



Estd. 1962  
NAAC 'A' Grade

SHIVAJI UNIVERISTY, KOLHAPUR-416 004. MAHARASHTRA

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शिवाजी विद्यापीठ, कोल्हापूर – 416004.

दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग- २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

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

Date : 23/06/2020

To,

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

No 1296

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

Sir/Madam,

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

This Syllabi shall be implemented from the academic year 2020-2021. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Student - Online Syllabus).

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October / November 2020 & March / April, 2021. These chances are available for repeater students, if any.

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

Thanking you,

Yours faithfully,

Dr. Registrar

Encl : As above

Copy to,

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

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



Estd. 1962

NAAC 'A' Grade

**Faculty of Commerce and Management**

Syllabus For

**BBA Part – II (Sem III & IV) (CBCS)**

(To be implemented from June 2020 onwards)

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

**Shivaji University, Kolhapur**  
Faculty of Commerce & Management  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)**  
**B.B.A. Sem III & IV from Academic Year 2020-21**

<b>Semester -III</b>		<b>Semester -IV</b>	
<b>Course code</b>	<b>Course (subject)</b>	<b>Course code</b>	<b>Course (subject)</b>
<b>Core course</b>			
CC-B1	Fundamental of Entrepreneurship	CC-B4	Entrepreneurship and Project Management
CC-B2	Cost Accountancy	CC-B5	Management Accounting
CC-B3	Service Marketing	CC-B6	Rural and Retail Marketing
<b>General Elective Course</b>			
GEC-G3	Forms of Business Organization.	GEC-G4	Research Methodology
<b>Ability Enhancement Compulsory Course</b>			
AECC-C3	Statistical Techniques	AECC-C4	Statistics for Decision Making
AECC-EVS	Environmental Science		

<b>B.B.A. Part II Semester III</b>		
<b>Fundamentals of Entrepreneurship CC –B1</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>		
<b>Objective</b>	To make students familiar about the entrepreneurship development and small business management.	
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. Have a fair idea about aspects of entrepreneurship development</li> <li>2. Understand the role of entrepreneurs, and the importance of entrepreneurship with the challenges and opportunities.</li> <li>3. Get acquainted with different theories of entrepreneurship</li> <li>4. Understand the concept and role of woman entrepreneurs</li> <li>5. Understand the concept of rural and social entrepreneurship</li> </ol>	
<b>Syllabus contents</b>		
<b>Unit – I</b>	<b>Entrepreneurship</b> Meaning & concept, characteristics of entrepreneurship, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth	<b>15Hrs</b>
<b>Unit – II</b>	<b>Theories of Entrepreneurship</b> Schumpeter’s theory of innovation, McClland’s theory of achievement, Max Weber’s theory of social change, Hagen’s theory of status withdrawal, Entrepreneurial Supply theory – John Kunkle	<b>15Hrs</b>
<b>Unit – III</b>	<b>Woman Entrepreneurship</b> Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures, success story of any women entrepreneurs.	<b>15Hrs</b>
<b>Unit – IV</b>	<b>Rural, Social, Digital and Technological Entrepreneurship</b> Concept and Meaning of rural entrepreneurship, Need of rural entrepreneurship, problems of rural entrepreneurship, Meaning and concept of social entrepreneurship, Difference between Business entrepreneur and social entrepreneur, Case – The Grameen Bank, Success story of Mansukhbhai Prajapati – Mitticool. Digital and Technological Entrepreneurship – Introduction, concept, scope, practical examples. Start-Ups and eco system. Introduction to Unicorn.	<b>15Hrs</b>
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Vasant Desai, Entrepreneurship Development, Himalaya Publishing House</li> <li>2. S.S.Khanka, Entrepreneurship Development, S.Chand Publication</li> <li>3. Prasanna Chandra, Project Preparation, appraisal, implementation, Tata McGraw Hill</li> <li>4. Gordon and Natrajan, Entrepreneurship Development</li> </ol>		

<b>B.B.A. Part II Semester III</b>		
<b>Cost Accountancy CC-B2</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>		
<b>Objective:</b>	To understand basic concepts of Cost Accounting	
<b>Course Outcomes :</b>	<ol style="list-style-type: none"> <li>1. Describe concepts in Cost Accountancy</li> <li>2. Analyze methods of Costing, Cost Levels and methods of pricing material issues, Inventory Control Techniques</li> <li>3. Define application of Marginal Costing Technique in decision making</li> <li>4. Discuss Cost Audit and Cost Control Technique.</li> </ol>	
<b>Note-Practical Problems would be asked on Unit 1,2,3,4</b>		
<b>Syllabus contents</b>		
<b>Unit-I</b>	<b>Introduction to Cost Accounting</b> Meaning of Costing, Cost Accounting and Cost Accountancy, Cost Centre , Cost Unit, Objectives of Cost Accounting, Importance of Cost Accounting, Financial Accounting vs. Cost Accounting, Limitations of Cost Accounting, Classification of Cost on various bases, Preparation of Cost Sheet(Practical Problem)	<b>15Hrs</b>
<b>Unit-II</b>	<b>Methods of Costing and Material Management</b> Methods of Costing-Job Costing, Batch Costing, Contract Costing, Service Costing, Process Costing(Theory), Methods of pricing material issues (FIFO, LIFO, Simple Average, Weighted Average)(Practical Problems), Inventory Cost Control Techniques-EOQ(Practical Problem)and ABC Analysis	<b>20 Hrs</b>
<b>Unit-III</b>	<b>Marginal Costing and Break Even Analysis</b> Marginal Costing –Meaning, Marginal Cost Equations and Break Even Analysis, Managerial Applications of Marginal Costing-Make or Buy Decision, Effect of changes in Selling Price(Practical Problems)	<b>15 Hrs</b>
<b>Unit-IV</b>	<b>Standard Costing and Cost Audit</b> a)Standard Costing:Meaning, Objectives, Advantages and Disadvantages, Types of Variances-Material Variances(Practical Problems) b)Cost Audit: Nature ,Scope, Objectives, Types and Techniques of Cost Audit(Only theoretical understanding should be given)	<b>10 Hrs</b>
<b>Reference Books-</b>		
<ol style="list-style-type: none"> <li>1. Cost Accounting:B.K.Bhar,Methods and Problems –Academic Publishers,Kolkata</li> <li>2. Advanced Cost Accounting:S.P.Jain and K.L.Narang,KalyaniPublisher, Ludhiana</li> <li>3. Management Accounting:M. Y. Khan and P.K.Jain,Tata McGraw Hill,New Delhi</li> <li>4. Management Accounting:I.M.Pandey ,Vani Publication,New Delhi</li> </ol>		

5. Cost Accounting: Principles and practice: M.N.Arora ,Vikas Publishing,Noida
6. Principles and practice of Cost Accounting:A. K.Bhattacharya,PHI Learning Private Ltd.,New Delhi
7. Cost Accounting and Financial Management:R. M. Kishore ,Taxmann’s Allied Services Pvt.Ltd.,Delhi
8. Cost and Management Accounting:S.N.Maheshwari,S.Chand Publication,New Delhi
9. Cost Accounting:B.S.Raman ,United Publishers

<b>B.B.A. Part II Semester III</b>		
<b>SERVICES MARKETING CCB3</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100    Theory Marks: 50        Internal Marks: 50</b>		
<b>Objective</b>	To make students understand the basic concept of services marketing.	
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Illustrate Services- it’s concept, classification and importance</li> <li>2. Compare goods and services</li> <li>3. Demonstrate 7 P’s of service marketing</li> <li>4. Application of 7 P’s for various service organizations</li> <li>5. Develop 7 P’s of marketing for a service organization</li> </ol>	
<b>Expected Skills Impartation(Through theory and Practical)</b>	<ol style="list-style-type: none"> <li>1. Marketing Skill</li> <li>2. Evaluation</li> <li>3. Analytical skill</li> </ol>	
<b>Syllabus Contents:</b>		
<b>Unit – I</b>	Meaning and concept of services, Characteristics of Services, Difference between Goods and Services, Classification of Services, Importance, Reasons for growth of service sector in India.	<b>15Hrs</b>
<b>Unit – II</b>	Service Marketing: - Meaning, 7P’s in Service Marketing – Product – Product Service Grid, Price, Place, Promotion, Process, People and Physical Evidence. Services Marketing Triangle. Customer service in technology/digital era.	<b>15Hrs</b>
<b>Unit – III</b>	Introduction of industry and Application of 7 P’s in – Financial Services – Bank, Insurance, Mutual fund, Transportation Services.	<b>15Hrs</b>
<b>Unit – IV</b>	Introduction of Application of 7 P’s in – Travel and Tourism services, Hotel, Healthcare services.	<b>15Hrs</b>
<b>Reference Books-</b>		
1. Services Marketing, Zha S.M., Himalaya Publishing House		
2. Services Marketing – Harsh Verma, Pearson Education		
3. Service Marketing – RajendraNargudkar, Tata McGraw Hill Education Pvt. Ltd.		
4. Services Marketing -Zeithaml, Bitner, Gremler&Pandit,McGraw Hill Publication		

**General Elective Course**

<b>B.B.A. Part II Semester III</b>		
<b>Forms of Business Organization</b>		
<b>GEC-G3</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>		
<b>Objective</b>	To make students aware about various forms of business organizations	
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Understand different forms of business organization.</li> <li>2. Classify different sources of finance available &amp; its influence on business decisions.</li> <li>3. Illustrate different combinations of business.</li> <li>4. Understand new trends in management.</li> </ol>	
<b>Syllabus Contents:</b>		
<b>Unit – I</b>	<b>Forms of business organization:</b> <ol style="list-style-type: none"> <li>1. Meaning and definition ,Types of business</li> <li>2. Characteristics of Business Organization</li> <li>3. Features of sole proprietorship, Joint Hindu Family &amp; co-operative society.</li> <li>4. Features&amp; types of partnership &amp; joint stock company.</li> <li>5. One person company, Producer Company and non banking financial company as per companies act 2013.</li> </ol>	<b>15Hrs</b>
<b>Unit – II</b>	<b>Methods of finance:</b> <ol style="list-style-type: none"> <li>1. Long term – Meaning &amp; type of Shares &amp; Debentures</li> <li>2. Short term – Public deposit, trade credit, bank credit, commercial paper, factoring, installment credit &amp; customer advances</li> </ol>	<b>15Hrs</b>
<b>Unit – III</b>	<b>Business Combination:</b> <ol style="list-style-type: none"> <li>1. Meaning &amp; Causes of Business Combination</li> <li>2. Types of Business Combination</li> <li>3. Advantages &amp; Disadvantages of Mergers&amp; Amalgamation</li> <li>4. Advantages &amp; Disadvantages of Takeovers and Acquisitions</li> </ol>	<b>15Hrs</b>

	5. Advantages & Disadvantages of Joint Venture	
<b>Unit – IV</b>	<b>New Trends in management:</b> <ol style="list-style-type: none"> <li>1. Professional Management</li> <li>2. Disaster Management</li> <li>3. Event Management</li> <li>4. Total Quality Management</li> </ol>	<b>15Hrs</b>
<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Organization of Commerce &amp; Management – M.G.Patkar, Dr.P.M. Herekar</li> <li>2. Business Organisation and Management – M.C. Shukla</li> <li>3. Modern Business Organization &amp; Management – S.A.Sherlekar, Dr.Virendra Sherlekar.</li> <li>4. Business Organization &amp; Management – Y.K.Bhushan</li> <li>5.. Business Organisation - Chottorjee S.K</li> <li>6. Business Organistaton and Management - JagdishPrakash</li> </ol>		

### Ability Enhancement Compulsory Course

<b>B.B.A. Part II Semester III</b>		
<b>STATISTICAL TECHNIQUES (AECC-C3)</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>		
<b>Objective</b>	To make students understand basic statistical techniques and its application.	
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Define descriptive Statistical techniques</li> <li>2. Describe applications of statistical techniques.</li> <li>3. Apply suitable statistical formula and calculate result.</li> <li>4. Conclude degree of relationship of two variables and estimate unknown variable.</li> </ol>	
<b>Syllabus Contents:</b>		
<b>Unit – I</b>	<b>A) Introduction to Statistics:</b> Meaning of Statistics <ol style="list-style-type: none"> <li>1. Scope of Statistics: In Industry, Economics, and Management Sciences.</li> <li>2. Meaning of primary and secondary data.</li> <li>3. Frequency and Frequency Distribution.</li> <li>4. Construction of Histogram and Ogive Curve.</li> </ol> <b>B) Sampling Techniques:</b> <ol style="list-style-type: none"> <li>1. Sample, Population, Sampling.</li> <li>2. Census Method and Sampling Method. Advantages of Sampling over Census Method.</li> <li>3. Simple Random Sampling with and without Replacement Method. Stratified Sampling Method</li> </ol>	<b>15Hrs</b>



<b>Unit – II</b>	<b>Measures of Central Tendency (MCT) (Location):</b> <ol style="list-style-type: none"> <li>1. Meaning of MCT.</li> <li>2. Requirements of good MCT.</li> <li>3. Definition: Arithmetic Mean, Weighted Average, Combined A.M., Median, Mode.</li> <li>4. Merits and demerits of Mean, Median, Mode.</li> <li>5. Numerical Examples.</li> </ol>	<b>15Hrs</b>
<b>Unit – III</b>	<b>Measures of Dispersion (variability):</b> <ol style="list-style-type: none"> <li>1. Meaning of Dispersion.</li> <li>2. Requirements of good Measure of Dispersion.</li> <li>3. Absolute and Relative Measure of Dispersion.</li> <li>4. Definition M.D., S.D. and their relative Measures. Variance Combined Variance, C.V.</li> <li>5. Numerical Examples.</li> </ol>	<b>15Hrs</b>
<b>Unit – IV</b>	<b>Correlation and Regression:</b> <b>A : Correlation :</b> <ol style="list-style-type: none"> <li>1. Concept of correlation.</li> <li>2. Types of Correlation.</li> <li>3. Methods of Studying Correlation: <ol style="list-style-type: none"> <li>i) Karl Pearson's Correlation Coefficient.</li> <li>ii) Spearman's Rank Correlation Coefficient.</li> <li>iii) Scatter Diagram.</li> </ol> </li> <li>4. Interpretation of <math>r = -1, 0, 1</math>.</li> <li>5. Numerical examples</li> </ol> <b>B : Regression :</b> <ol style="list-style-type: none"> <li>1. Concept of Regression</li> <li>2. Regression Coefficients and Equations of Line of Regression.</li> <li>3. Relation between Correlation Coefficient and Regression Coefficients.</li> <li>4. Numerical Examples.</li> </ol>	<b>15Hrs</b>
Note: Use of non programmable calculator is allowed.		
<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Statistical methods by Dr.S.P.Gupta, Sultan Chand and Sons Publishers.</li> <li>2. Business Statistics by S.S. Desai.</li> <li>3. Introduction to statistics methods by C.B.Gupta.</li> <li>4. Business Statistics by G.V. Kumbhojkar</li> <li>5. Statistic, Theory and practices by Ghosh Choudhari.</li> </ol>		
Suggested Additional Readings: (if web source then provide url)		

<b>B.B.A. Part II Semester IV</b>	
<b>Entrepreneurship and Project Management CC –B4</b>	
<b>Teaching Hours: 60 Credit points: 4</b>	
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>	
<b>Objective</b>	To provide the students with introduction to the process of creating new

	businesses, importance of creativity and innovation in entrepreneurial start-ups.	
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. Understand the process of project identification</li> <li>2. have a fair idea about different institutions and schemes</li> <li>3. Understand different methods of project appraisal</li> <li>4. Understand the process of preparation of business plan</li> </ol>	
<b>Syllabus contents</b>		
<b>Unit – I</b>	<b>Introduction to project Identification</b> Meaning and concept of project, Sources of business idea, scanning of business environment, importance of project identification, Criteria of selecting project	<b>15Hrs</b>
<b>Unit – II</b>	<b>Institutional support and scheme</b> Role of DIC, Maharashtra Industrial Development Corporation(MIDC), SISI, MCED, SIDBI, SFC, KVIC, MUDRA, CIDCO	<b>15Hrs</b>
<b>Unit – III</b>	<b>Project Appraisal</b> Methods of project appraisal – Economic analysis, financial analysis, Market analysis, Technical Analysis	<b>15Hrs</b>
<b>Unit – IV</b>	<b>Formulation Of Business Plan</b> Concept of business plan, Contents of business plan, Significance of business plan, Formulation of business plan. Task – Preparation of business plan of any one business	<b>15Hrs</b>
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Vasant Desai, Entrepreneurship Development, Himalaya Publishing House</li> <li>2. S.S.Khanka, Entrepreneurship Development, S.Chand Publication</li> <li>3. Prasanna Chandra, Project Prepration, appraisal, implementation, Tata McGraw Hill</li> <li>4. Gordon and Natrajan, Entrepreneurship Development.</li> </ol>		

<b>B.B.A. Part II Semester IV</b>	
<b>Management Accounting</b>	
<b>CC-B5</b>	
<b>Teaching Hours: 60 Credit points: 4</b>	
<b>Total Marks:100 Theory Marks: 50 Internal Marks: 50</b>	
<b>Objective</b>	To understand application of Accounting for the management for future decision making
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. Understand Management Accounting and Reporting to management</li> <li>2. Understand tools and techniques of Management Accounting</li> <li>3. Understand Financial Statement Analysis</li> </ol>
<b>Note-Practical Problems will be asked on Unit 2,3,4</b>	
<b>Syllabus contents</b>	

<b>Unit-I</b>	<b>Introduction to Management Accounting</b> a) Management Accounting-Meaning ,Definition, Functions of Management Accounting ,Difference between Financial and Management Accounting, Tools and Techniques of Management Accounting, Advantages and Disadvantages of Management Accounting b) Reporting to Management: Meaning of Reporting ,Objects, Types of Report, Requirements of Good Report, Principles of Good Report	<b>10Hrs</b>
<b>Unit-II</b>	<b>Budget and Budgetary Control</b> Concept of Budget and Budgetary Control, Objectives and Advantages, Steps in Budget Preparation, Techniques of Budgetary Control, Types of Budget, Cash Budget, Flexible Budget, Capital Budget(Practical Problems)	<b>15Hrs</b>
<b>Unit-III</b>	<b>Financial Statement Analysis</b> Meaning and Types of Financial Statement, Analysis and Interpretation of Financial Statement, Techniques- Comparative Statement Analysis ,Common-size Statement Analysis ,Trend Analysis, Ratio Analysis(Practical Problems)	<b>20Hrs</b>
<b>Unit-IV</b>	<b>Funds Flow Statement and Cash Flow Statement</b> a) Meaning of Fund and Funds Flow Statement, Uses of Funds Flow Statement, Preparation of Funds Flow Statement b) Meaning of Cash Flow Statement, Uses of Cash Flow Statement Preparation of Cash Flow Statement Fund Flow Statement vs. Cash Flow Statement	<b>15Hrs</b>
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Management Accounting:I.M.Pandey ,Vani Publications,Delhi</li> <li>2. Management Accounting:M.Y.Khan and P.KJain ,Tata McGraw Hill,New Delhi</li> <li>3. A Text Book of Accounting for Management:S.N.Maheshwari and S.K.Maheshwari, Vikas Publishing House Pvt.Ltd.,Noida</li> <li>4. Cost and Management Accounting:S.N.Maheshwari,S. Chand Publication,New Delhi</li> <li>5. Management Accounting:Principles and Practice:R.K.Sharma,Neeti Gupta,Shashi K.Gupta, Kalyani Publisher,Ludhiaina</li> <li>6. Management Accounting-Principles and Practice:M.A.Sahaf, Vikas Publishing House Pvt.Ltd.,Noida(UP)</li> <li>7. Principles of Management Accounting:NK Agrawal, Asian Books Pvt.Ltd.,New Delhi</li> <li>8. Accounting for Managers:A.K.Sharma,Anmol Publication Pvt.Ltd.,New Delhi</li> </ol>		

<b>B.B.A. Part II Semester IV</b>	
<b>RURAL AND RETAIL MARKETING</b>	
<b>CC-B6</b>	
<b>Teaching Hours: 60 Credit points: 4</b>	
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>	
<b>Objective</b>	To make students aware about rural and retail marketing and its scope.

<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. Develop understanding of concepts of rural and retail marketing.</li> <li>2. Understand the current situation of rural marketing.</li> <li>3. Analyze the marketing of agricultural inputs and products.</li> <li>4. Understand retail formats, retail buying behavior and retail marketing mix.</li> </ol>	
<b>Expected Skills Impartation</b>	Rural marketing skill Retail marketing skills	
<b>Syllabus Contents</b>		
<b>Unit – I</b>	Rural Marketing: Introduction, Characteristics of rural marketing, Rural marketing environment, Rural marketing mix.	<b>15 Hrs</b>
<b>Unit – II</b>	Segmentation, Targeting and Positioning for Rural Markets: Challenges of rural marketing, Rural consumer behavior, Marketing of Agricultural Inputs, agricultural products, non-farm products.	<b>15 Hrs</b>
<b>Unit – III</b>	Retail Marketing: a) Introduction to retail Concept of retailing, definition, Classification of Retail formats, Importance of retailing, b) Retail buying behavior. c) Technology in retailing, introduction to E-tailing.	<b>15 Hrs</b>
<b>Unit – IV</b>	Retail Marketing Mix Components of retail marketing mix. The relevance of retail marketing mix in the current business scenario. Retail mix for various formats. Visual Merchandising.	<b>15 Hrs</b>
<b>Reference Books-</b>		
<ol style="list-style-type: none"> <li>1. Rural Marketing: Concepts and practices by Balram Dogra, Karminder Ghuman --- The McGraw-Hill Companies.</li> <li>2. Rural Marketing-C S G Krishnamacharyulu, Lalitha Ramakrishnan,`,Pearson Education</li> <li>3. Rural Marketing: Pradeep Kashyap,Siddhartha Raut,Biztantra,New Delhi</li> <li>4. Rural Marketing- T P Gopaldaswamy, Vikas Publishing House New Delhi</li> <li>5. Managing retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal---(Oxford University Press)</li> <li>6. Retail Marketing-A Sivakumar, Excel Books New Delhi</li> <li>7. Retail Management-Suja Nair, Himalaya Publishing House Mumbai</li> <li>8. Retailing Management :Swapna Pradhan,` Tata McGraw-Hill Publishing Company</li> </ol>		

<b>B.B.A. Part II Semester IV</b>
<b>Research Methodology</b> <b>GEC-G4</b>
<b>Teaching Hours: 60 Credit points: 4</b>

<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>		
<b>Objective</b>	To Provide basic knowledge of research objectives, research problem formulation, research design, samplings, data collection, analysis of data and report writing.	
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. Define various terms used in research process</li> <li>2. Describe research design, sample design and sampling methods</li> <li>3. Apply appropriate methods for data collection for research work</li> <li>4. Use appropriate statistical tools for data analysis and interpretation</li> </ol>	
<b>Syllabus contents</b>		
<b>Unit – I</b>	<b>Introduction to Research and Research Methodology -</b> Research Fundamentals: Meaning, objectives of research, Types of research, significance of research, selection of research problem. Research process, Distinction between management problem and research problems, scope of research in management. Research Methodology. Research Design: Meaning, steps in research design, characteristics of research design. Types of Research Design Hypothesis – concept, definition, types of hypothesis, features of good hypothesis.	<b>15Hrs</b>
<b>Unit – II</b>	<b>Sampling Design and Data Collection -</b> Meaning of sampling, characteristics of good sample design, steps in sample Design, Types of sample design, determining size of sample. Data collection-Meaning, types of data, methods of collecting primary data- observation, interview, questionnaire and schedules, Secondary Data-Sources of secondary data.	<b>15Hrs</b>
<b>Unit – III</b>	<b>Processing and Analysis of data -</b> Classification of data, types of classification, Tabulation, Graphical presentation of data- Bar diagram, pie-chart and curves. Processing and analyzing data – Descriptive Analysis (Mean, Mode, Median, Standard Deviation, and Variance Analysis) Inferential Analysis ('t' test, Chi- Square test).	<b>15Hrs</b>
<b>Unit – IV</b>	<b>Report Writing</b> Meaning, significant steps in writing report, logout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report.	<b>15Hrs</b>
<b>Reference Books -</b> <ol style="list-style-type: none"> <li>1. C.R. Kothari- Research Methodology, New age, international (I) Ltd. New Delhi Reprint- 2010</li> <li>2. Dr.V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Mumbai, Ed, 2010</li> <li>3. Saranwalla- Research Methodology</li> <li>4. Bajpai-Methods of social survey research</li> <li>5. S.P.Gupta-Statistical Methods.</li> </ol>		

**Ability Enhancement Compulsory Course**

<b>B.B.A. Part II Semester IV</b>		
<b>STATISTICS FOR DECISION MAKING (AECC-C4)</b>		
<b>Teaching Hours: 60 Credit points: 4</b>		
<b>Total Marks:100    Theory Marks: 50    Internal Marks: 50</b>		
<b>Objective</b>	To make students familiar about the entrepreneurship development and small business management.	
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. Define tools Statistics used for decision making</li> <li>2. Describe applications of statistics for decision making.</li> <li>3. Apply suitable statistical formula and estimate trend.</li> <li>4. Construct control charts</li> </ol>	
<b>Syllabus contents</b>		
<b>Unit – I</b>	<b>Time series Analysis :</b> <ol style="list-style-type: none"> <li>1. Meaning and Need of Time Series. Use of Analysis of Time Series.</li> <li>2. Components of Time Series.</li> <li>3. Determination of Trend by i) Graphic method, ii) Method of Semi Averages, iii) Method of curve fitting by the principles of Least Squares iv) Method of Moving Averages.</li> <li>4. Numerical Examples.</li> </ol>	<b>15Hrs</b>
<b>Unit – II</b>	<b>Index Number:</b> <ol style="list-style-type: none"> <li>1. Meaning and Need of Index Numbers. Use of Index Numbers.</li> <li>2. Problems in Construction of Index Numbers.</li> <li>3. Types of Index Numbers: Price, Quantity and Value Index Numbers.</li> <li>4. Methods of Constructing Index Numbers.               <ol style="list-style-type: none"> <li>a. Unweighted Index Numbers: By Simple Aggregate Method and Simple Average of Relative Method.</li> <li>b. Weighted Index Numbers: By Laspeyre's, Paasche's, Dorbish-Bowley, Fisher's, Marshall-Edgeworth's, Walsch's and Kelly's Price and Quantity Index Numbers.</li> </ol> </li> <li>5. Value Index Numbers.</li> <li>6. Numerical Examples.</li> </ol>	<b>15Hrs</b>
<b>Unit – III</b>	<b>Statistical Quality Control (S.Q.C.):</b> <ol style="list-style-type: none"> <li>1. Concept and Advantages of S.Q.C.</li> <li>2. Causes of Variation. Types of Control (Process Control and Product Control)</li> <li>3. Construction of Control Chart.</li> <li>4. Control Charts for Variables. Control Charts for Mean (X) and Range (R).</li> <li>5. Control Charts for Attributes: Control Chart for Number of Defectives (np) Chart, Control Chart for Number of Defects (C) Chart.</li> </ol>	<b>15Hrs</b>

	6. Numerical Examples.	
<b>Unit – IV</b>	<b>Probability</b> <ol style="list-style-type: none"> <li>1. Definition: Random Experiment, Sample Space, Event and Types of Events. Classical Definition of Probability of an Event. Conditional Probability.</li> <li>2. Addition and Multiplication laws of Probability for two events (without proof).</li> <li>3. Examples without use of permutation and combination</li> <li>4. Inverse probability: Baye’s Theorem(Rules for the inverse probability</li> <li>5. Simple Examples</li> </ol>	<b>15Hrs</b>
Note: Use of non Programmable Calculator is allowed.		
<b>Recommended Books-</b> <ol style="list-style-type: none"> <li>1. Statistical Methods by Dr.S.P.Gupta, Sultan Chand and Sons Publishers.</li> <li>2. Business Statistics by S.S. Desai.</li> <li>3. Introduction to Statistics Methods by C.B.Gupta.</li> <li>4. Business Statistics by G.V. Kumbhojkar</li> <li>5. Statistic, Theory and Practices by Ghosh Choudhari.</li> </ol>		