



# Hirachand Nemchand College of Commerce (Autonomous), Solapur

## Dept. of Management Studies

(Affiliated to P. A. H. Solapur University, Solapur)



### B. B. A. - II SYLLABUS

#### SEMESTER III & IV

CBCS PATTERN: w. e. from June 2022-2023

<b>B. B. A. Semester - III</b>				
	<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Marks (ESE+ISE)</b>
1	BBA 21-301	Research Methodology-I	4.00	50 (40+10)
2	BBA 21-302	Foundation of Human Skills-I	4.00	50 (40+10)
3	BBA 21-303	International Business-I	4.00	50 (40+10)
4	BBA 21-304	Entrepreneurship Development & SME-I	4.00	50 (40+10)
5	BBA 21-305	IT for Management-I	4.00	50 (40+10)
6	BBA 21-306	Mini Project-I	4.00	50 (40+10)
7	BBA 21-307	Certificate Course in Import - Export Procedure & Documentation	0.00	50 (40+10)*
		<b>TOTAL :</b>	<b>24.00</b>	<b>300</b>
<b>B. B. A. Semester - IV</b>				
	<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Marks (ESE+ISE)</b>
1	BBA 21-401	Research Methodology-II	4.00	50 (40+10)
2	BBA 21-402	Foundation of Human Skills-II	4.00	50 (40+10)
3	BBA 21-403	International Business-II	4.00	50 (40+10)
4	BBA 21-404	Entrepreneurship Development & SME-II	4.00	50 (40+10)
5	BBA 21-405	IT for Management-II	4.00	50 (40+10)
6	BBA 21-406	Mini Project-II	4.00	50 (40+10)
7	BBA 21-407	Environmental Studies	0.00	50 (40+10)*
		<b>TOTAL :</b>	<b>24.00</b>	<b>300</b>
ESE= End Semester Evaluation, ISE= In Semester Evaluation, * Not included in Total Marks BBA21: Hard Core Course- All courses (subjects) are compulsory. Non-Credit Compulsory Courses: for Sem. III: Import-Export Procedure & Documentation and Sem IV: Environmental Studies				

S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
(Autonomous College)

**Subject: Research Methodology- I (w.e.f. 2022-2023)**

Semester : III	Compulsory	Semester Exam			L/W*	Credits
<b>Code: BBA 21-301</b>	<b>Research Methodology- I</b>	<b>ESE*</b>	<b>ISE*</b>	<b>Total</b>	4	4
<b>Subject Title</b>		40	10	50		
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To develop understanding about marketing research &amp; related concepts.</li> <li>2. To acquaint students with different data collection &amp; scaling techniques used in research.</li> <li>3. To aware students with sampling concepts</li> </ol>					
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. Understanding of concepts of marketing research</li> <li>2. Awareness about data collection methods and scaling techniques</li> <li>3. Understanding of sampling concepts</li> </ol>					
<b>Module 1</b>	<b>Marketing Research</b>				<b>12</b>	
Introduction, Definition – Research, Marketing Research, Objectives of Research, Types of Research, Scope of Marketing Research, Steps in Marketing Research Process, Applications of Marketing Research, Limitations of Marketing Research.						
<b>Module 2</b>	<b>Research Problem &amp; Design</b>				<b>12</b>	
Introduction, Formulating Research Problem, Meaning of research design, Types of research design- Exploratory, Descriptive & Causal, Introduction to Hypothesis, Concept of Null & Alternate hypothesis.						
<b>Module 3</b>	<b>Data Collection</b>				<b>12</b>	
Introduction, Types of Data- Primary & Secondary Data, Observation- Introduction, Methods of Observation, Questionnaire- Introduction, Types, Designing of Questionnaire, Secondary Data- Advantages, Disadvantages, Sources of Secondary Data, Evaluation of Secondary Data						
<b>Module 4</b>	<b>Measurement &amp; Scaling</b>				<b>12</b>	
Introduction, Definition, Scales of Measurement- Nominal, Ordinal, Interval and Ratio scales, Scaling techniques – Comparative and Non- Comparative Scaling Techniques						
<b>Module 5</b>	<b>Sampling Design</b>				<b>12</b>	
Concept of Census and Sample Survey, Concepts- Universe, Population, Sample, Sample size, Sampling Unit, Sampling Frame, Sampling Method. Concept of Sampling design, Types of Sampling Design- Probability and Non-Probability Sampling Design, Characteristics of good sample design, The sampling process						
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Marketing Research – G.C. Beri, McGraw Hill</li> <li>2. Research Methodology – C.R. Kothari &amp; Gaurav Garg, New Age Publishers</li> <li>3. Marketing Research – Naresh Malhotra, Pearson Education</li> </ol>					

S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
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**Subject: Foundation of Human Skills-I (w.e.f. 2022-2023)**

Semester : III	Compulsory	Semester Exam			L/W*	Credits
<b>Code:</b> BBA 21-302	<b>Foundation of Human Skills-I</b>	<b>ESE*</b>	<b>ISE*</b>	<b>Total</b>	4	4
<b>Subject Title</b>		40	10	50		
<b>Course Objectives</b>	1. To discover the self-potential and skills 2. To create understanding related to expected behavior in organization. 3. To identify sources of stress and devise coping strategies.					
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Students will practically analyze themselves through SWOT and Ikigai.</li> <li>• Students will understand what expected behavior in organization is.</li> <li>• Students will learn managing strategies of time and stress.</li> </ul>					
<b>Module 1</b>	<b>Soft Skills</b>				<b>12</b>	
Introduction, Meaning and Importance. Attributes of Soft Skills, Classification of Soft Skills, Practicing Soft Skills.						
<b>Module 2</b>	<b>Know Yourself and Concept of Goal Setting</b>				<b>12</b>	
Self-Awareness through Johari Window, Japanese Concept – Ikigai, SWOT Analysis – Meaning, Benefits, Grid. SMART Goals, Goals Setting, Difference between Dream and Goals, Reasons why goal setting fails						
<b>Module 3</b>	<b>Individual Behaviour</b>				<b>12</b>	
Introduction, Factors affecting Individual Behaviour (Personal, Environmental, Psychological) Models of Man						
<b>Module 4</b>	<b>Learning</b>				<b>12</b>	
Meaning and Definition, Determinants, Learning Theories (Classical Conditioning and Operant Learning), Difference between both theories						
<b>Module 5</b>	<b>Time Management and Stress Management</b>				<b>12</b>	
Importance of Time Management, 80 : 20 Rule, Effective Time Management tips Meaning and Importance of Stress Management, Sources of Stress, Tips for managing stress.						
<b>Recommended Books</b>	1. Soft Skills.- Dr. K. Alex, S. Chand Publication (ISBN : 978-81-219-3192-2) 2. Organisational Behaviour.- S. S. Khanka,S. Chand Publication (ISBN : 81-219-2014-0) 3. Organisational Behaviour.- K. Ashwathappa, Himalaya Publishing House (ISBN : 81-219-2014-0) 4. Personality Development and Soft Skills.- Barun K. Mitra, Oxford (ISBN 10 : 0-19-945974-6; ISBN-13: 978-0-19-94594-2)					

S.A.P.D.J Pathshala's  
**Hirachand Nemchand College of Commerce, Solapur**  
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**Subject: International Business-I (w.e.f. 2022-2023)**

Semester : III	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-303	International Business-I	ESE*	ISE*	Total		
Subject Title		40	10	50	04	04
Course Objectives	<ol style="list-style-type: none"> <li>1. To give the student an exposure to the dynamic environment of International Business.</li> <li>2. To understand the impact of environment on the International Business Operations of the firm.</li> <li>3. To explain the functions and form of the global monetary system.</li> <li>4. To explain the role of International organizations and Regional Trade.</li> </ol>					
Course Outcomes	<ul style="list-style-type: none"> <li>• To get an overview of the key issues and concepts of International Business.</li> <li>• Understand how and why the world's countries differ.</li> <li>• Understand the monetary framework in which international business transactions are conducted.</li> <li>• Understand the role of International Organizations and Regional Trade blocks.</li> <li>• Implement the decisions for international operations in a superior manner.</li> <li>• Demonstrate an understanding of the forces that shape the export and import</li> <li>• Explain why business ethics is an integral part of every export and import.</li> <li>• Recognize challenges and opportunities for Foreign Trade markets</li> <li>• Critically analyze the procedures in Exports and Imports</li> <li>• Explore strategies and analyze the impact of Global strategies in International Business</li> <li>• Evaluate the impact of statutory and regulatory compliances on an organizations integrative trade initiatives.</li> </ul>					
Module 1	Introduction to International Business					12
Meaning, Nature of International Business, Scope of International Business Why go international?, Stages of Internationalisation <b>Theories of International Trade:</b> - Ricardo - Comparative Cost Theory, Heckscher- Ohlin Theory, Advantages and Problems of International Business						
Module 2	Trade Policy & Trade Barriers					12
<b>Free Trade Policy:-</b> arguments for & against, <b>Protection Trade Policy:-</b> argument for & against, <b>Trade Barriers:-</b> Concept, Objectives, <b>Types:</b> Tariff & Non-tariff, Effects of trade barriers						

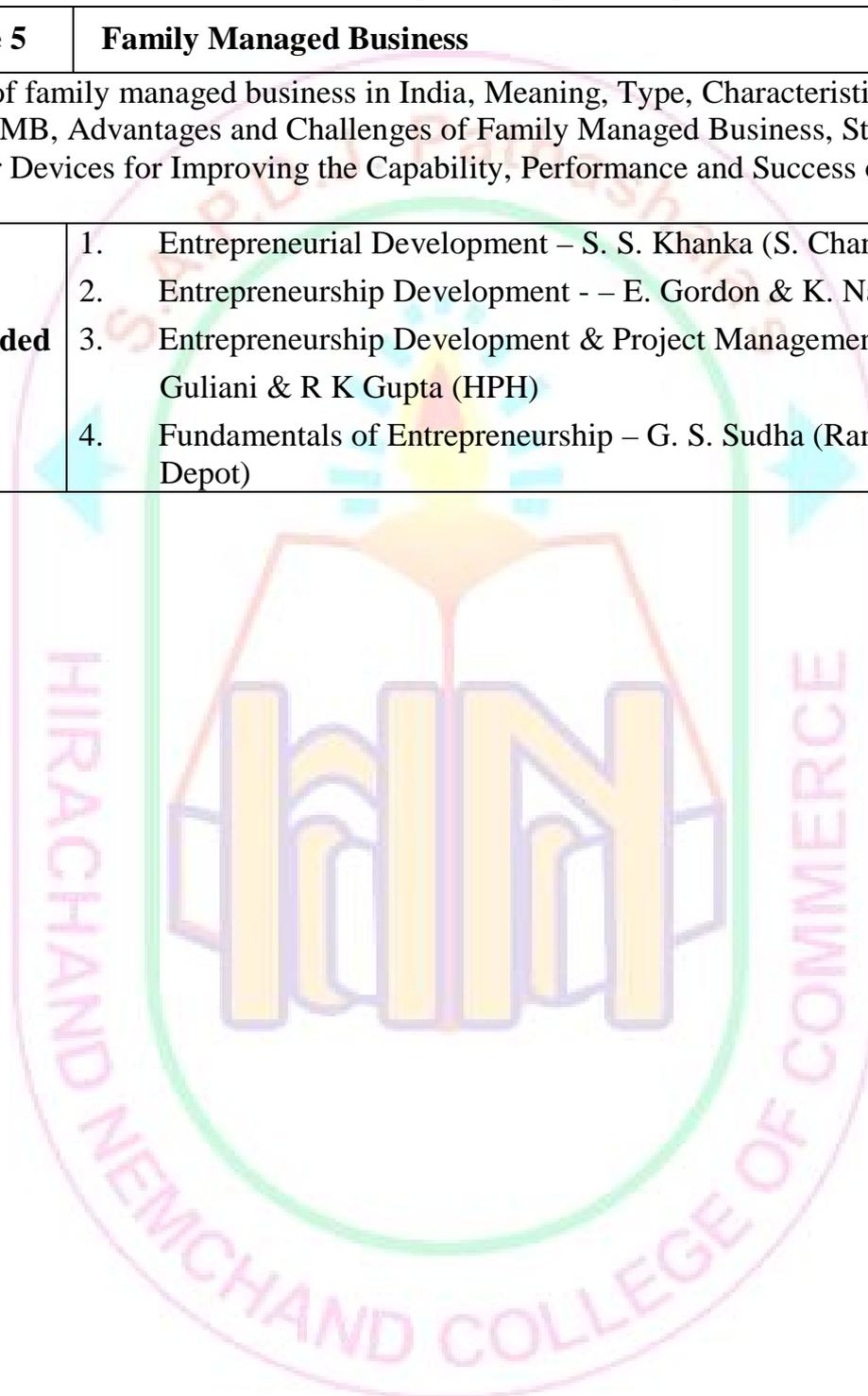
<b>Module 3</b>	<b>Modes of Entry (International Business Strategy) &amp; Globalisation</b>	<b>12</b>
<p>Exporting, Licensing, Franchising,  <b>Special Modes:</b> Contract Manufacturing, Management Contract, Turnkey Projects  <b>Foreign Direct Investment without alliances:</b> Green Field Strategy,  <b>Foreign Direct Investment with alliances:</b> Mergers &amp; Acquisitions, Joint Ventures  <b>Globalisation:</b> Meaning &amp; definition, features, Advantages &amp; disadvantages of globalization</p>		
<b>Module 4</b>	<b>India's Foreign Trade &amp; Institutional framework for Foreign Trade</b>	<b>12</b>
<p>EXIM / Foreign Trade Policy 2015-2020: Introduction, Objectives, Implications, Negative list of imports &amp; exports,  <b>Institutional framework for Foreign Trade:</b> Department of Commerce, Directorate General of Foreign Trade (DGFT), Indian Institute of Foreign Trade (IIFT), Chamber of Commerce (CoC)</p>		
<b>Module 5</b>	<b>Trends in International Trade</b>	<b>12</b>
<p>Trade blocs / Economic Integration, Positive &amp; negative effects of regional economic groups, Regional Trade Blocks:- European Union (EU)- Exit of Britain, G-20, South Asian Association of Regional Cooperation (SAARC), Brazil –Russia- India-China, South Africa (BRICS), North American Free Trade Agreement (NAFTA), Association of South East Asian Nations (ASEAN)</p>		
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. International Business – Text and cases - P. Subba Rao (Himalaya Publishing House)</li> <li>2. International Business Environment - Francis Cherunilam (Himalaya Publishing House)</li> <li>3. Foreign Trade-Theory, Procedures, Practices &amp; Documentation- Dr. Khushpat Jain &amp; Dr. Apexa Jain (Himalaya Publishing House)</li> <li>4. Apexa Jain (Himalaya Publishing House)</li> <li>5. International Trade &amp; Finance-I.V. Trivedi, Renu Jatana, Nidhi Bajaj (RBSA Publishers)</li> </ol>	

S. A. P. D. J. Pathashala's  
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**Subject: Entrepreneurship Development & SME-I (w.e.f. 2022-2023)**

Semester : III	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-304	<b>Entrepreneurship Development &amp; SME-I</b>	ESE*	ISE*	Total		
Subject Title		40	10	50	04	04
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. Understanding basic concepts entrepreneur &amp; entrepreneurship.</li> <li>2. Discover the role and importance of entrepreneurship for economic development.</li> <li>3. Evaluate the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.</li> <li>4. Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.</li> </ol>					
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Students will identify the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.</li> <li>• Students will understand the meaning of entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process.</li> <li>• Students are able to develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.</li> <li>• Describe the opportunities in Entrepreneurship in the context of Globalization and Liberalization.</li> <li>• Discover skills to succeed as an entrepreneur</li> <li>• Comprehend enterprises establishment process</li> </ul>					
<b>Module 1</b>	<b>Introduction to Entrepreneur</b>					<b>12</b>
Meaning & definition of entrepreneur, Functions of Entrepreneur, Characteristics of Entrepreneurs, Classification / types of Entrepreneurs, Concept of Intrapreneur, Entrepreneur V/S Intrapreneur, Entrepreneur V/S Manager, Role of entrepreneur in economic development.						
<b>Module 2</b>	<b>Fundamentals of Entrepreneurship</b>					<b>12</b>
Meaning, Definition of entrepreneurship, Approaches of entrepreneurship, Characteristics of entrepreneurship, Factors affecting entrepreneurship growth, Role of entrepreneurship in economic development						
<b>Module 3</b>	<b>Entrepreneurial Motivation &amp; Entrepreneurship Development Programme (EDP)</b>					<b>12</b>
Meaning of entrepreneurial motivation, <b>Theories of Entrepreneurial Motivation:</b> Maslow's Need Hierarchy Theory, McClelland Need For Achievement Theory Meaning & definition of Entrepreneurship development programmes (EDPs), Objectives, Importance, phases or stages of EDP						

<b>Module 4</b>	<b>Women Entrepreneurship</b>	<b>12</b>
Meaning & definition, Characteristics & types of women entrepreneurs, Problems of Women entrepreneurs, Remedies for Women Entrepreneurship Development		
<b>Module 5</b>	<b>Family Managed Business</b>	<b>12</b>
Overview of family managed business in India, Meaning, Type, Characteristics, 3 Circle Model of FMB, Advantages and Challenges of Family Managed Business, Strategies, Methods or Devices for Improving the Capability, Performance and Success of Family Business		
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Entrepreneurial Development – S. S. Khanka (S. Chand Publication)</li> <li>2. Entrepreneurship Development - – E. Gordon &amp; K. Natrajan (HPH)</li> <li>3. Entrepreneurship Development &amp; Project Management – Lipika K. Guliani &amp; R K Gupta (HPH)</li> <li>4. Fundamentals of Entrepreneurship – G. S. Sudha (Ramesh Book Depot)</li> </ol>	



S. A. P. D. J. Pathashala's  
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**Subject: IT for Management-I (w.e.f. 2022-2023)**

Semester : III	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-305	IT for Management-I	ESE*	ISE*	Total		
Subject Title		40	10	50	04	04
Course Objectives	<ol style="list-style-type: none"> <li>1. The course aims to provide knowledge about basic components of a computer and their significance.</li> <li>2. To provide hands on learning of applications of MS Office in businesses.</li> <li>3. To acquaint the students with the fundamentals of information technology.</li> </ol>					
Course Outcomes	<ul style="list-style-type: none"> <li>• Gain in depth knowledge of working of an IT enabled organisation.</li> <li>• Learn to use various IT tools for solving Business Problems.</li> <li>• Understand the different elements of Information Technology</li> <li>• Understand the importance of MS Office in carrying out organizational activities.</li> <li>• Get hands on experience in working with MS Office</li> </ul>					
Module 1	Introduction to Computer					12
Definition & history of computer, Generation of computers, Components & Block diagram of computer, Characteristics and types, Applications of computer						
Module 2	Basic Computer Hardware & Memory Management					12
<b>Input Devices:</b> Keyboard, Card Readers, Scanning devices (Bar Code, OMR, OCR, MICR), Light Pen, Mouse, Touch Screen, Digitizer, and Scanner. <b>Output Devices: Printers:</b> Impact and Non-impact, <b>Monitors:</b> CRT, LCD, LED, TFT, DLP, OLED, Plasma & other output devices <b>Concept of Computer Memory, Types:</b> Internal and External Memory, <b>Internal Memory-</b> Types-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM. <b>External Memory-</b> Floppy Disk, Hard Disk, Compact Disk.						
Module 3	Operating Systems & Software					12
Different Operating Systems, Functions of Operating System, Introduction to Windows O.S., Android O.S. & its various tools, <b>Concept of Software,</b> System and Application Software, <b>Computer Languages-</b> Lower level language and Higher level language & its types, Compiler and Interpreter						
Module 4	Introduction to MS Word & MS PowerPoint					12
<b>MS Word:</b> Starting and Closing Word for Windows, Creating & Saving Documents, Printing Documents, Working with different Tools, Setting up multiple columns and sorting blocks, Mail merge.						

**MS PowerPoint:** Basics, creating presentation, working with graphics in power point, Show effect and Animation effects, Slide timings

**MS Excel:** Data entry and Worksheet, Moving around in a Worksheet, Types of data, Formulas, Editing data in worksheet, Data Display, Formatting your data, Calculations – Using formulas Functions, Printing your Workbook, Working with Charts, Sorting, Filtering, Goal Seek, Conditional Formatting.

<b>Module 5</b>	<b>E-Commerce &amp; M-Commerce</b>	<b>12</b>
Concept, Types and Applications of E-Commerce, M-Commerce-Advantages & Disadvantages E-Commerce & M-Commerce		
<b>Recommended Books</b>	<ol style="list-style-type: none"><li>1. Computer Fundamentals- P. K. Sinha and Priti Sinha –(BPB Publication)</li><li>2. MIS Text &amp; Cases- W. S. Jawadekar – (TMGH Publication)</li><li>3. Management of Information Systems – Organisation and Technology by Kenenth C. Laudon, Jane P. Laudon.- (Pearson Publication)</li><li>4. Management Information Systems- Nitin C. Kamat &amp; Jyotindra Zaveri – (HPH Publication)</li><li>5. Management Information Systems-Dharmider Kumar &amp; Sangeeta Gupta, (Excel Books)</li><li>6. E-Commerce-David Whitley (TMGH Publication)</li><li>7. Computer Today- Suresh K. Basandra (Galgotia Publications)</li></ol>	

S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
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**Class: BBA– II Semester-III SYLLABUS**

**Subject: Mini Project-I (w.e.f. 2022-2023)**

Semester: III	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-306	Mini Project-I	ESE*	ISE*	Total		
Subject Title		30	20	50	04	04
Course Objectives	The goal of this subject is to develop research attitude among students. To develop understanding of practical application of research process by taking any research topic.					
Course Outcomes	Students will be able to do survey and implement research skills. Students will be able to write research paper with logical findings and suggestions.					
<p>A group of 4-5 students will be formed by the college. Each group will be given the project to do the market survey for existing customer opinion/satisfaction for FMCG, Consumer durables, Shopping Product and specialty Products and various services like Bank, Tourism, Insurance, Hospitals, Transportation etc.</p> <p>Project may be prepared by taking the help of Primary &amp; Secondary Data. Students can use Google forms to collect primary data, Use of excel (basic or Advanced) for data processing, books and magazine, and web pages. Students are expected to undertake Project Work in following way:</p>						
<p><b><i>The Chapter Scheme for the Mini Project will be as follows:</i></b></p> <p><b>Chapter 1: Introduction to Study</b> General Introduction, Research Problem, Research Objectives, Scope &amp; Limitations of Research</p> <p><b>Chapter 2: Research Methodology</b> Data Collection- Primary Data, Secondary Data, Sampling Plan</p> <p><b>Chapter 3: Data Analysis &amp; Interpretation</b> Statistical Tables, Graphs/Charts- with interpretation</p> <p><b>Chapter 4: Findings</b></p> <p><b>Chapter-5: Suggestions</b></p> <p><b>Chapter-6: Conclusion</b></p> <p><b>Bibliography</b></p> <p><b>Appendix (Questionnaire)</b></p>						
Instructions:	<p>(1) There should be a proper linkage between Objectives, Data and Interpretation, Findings and Suggestions.</p> <p>(2) Header should consist of University name on right side and Footer should consist institute name on left side, page no. in centre of page, right side consist of course name on project report. No other information should</p>					

be included in the Header and Footer.

(3) Color ink should not be used for text.

(4) Page numbers are compulsory.

One typed copy of report should be submitted to college and students can have their personal copies which will be required at the time of oral examination. The college will give marks out of 20 on the basis student's efforts in preparing the project report. University oral examination will be conducted for 30 marks. The panel will consist of 2 teachers i.e. one external and one internal. Panel will be appointed by the university. Questions will be based on the work presented by the student in project.



S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
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**Subject: Research Methodology- II (w.e.f. 2022-2023)**

Semester : IV	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-401	<b>Research Methodology- II</b>	ESE*	ISE*	Total		
Subject Title			40	10	50	04
Course Objectives	<ol style="list-style-type: none"> <li>To aware students with sampling design and data analysis methods.</li> <li>To acquaint students with some basic concepts of statistical methods used in Marketing Research.</li> <li>To develop Research skills among the students.</li> </ol>					
Course Outcomes	<ol style="list-style-type: none"> <li>Understanding of statistical applications in research.</li> <li>Conducting marketing research with report preparation.</li> </ol>					
Module 1	<b>Data Preparation, Analysis &amp; Presentation</b>					<b>12</b>
Introduction, Data Preparation- Questionnaire Checking, Data Cleaning, Editing, Coding, Classification, Frequency Distribution (Tabulation), Graphical representation (Histogram, Ogive curve)						
Module 2	<b>Measures of Central Tendency</b>					<b>12</b>
Mean (A.M, Weighted A.M., Combined mean), Median & Mode, Relationship between Mean, Median and Mode. (Practicals to be covered)						
Module 3	<b>Measures of Dispersion</b>					<b>12</b>
Range, Coefficient of Range, Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of -Variation, Mean Deviation, Quartile Deviation (Practicals to be covered)						
Module 4	<b>Correlation &amp; Regression (For Ungrouped Data)</b>					<b>12</b>
Meaning of Bivariate Data, Concept of Correlation and its types, Measures of Correlation (Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman Rank Correlation), Properties of Correlation Coefficient, Concept of regression and Lines of Regression (Least squares Method), Properties of regression coefficient (Practicals to be covered)						
Module 5	<b>Interpretation &amp; Report Writing</b>					<b>12</b>
Interpretation, Oral & Written Reports, Oral reporting, Written Reports, Types of Written Reports, Preparation of report- Research Report Format, Report Outline, Writing of the report, General Guidelines for presenting graphic aids.						
Recommended Books	<ol style="list-style-type: none"> <li>Marketing Research – G.C. Beri, McGraw Hill</li> <li>Research Methodology – C.R. Kothari &amp; Gaurav Garg, New Age Publishers</li> <li>Business Statistics – S.C. Gupta, Himalaya Publishing House</li> <li>Business Statistics - P. Arora &amp; Sumeet Arora</li> </ol>					

S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
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**Subject: Foundation of Human Skills-II (w.e.f. 2022-2023)**

Semester : IV	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-402	Foundation of Human Skills-II	ESE*	ISE*	Total		
Subject Title		40	10	50	4	4
Course Objectives	<ol style="list-style-type: none"> <li>1. To develop self- confidence among students.</li> <li>2. To discuss ways to develop positive attitude and personality.</li> <li>3. To create understanding of group development and importance of teams.</li> </ol>					
Course Outcomes	<ul style="list-style-type: none"> <li>• Student will develop ability to adapt proper body gestures and body language</li> <li>• Students will adapt professional etiquettes and manners</li> <li>• Students will understand Team building and develop ability to be a team player</li> </ul>					
Module 1	<b>Body Language. Etiquettes and Manners</b>					
<p><b>Body Language</b> – Introduction, Forms, Parts, Reasons to study Body Language, Improving Body Language, Developing Confidence with correct Body Language.</p> <p><b>Etiquettes</b> – Introduction, Benefits, Classification.</p> <p><b>Manners</b> – Introduction, Reason to practice good manners.</p>						
Module 2	<b>Perception</b>					
Definition, Factors affecting perception, perceptual process, how to improve perception.						
Module 3	<b>Attitudes and Values</b>					
<p><b>Attitude</b> – Meaning, Features, Formation, Types (Positive attitude and Negative attitude), Developing positive attitude, Obstacles in Positive attitude.</p> <p><b>Values</b> – Meaning, Importance, Types, Sources. Difference between Attitude and Values</p>						
Module 4	<b>Personality Development</b>					
Determinants of Personality, Personality Structure, Stages of Developing Personality, Swami Vivekananda's Concept of Personality Development. Six Thinking Hats, Multiple Intelligence, Mind Mapping.						
Module 5	<b>Group Behaviour and Teams</b>					
Definition of Group and Teams, Types of groups, stages of group development, skills required for team work, Team v/s Group.						
Recommended Books	<ol style="list-style-type: none"> <li>1. Soft Skills.- Dr. K. Alex, S. Chand Publication (ISBN : 978-81-219-3192-2)</li> <li>2. Organisational Behaviour.- S. S. Khanka,S. Chand Publication (ISBN : 81-219-2014-0)</li> <li>3. Organisational Behaviour.- K. Ashwathappa, Himalaya Publishing House (ISBN : 81-219-2014-0)</li> <li>4. Personality Development and Soft Skills.- Barun K. Mitra, Oxford (ISBN 10 : 0-19-945974-6; ISBN-13: 978-0-19-94594-2)</li> </ol>					

S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
**(Autonomous College)**

**Subject: International Business-II (w.e.f. 2022-2023)**

Semester : IV	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-403	International Business-II	ESE*	ISE*	Total		
Subject Title		40	10	50	04	04
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To give the student an exposure to the dynamic environment of International Business</li> <li>2. To understand the impact of environment on the International Business Operations of the firm</li> <li>3. To explain the functions and form of the global monetary system</li> <li>4. To explain the role of International organizations and Regional Trade</li> </ol>					
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• To get an overview of the key issues and concepts of International Business.</li> <li>• Understand how and why the world's countries differ.</li> <li>• Understand the monetary framework in which international business transactions are conducted.</li> <li>• Understand the role of International Organizations and Regional Trade blocks.</li> <li>• Implement the decisions for international operations in a superior manner.</li> <li>• Demonstrate an understanding of the forces that shape the export and import</li> <li>• Explain why business ethics is an integral part of every export and import.</li> </ul>					
<b>Module 1</b>	<b>International Marketing</b>					<b>12</b>
Concept of international marketing, Features of international marketing, Drivers of international marketing, Importance of international marketing, Special Problems of international marketing						
<b>Module 2</b>	<b>Import and Export Procedure</b>					<b>12</b>
<b>Import Procedure:</b> Pre-Import Procedure, Post-Import Procedure <b>Export Procedure:</b> Registration Stage, Pre-Shipment Stage, Shipment Stage, Post-Shipment Stage						
<b>Module 3</b>	<b>Multinational Corporations (MNCs) &amp; Foreign Direct Investment</b>					<b>12</b>
<b>Multinational Corporations (MNCs):-</b> Meaning, Features, Importance and Challenges, Merits & demerits of MNCs, Role of MNCs in India, Organisation Design & Structure of MNC's & Approaches to Organisation Structure of MNC's <b>Foreign Direct Investment:-</b> Concept, Role of FDI in developing countries, Benefits of FDI to home & host country						

<b>Module 4</b>	<b>International Financial Institutions</b>	<b>12</b>
<p><b>World Trade Organization (WTO):-</b> Objectives, Functions, Principles, Pros &amp; Cons of WTO,  <b>World Bank (IBRD):-</b> Objectives, Functions,  <b>International Monetary Fund (IMF):-</b> Objectives and Functions,  <b>International Finance Corporation:-</b> Objectives &amp; assistance</p>		
<b>Module 5</b>	<b>International Finance &amp; Foreign Exchange Market</b>	<b>12</b>
<p><b>International Finance:</b> Currency to be used, Creditworthiness of the Importer, Methods of Payment.  <b>Foreign Exchange:-</b> Meaning, Determination and Classification, Balance of Trade (BOT) &amp; Balance of Payment (BOP),  <b>Foreign Exchange Market: Functions, Methods of Payment, Transactions,</b> Different types of Financial Markets: Capital, Stock, Forex, Money, Derivative, Commodity</p>		
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. International Business – Text and cases - P. Subba Rao (Himalaya Publishing House)</li> <li>2. International Business Environment - Francis Cherunilam (Himalaya Publishing House)</li> <li>3. Foreign Trade-Theory, Procedures, Practices &amp; Documentation- Dr. Khushpat Jain &amp; Dr. Apexa Jain (Himalaya Publishing House)</li> <li>4. Apexa Jain (Himalaya Publishing House)</li> <li>5. International Trade &amp; Finance-I.V. Trivedi, Renu Jatana, Nidhi Bajaj (RBSA Publishers)</li> </ol>	

S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
(Autonomous College)

**Subject: Entrepreneurship Development & SME-II (w.e.f. 2022-2023)**

Semester : IV	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-404	Entrepreneurship Development & SME-II	ESE*	ISE*	Total		
Subject Title		40	10	50	04	04
Course Objectives	<ol style="list-style-type: none"> <li>1. Recognise the concept of SME and its role in Indian economy.</li> <li>2. Discuss the sources of business ideas and evaluate the procedures in developing a good business Idea.</li> <li>3. Analyze environmental set up relating to small industry and small business.</li> <li>4. Evaluate the incentives for start-ups and EDPs to start own business.</li> </ol>					
Course Outcomes	<ul style="list-style-type: none"> <li>• Students are able to understand the concept of SME.</li> <li>• Analyse &amp; create the various business plans.</li> <li>• Analyse the various schemes of govt. institutions.</li> <li>• Acquaint with the role of various agencies promoting Entrepreneurship development</li> <li>• Select the optimum financial and human resource management plan for an enterprise</li> <li>• Integrate the skills to develop a business plan to start a small enterprise.</li> </ul>					
Module 1	Introduction to SME					12
Definition and classification of SME, Importance of SME, Role of SME in Indian economy, Problems of SME, Remedial Measures						
Module 2	Search for Business idea & Project Identification and Project Appraisal					12
Ideas generation & choosing an idea, Sources of business ideas, Identifying business opportunity, Business opportunities in various sectors, Definition, Classification, Steps in Project identification, Project feasibility analysis a) Technical analysis    b) Financial analysis    c) Marketing analysis						
Module 3	Project Report / Business plan for Small Enterprise					12
Meaning & definition of project report, Contents of project report /Business plan, Importance of project report, Planning Commission guideline for formulation of Project Report, Prepare project report to start new venture, Various Steps for starting small enterprise.						

<b>Module 4</b>	<b>Role of Government in Entrepreneurial Development &amp; Support of Different Institutions</b>	<b>12</b>
<p>Government Assistance, Government Incentives, Government Schemes for Infrastructural Facilities Other Roles, Institutional Support to New Venture: (Student are expected to study the assistance scheme of the following Institutions)</p> <p>District Industries Center (DIC), Small Industries Development Organisation (SIDO), National Small Industries Corporation of India (NSIC), Technical Consultancy Organization (TCO), Industrial Estates.</p>		
<b>Module 5</b>	<b>Intellectual Property Rights for MSMEs</b>	<b>12</b>
<p><b>Patents:</b> Meaning, What can be Patented, Types of Patents, Process of Patent</p> <p><b>Copyrights:</b> Meaning and Objectives, Elements</p> <p><b>Trademarks:</b> Meaning, Functions, Registration of Trademarks.</p>		
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Entrepreneurial Development – S. S. Khanka (S. Chand Publication)</li> <li>2. Entrepreneurship Development - – E. Gordon &amp; K. Natrajan (HPH)</li> <li>3. Entrepreneurship Development &amp; Project Management – Lipika K. Guliani &amp; R K Gupta (HPH)</li> <li>4. Fundamentals of Entrepreneurship – G. S. Sudha (Ramesh Book Depot)</li> </ol>	

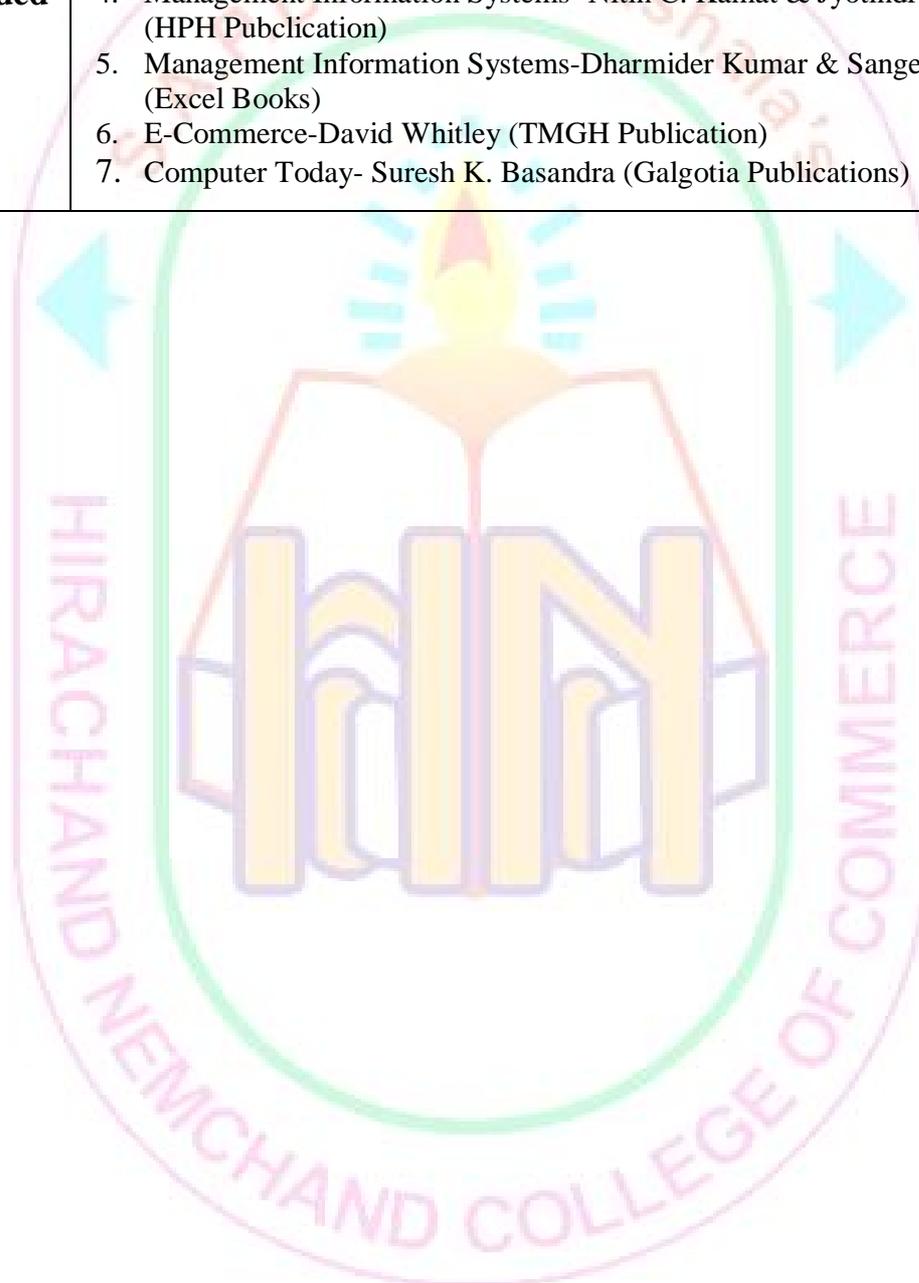


S. A. P. D. J. Pathashala's  
**Hirachand Nemchand College of Commerce, Solapur**  
**(Autonomous College)**

**Subject: IT for Management-II (w.e.f. 2022-2023)**

Semester : IV	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-405	IT for Management-II	ESE*	ISE*	Total		
Subject Title		40	10	50	04	04
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To provide an orientation about the increasing role of management information system in managerial decision making to gain Competitive edge in all aspects of Business.</li> <li>2. To understand various MIS operating in functional areas of an organization.</li> <li>3. To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.</li> </ol>					
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Develop and implement Information Systems for Business Applications.</li> <li>• Learn to increase efficiency of various management processes by using IT enabled technology.</li> <li>• Analyse various security and ethics related issues pertaining to the increasing use of Information Technology.</li> </ul>					
<b>Module 1</b>	<b>Introduction to Internet</b>					<b>12</b>
<p><b>Data Communication:</b> Introduction, Communication Channels –Wired, Microwave, Radio, Satellite.</p> <p><b>Introduction to Internet:</b> Concepts and Definition, Network Topology, Types of Networks (LAN, MAN, WAN) Intranet and Internet, Email, WWW, Search Engine, Internet Application in Business, Creating web forms (Using Google Forms)</p>						
<b>Module 2</b>	<b>Management Information System</b>					<b>12</b>
<p>Introduction &amp; Definition, Components, Characteristics, Benefits &amp; Limitations, Information need at Top, Middle and Lower level Management, Approaches to Management Information System Design, Major Challenges of Information System,</p>						
<b>Module 3</b>	<b>Classification of MIS</b>					<b>12</b>
<p><b>Classification of MIS:</b> Introduction to TPS, KWS/KMS, OAS, DSS, MIS, ESS/EIS</p>						
<b>Module 4</b>	<b>IT in Various Departments</b>					<b>12</b>
<p>Information system for Finance and Accounts, Information system for Human Resource Management, Information system for Marketing Management, Information system for Production Management.</p> <p><b>MIS in Service industry:</b> Banking &amp; Hospital, <b>Recent trends in IT:</b> Introduction to AI, Cloud Computing, Green IT</p>						

<b>Module 5</b>	<b>Implementation, Evaluation and Maintenance of MIS</b>	<b>12</b>
Implementation Methods, Steps of MIS, Evaluation, Maintenance & Problems related to Maintenance of MIS, Measures to overcome these problems		
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Computer Fundamentals- P. K. Sinha and Priti Sinha –(BPB Publication)</li> <li>2. MIS Text &amp; Cases- W. S. Jawadekar – (TMGH Publication)</li> <li>3. Management of Information Systems – Organisation and Technology by Kenenth C. Laudon, Jane P. Laudon.- (Pearson Publication)</li> <li>4. Management Information Systems- Nitin C. Kamat &amp; Jyotindra Zaveri – (HPH Pubclication)</li> <li>5. Management Information Systems-Dharmider Kumar &amp; Sangeeta Gupta, (Excel Books)</li> <li>6. E-Commerce-David Whitley (TMGH Publication)</li> <li>7. Computer Today- Suresh K. Basandra (Galgotia Publications)</li> </ol>	



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**Subject: IT for Management-II (w.e.f. 2022-2023)**

Semester: IV	Compulsory	Semester Exam			L/W*	Credits
Code: BBA 21-406	Mini Project-II	ESE*	ISE*	Total		
Subject Title		30	20	50	04	04
<b>Course Objectives</b>	The goal of this course is to develop Business Model, i.e. the students will acquire the skills required to prepare business idea into a business model. In this course, they will start building their teams by finding appropriate teammates. They will transform their business idea into the Business Model. They will also prepare a various modules through different chapter schemes and learn various aspects. Additionally, they will get started with various Financial, Marketing and Technical/ operational aspects as well as investment idea.					
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype.</li> <li>• Launch a sustainable venture with a valid business model.</li> <li>• Create and validate a business model and business plan for their idea.</li> <li>• Implement an inexpensive and optimum Go-to-Market plan for their business.</li> <li>• Gain in-depth knowledge and relevant skills about a business plan.</li> <li>• Practice entrepreneurship by forming and running a business model.</li> </ul>					
A group of 4-5 students will be formed by the college. Each group will be given the project for starting a new unit. Group is expected to do the market survey for market potential, technical details may collected by visiting industrial units. Students are expected to undertake Mini Project Work in following way:						
<b>Chapter 1: Executive Summary</b> <b>Chapter 2: Project Description</b> <b>Chapter 3: Market Potential</b> <b>Chapter 4: Technical Feasibility</b> <b>Chapter 5: Financial Analysis</b> (Cost of production – Fixed cost & Variable cost, Calculation of Working Capital, Break Even Point, Ratios- Net profit ratio, ROI) Financial data may be prepared by taking the help of bankers, consultants and Chartered accounts.						
<b>Bibliography</b>						
<b>Annexure</b>						
<b>Instructions:</b>	<ul style="list-style-type: none"> <li>• Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No Other Information should be included in the Header and Footer.</li> <li>• Color ink should not be used for text.</li> <li>• Page numbers are compulsory.</li> <li>• One typed copy of report should be submitted to college and students can have their personal copies which will be required at the time of oral examination.</li> <li>• The college will give marks out of 20 on the basis student's efforts in preparing the project report. University oral examination will be conducted for 30 marks.</li> <li>• The panel will consist of 2 teachers i.e. one external and one internal. Panel</li> </ul>					

	will be appointed by the university. Questions will be based on the work presented by the student in project.
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**\*Glossary:**

1. **ESE** : End Semester Examination (Final Paper)
2. **ISE** : In Semester Examination (Internal Assessment)
3. **L/W** : Lectures per Week

