</p>	
<p>Module -II</p>	<p>EDI and Ecommerce planning and policy development</p> <p>1)EDI 1.1 Introduction 1.2 Concepts Applications and Limitation of EDI 1.3 Advantages and Disadvantages of EDI 1.4 Action plan for implementing EDI, Factors influencing the EDI selection</p> <p>2) Planning for Electronic Commerce policy 2.1 Finding need of Ecommerce in business 2.2 Defining the scope and outcomes from ecommerce 2.3 Planning Electronic Commerce initiatives 2.4 Linking objectives to business strategies 2.5 Measuring cost objectives 2.6 Comparing benefits to Costs 2.7 Strategies for developing electronic commerce web Sites or apps 2.8 Defining scope of new altered system 2.8 defining corporate Ecommerce policy 2.9 Control of the e-Business Plan</p>	<p>(15)</p>
<p>Module - III</p>	<p>Internet, WWW and web page Basics Evolution of Internet introduction to various web protocols Domain Names and Internet Organization (.edu, .com, .ac.in,.res.mil,.gov, .net etc.) and deciding proper web domain Building Own Website policy 1Reasons for building own website 2Benefits of Website 3Cost, Time, Reach 4Registering a Domain Name 5Web promotion using Target email, Banner Exchange, Shopping Botspopup <i>Website</i> – Meaning of Website and Webpage, static, dynamic web site, importance of website and home page and its features, guidelines for constructing the web page.</p>	<p>(15)</p>



Module – IV	Functions & Applications of E-commerce E- Marketing – Traditional Marketing V/s E-Marketing, Impact of Ecommerce on markets, Marketing issues in E-Marketing, Promoting your E Business, Direct Marketing – One to One Marketing. E-Finance: - Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking, net banking E-Trading 10. – Stock market trading Importance and advantages of E-Trading D-mat account. Introduction to BSE, NSE and introduction to various stock exchange, Commodity market benefits need and limitation of E-trading Functions of ecommerce 11. 1. Change prices instantly 2. Monitor inventory in real-time 3. Track location and status of all merchandise 4. Set rules for Web order fraud 5. Capture and analyze customer information 6. Manage order fulfillment better 7. Get price management reports 8. Analyze sales across channels 9. Third-party interface business 10. VAT / Tax and shipping costs	(15)
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Subject: E-commerce (Paper II, SEM- IV)

Course Name- E-commerce Paper- I GEC-1374D	
CO 1	Recognize the impact of Information and Communication technologies, especially of the Internet in business operations and the fundamental principles of e-payment and digital wallet
CO 2	realize more secure and lawful use of internet facility and social networking
CO 3	Examine e-Commerce strategic method for product promotion and digital marketing of the product
CO 4	Study e-retail business its functions risks procurements and correlate more with government its policy its processes and e-governance

Module	Title	Periods
Module -I	<p>E-payments - Transactions through Internet, Requirements of payment Systems mechanism of credit card, Cyber cash, Debit cards, Direct Debit. RTGS Value Exchange System Electronic cash, Smart cards, payment system Concept of payment gateways and digital wallet1. Payment gateway business modules with some cases like paisa pay, PayPal, Paytm, Bill desk etc. Strategic use of payment gateway its requirement need limitation benefits</p>	(15)
Module -II	<p>E Security and Legal Issues2. E-Security :- Areas of Internet Security, Security Threats, Security Breach, Breach avoidance, Detection and Recovery, Confidentiality and Integrity, Electronic signature, access control, Authentication, firewalls and proxy Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS. TLS (Transport Layer Security) The IT Act 2003. its amendments in it legal aspect and need provisions in IT Act social and legal responsibilities of users and service providers Legal Issues Involved in E – commerce in India</p>	(15)
Module - III	<p>E-Business New Startup & E- retailing E-business: - Definition – Components of e-business - steps in building an e-business application - Online web site design to promote online sales of a product or service - Use of free resources for designing promoting website.</p>	(15)



	<p>Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e-broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services.</p> <p>Digital Marketing Services Search Engine Optimization (SEO) Services Search Engine Marketing (SEM) and Pay Per Click (PPC) Services Web Analytics & Reporting Services Display Advertising (BannerAds) Services Email Marketing Services Social Media Optimization (SMO) Services Content Writing/SEO Copywriting Affiliate Marketing Services</p>	
Module – IV	<p>E – commerce and E – Governance in India state of E – Commerce in India, advantage , limitation , Problems and Opportunities in E – commerce in India, various government startups for e governance and study of various government portals</p> <p>E- Governance 1.1 E – Governance of India 1.2 New ecommerce policy and tax provisions 10.3 Service centre 10.4 Imports / Exports 10.5 various department of government and their E-governance at state and central government 10.6 comparative study with previous non E governance systems 10.7 Advantage Limitation and threats for E-governance</p>	(15)

Recommended Books :

1. E-Commerce Concepts, Models, Strategies- :- G.S.V.Murthy Himalaya PublishingHouse
2. E- Commerce :-Kamlesh K Bajaj and DebjaniNagMcGraw Hill Education
3. Electronic commerce :-Gray P. Schneider
- 4E-Security and You :-Oberoi, Sundeep, , TMH
5. Basics of E-commerce. Legal & Security Issues :-AshokeGhose, NIIT Publisher
- 6 E- Commerce Technology Handbook.Minoli Daniel, Minoli Emma-
- 7 *E-Commerce and E-Business. (2nd Ed).*C.S.Rayudu. (2012New Delhi: Himalaya Publishing House
8. Computer Today – S. Bansundara.
9. E – Commerce – S Jaiswal
10. E – Business – KittelAmer
11. E-commerce: business, technology, society," Kenneth C. Laudon and Carol G. Traver, Addison Wesley.



12. "Electronic Commerce", Elias. M. Awad, Prentice-Hall of India Pvt Ltd.
 13. "Electronic Commerce–A Managerial Perspective", Efraim Turban, Jae Lee, David King, H. Michael Chung, Addison Wesley

Structure of Question Paper

Written Examination Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			Total Marks
Q. No	Nature of Question	Marks	40 Marks
Q.1	A. Case Study Or	10 Marks	
	B. Case Study		
Q.2	A. Broad Answer Question Or	10 Marks	
	B. Broad Answer Question		
Q.3	Write short answer (any 2 out of 3)	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
Total Marks		40 Marks	
Internal Evaluation			10 Marks
Grand Total			50 Marks

BBA II year

For All Subjects

INTERNAL MARKS

10 marks

Home assignments	05 marks
Seminars	05 marks


Co-ordinator B B.A
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 Kolhapur (Autonomous)