



SHIVAJI UNIVERSITY, KOLHAPUR - 416004,
MAHARASHTRA

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शिवाजी विद्यापीठ, कोल्हापूर - ४१६००४, महाराष्ट्र

दूरध्याना - ईमेल: बोस@unishivaji.ac.in, अम्ब्यासमंदळे विभाग दुर्लक्षणी विभाग - २६०९००० - २६०९०००, २६०९०००

Estd. 1962
Accredited by
NAAC(2021)
With CGPA 3.52



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

No 00181 Date : 12/09/2022

To,

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

Subject : Regarding Syllabi of BBA Part-I (Sem-I/II) Choice Based Credit System (CBCS) degree programme under the Faculty of Commerce & Management as per National Education Policy, 2020

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-I (Sem-I/II) Choice Based Credit System (CBCS)** under the Faculty of Commerce & Management as per National Education Policy, 2020

This Syllabi shall be implemented from the academic year **2022-2023**. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

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

Thanking you,

Yours faithfully,

(Dy. Registrar)

Encl : As above

Copy to,

1. 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. Seminar 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 I (Sem I & II) (CBCS)

(Regulations in accordance with National Education Policy to
be implemented from Academic Year 2022-23)

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

Rules and Regulations

R. B. B. A. I : Scheme of Examination

B.B.A. Program will be conducted through CBCS Semester pattern.

There shall be an examination at the end of each semester. Each course (subject) during each semester will carry 100 marks. Out of this, 60 marks will be allotted to University theory papers and 40 marks to be given by each college through internal evaluation. Out of this, 40 marks 10 marks for Test , 10 marks for Oral/Seminar/Book Review/Case study and 20 marks for Practical Work/Field-work.

Sem.	Internal/Teamwork Marks-Evaluation Criteria			Total (40)
	Category-I (20 marks)	Category-II (10 marks)	Category-III (10 Marks)	
Sem-I	Practical Work/Field Work	Oral	Test	40
Sem-II	Practical Work/Field Work	Seminar Presentation	Test	40
Sem-III	Practical Work/Field Work	Book Review Presentation	Test	40
Sem-IV	Practical Work/Field Work	Seminar Presentation	Test	40
Sem-V	Practical Work/Field Work	Case Study Presentation/Seminar Presentation	Test	40
Sem-VI	Practical Work/Field Work	Book Review/ Case Study Presentation	Test	40
Sem-VII	Practical Work/Field Work	Case Study Presentation/ Book Review Presentation	Test	40
Sem-VIII	Internship			100
	Dissertation Report			150

The record of all internal marks should be strictly maintained by faculty member. Each student should prepare Seminar/Case Study /Book Review PowerPoint Presentation as per guidelines of subject teacher and submit its hardcopy or softcopy to respective subject teacher.

Mini-Project Report-Field visit: Sem V

The candidate shall visit to respective firms/organizations/ markets/companies for whole semester and prepare a Mini Project for respective elective on field visit. Mini Project Report carries 100 marks (60 Marks for Project Report and 40 marks for Internal Viva-Voce) Student has to submit One Project Work Report Spiral copy to the institute. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall evaluate by the faculty at the end of Semester V. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting. (Internal Viva-Voce). Internal Viva-Voce Committee should be formed by Head of Department and Principal/Director which will include 3 faculty members-1 as a Chair-person and 2 as committee members. A viva-voce examination will be conducted before the university examination for Semester V. Committee should submit the marks online as well as hard copy. The faculty should keep the record properly.

Major- Project Report and Viva-voce: Sem VI

- I. The project report in the sixth semester carries 100 marks (70 marks for project report and 30 marks for University Viva-Voce. There shall be single evaluation of project report and this will be done simultaneously along with vive-voce.
- II. Examiners (university appointed) shall evaluate project report and conduct viva- voce and chairman should fill online marks and submit hard copy to the University examination department. The viva-voce committee appointed by University should have three experts for Viva-Voce, One as Chairman appointed by university and another two as a member, One as External Examiner appointed by university and another as Internal Examiner for Viva-

BBA-I-Sem-I
Fundamental of Business Management
CC-AI

Course Outcomes	<p>After the completion of the course, students will be able to :</p> <ol style="list-style-type: none"> 1. Know, comprehend, apply, analyze, synthesize and evaluate the basic fundamentals of managing organizations. Students will complete specific activities, as identified in the syllabus, related to each of the four functions of management: planning, organizing, leading and controlling. 2. Develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling. 3. Analyze organizational case situations in each of the functions of management. 4. Identify and apply appropriate management techniques for managing contemporary organizations 5. Understand Indian ethos in managerial practices and trends in management. 6. Understand skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice. 		
Total hours of Teaching : 60		Lecture /week : 04	Credit Points : 04
Total Marks : 100		Theory : 60	Internal : 40
Syllabus Contents:			
Unit:I	<p>An Introduction to Management Meaning and Definition of Management, Evolution of Management thoughts, Contribution of F.W.Taylor, Frank and Lillian Gilbreth, Role of managers and Managerial Skill, Levels of Management, Concept of PODSCORB</p>		15 Hours
Unit:II	<p>Functions of Management A) Planning: Meaning, Forecasting Vs. Planning, steps in Planning process, types of planning B) Organizing: Meaning, Process, Types of organizational structure, MBO concept and process. C) Staffing- concept, Functions and Process of Staffing, Recruitment concept and sources, Selection Process D) Directing- concept, Elements of Directing: Supervision-Motivation-Leadership-Communication. Techniques of Directing E) Controlling – concept, steps in control process. Techniques of controlling</p>		15 Hours
Unit:III	<p>Indian Ethos in Managerial Practices A) Meaning, features, history, Principles practiced by Indian Companies, Elements, Role of Indian Ethos in Managerial Practices. B) Management Lessons from Religion Scriptures:Management Lessons from Vedas, Mahabharata, Bible, Quran ,Management, Lessons from Kautilla's Arthashastra,Indian Heritage in Business</p>		15 Hours

	Management, Ethics v/s Ethos	
Unit:IV	Trends in Management A) Business Ethics- Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Social Responsibility-concept, History & Evolution of CSR, areas of Social Responsibility in business C) Strategic Management: Concept, Levels of Strategy, Different type of Strategies.	15 Hours

Suggested Practical Work or Field Work:

1. Visit a factory in your area and prepare the organization chart showing various levels of management and their functions.
2. Visit a foundry or other manufacturing unit in your area and enlist the motions performed by the workers and comment on their necessity and sequence.
3. Study the staffing policy and sources of a local co-operative sugar factory /spinning mill or a private company.
4. Study how management functions are performed in any organization.
5. Study the annual report of any public limited company/bank for recording the activities under the CSR.
6. Study the product strategy adopted by big automobile manufacturing like Suzuki, Tata, Hyundai.
7. Study the management lessons from Vedas and their applications in a particular company.
8. Study Bible from the view point of management philosophy.
9. Enlist the management lessons narrated in Quran
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Essentials of Management by Koontz and Weihrich ,McGraw-Hill Publication
2. Principles of Business Management-Dr.S.C.Saxena-Sahitya Bhawan Publication
3. Principles of Management by R.N.Gupta- S.Chand Publication
4. Principles of Management by Rajesh Vishwanthan- Himalaya Publishing House
5. Taxmann's Principles of Management with Case studies by Dr.Neeru Vasistha
6. Case studies in Management by Prem Vrat,KK Ahuja and PK Jain by Vikas Publication
7. Modern Business Administration and Management- Sherlekar S.A. Himalaya Publishing House
8. Case studies in Management by Dr.Akhilesh Chandra Pandey-Wiley Publication
9. Principles and Practice of Management by L.M.Prasad, Sultan Chand and Sons -Publication.
10. Indian Ethos in Management: Tushar Agarwal and Nidhi Chandorkar: Himalaya Publishing House
11. Indian Ethos-Modern Management Mantra- Kumardatta A.Ganjre,Prafulla Pawar and Laxman Renapure,Himalaya Publishing House
12. Indian Ethos And Values In Management, R.Nandgopal, McGraw Hill Education
13. Business Ethics and Value System: H.C.Mrutunjaya, PHI Learning Publication

**B.B.A. Part I Semester I
Business Communication
AECC-CI**

Course Outcomes	After the completion of the course, students will be able to : 1. Apply business communication skills. 2. Develop vocabulary skills. 3. Develop effective writing skills. 4. Learn effective reading skills.		
Total hours of Teaching : 60	Lecture /week : 04	Credit Points : 04	
Total Marks : 100	Theory : 60	Internal : 40	
Syllabus Contents :			
Unit : I	Introduction to Communication skill Introduction , Meaning , Definition , Objective of communication., Types of communication, Process of communication, Principles of effective communication , Barriers to effective communication, Overcoming barriers Effective English: Word formulation process - Basic sentence patterns, types of sentences - Simple, complex, compound, Prefixes, suffixes, Developing vocabulary skills.		15 Hours
Unit : II	Effective Listening, Speaking , Reading ,Writing skills (LSRW) A) Listening Skills: Listening, Active listening and Passive listening, Blocks to effective listening, Guidelines for Effective listening, importance of silence in communication. B) Speaking Skills: Process of speaking -Pronunciation, Speech mechanism, aspects of effective speaking- accents, intonation, pitch, etc. Greetings, Apology, Permission. C) Reading Skills: Introduction, what is reading? Types of reading - slow, fast, silent, SQ3R technique of reading. D) Writing Skills: Importance of writing skills, Essentials of good writing, Grammar skills.		15 Hours
Unit : III	Oral Communication A) Meaning, Nature, Scope, characteristics, Principles of effective oral communication, Importance of body language in oral communication, Confidence building, Ways to build confidence, Importance of eye contact. B) Job Interviews - conducting and giving interviews, Do's and Don'ts of job interview. C) Group Discussion - nature, do's and don'ts of group discussion, Opening of topic, discussion, summary and observer's comments.		15 Hours

<p>Unit : IV</p>	<p>Organizational communication A) Written communication- significance in business writing , Language of business writing, Structure of Business letters , Types of business letters - order, enquiries and replies, sales letters, complaints, claims and adjustment letters, goodwill letters., Communication in Organization - Formal Channels – Vertical, Horizontal, Diagonal communication., Internal Channels - Informal channels : Grapevine , rumors, Mannerisms and etiquettes at workplace. B) Modern tools of Communication: Telex, Telegram, Fax, Voice Mail, Teleconferencing, Videoconferencing, SIM Card , Dictaphone , SMS, MMS, Internet , Social Media Sites.</p>	<p>15 Hours</p>
	<p>Suggested Practical Work/Fieldwork:</p> <ol style="list-style-type: none"> 1. Visit any local bank, educational institution, co-operative society and study the channels applied there for communication. 2. Write two letters of complaints –one using polite language and other using arrogant and indecent language. 3. Draft a letter enquiring the details and price of laptops and other terms and conditions. 4. Draft a letter of quotation about supply of 100 computers to a bank 5. Perform an exercise of speaking on a current topic for 10 minutes. 6. Perform as exercise of reading a small topic of the subject. 7. Write a note on management education in India. 8. Conduct an exercise of listening and reproduction of what listened. 9. Visit a business firm and observe the manners and etiquettes of employees. 10. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.</p>	
	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Business Communication-R.K.Madhukar-Vikas Publication 2. Business Communication, Urmila Rai, S. M. Rai, Himalaya Publishing House, Mumbai. 3. Linguistics and the process of communication, Dr. Vipul V. Makodia, Mark Publisher 4. Communicative Spoken English, Rajneesh Nayar, Mark Publishers, Jaipur 5. Enriching your competence in English, A.R.Thorat, B.S.Valke, S.B.Gokhale, Orient Longman Pvt.Ltd., Hyderabad (A.P) 6. Essential Communication Skills, Shalini Aggarwal , Ane Books Pvt. Ltd., New Delhi 7. Communication Skills and Soft Skills , Avani Sharma, Yking Books, Jaipur 8.Business Communication Skills, Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi, latest edition. 9. An Approach to Communication Skills Indrajit Bhattacharya, Dhanpat Rai & Co. 	

Name :- Rohit . A . Adekar Div - A

Sub :- Principles OF Marketing .

1) What is Marketing?

⇒ It is the process which focus on customer satisfaction by producing a product which a customer needs.

⇒ Begins with identify & anticipating customer needs then producing product accordingly.

2) Explain Core Concept of Marketing?

⇒ The following are the core concept of marketing.

① Needs :- Needs are the basic requirement which human being require for existence, these mainly consist of our air, water, food, clothing & shelter. Along with these needs, some other needs which are required to be satisfied are education, medical care, entertainment & recreation.

② Product :- This concept holds that consumer will prefer these product which have most high quality performance & innovative features. Marketers focuses on making superior product high quality in production & improving them overtime in terms of using high technology super quality of raw material.

- ③ Exchange :- The process of obtaining a desired product from someone by offering something in return.
- * There should be two parties involved.
 - * Each party should have a value for the other party.
 - * Each party has the right to accept or reject the offer.
 - * Each party is capable of communication.
 - * Both must feel that the offer is worthy.

④ Relationship & Networking :-

- * Customer Retention Focus.
- * Product Benefit Oriented.
- * Long time scale.
- * High customer contact.
- * High emphasis on customer service.
- * High quality concern.

- ⑤ Market :- The place where people go to buy & sell the product. The buying & selling of a particular type of goods is called as market. Where we can see various types of products.

- ① Organisation :- Employee, Management, Rule & Regulations, Organisation Structures etc.

- ② Customer :- Root cause for the marketing failure of any product or service.

- ③ Competition :- The no. of firms that exist, the type of product offered by them, the entry & exit.

Ⓒ Suppliers :- Supplying the Right raw material of good ~~quanti~~ quality at Right Price & other input to the firm is of utmost importance which has a direct bearing on the marketing performance of a business.

Ⓓ Intermediaries :- No business which can operate without an intermediary or a middleman.
ex. Wholeseller, Retailer.

Ⓔ Market :- Types of market in what type of market does we work whether it is Government market, Consumer market, Intermediary market or Manufacturing Market also affect the Micro Environment.

3) What are the different approaches of Marketing?

⇒ * Production or commodity approach :- Under the commodity approach the focus is placed on the production or it is an approach on the marketing on commodity wise basis. In other, the study relates to the flow of a certain commodity & its movement, from the Original producer right up to the Ultimate Customer. The Subject matter Under this study is commodity.

* Production Approach :- Focuses on the production of goods & Services if business has a better product then customer will want it, Emphasis on quantity & Reducing Cost.

* Sales Approach :- Emphasis Selling because of increased competition Business think of customer only after the product is made Emphasis on Selling & advertising.

② Macro Environment :-

1> Factors Which are external to the Company.

2> Are quite controllable

3> Factors include

• Political & legal, Economic, Social, & Cultural Technology, Demographic & Natural Environment.

④ Demographic Environment :-

1> Study of the population & its distribution.

2> Rate of growth - birth & death, Gender Ratio, age group, education level, occupation, religious.

③ Economic Environment :-

1> purchasing capacity of their customers.

2> depends on factors such as their income saving, inflation & availability of credit etc.

3> GDP, Interest Rate

⑤ Social & Cultural Environment :-

1> Cultural, Social class, tradition, beliefs, values & lifestyle of the people in a given society etc.

① Natural Environment :-

- 1) Natural Resources, ecology & Climate condition in a State [Country Where the Company Operates]
- 2) Availability of Raw materials, oils, Coal, Minerals, water etc.
- 3) Environment pollution, Wildlife protection.
- 4) Availability & cost of energy

② Technological Environment :-

- 1) New & emerging technological changes influenced.
- 2) Technology has revolutionised the production processes
- Use of new raw materials & logistics.

③ As individual Customer, the way we enjoy, entertainment, Music & Our access to education, healthcare, Technology innovatives impacted all such fields.

④ Political And Legal Environment :-

- 1) Monetary & Fiscal Policies, Acts, Industries policy, Foreign policy etc.

* INDEX :-

* NAME :- Maaz Imran Bagwan

* SUB :- Principles of Marketing

* CLASS :- BBA 1st

* DIV :- A

* ROLL NO. :- 6

* PRACTICAL NO. :- 1 and 2.

X

X

X





* Introduction :-

I visited the Retailer Shop in my Area & I studied about this shop & 4 Elements of Marketing.

* Information about Shop :-

1] Shop Name :- Suwidha

2] Owner's Name :- Nilesh Jagdale

3] Shop address :- Shaniwar peth ; Machi, Satara.

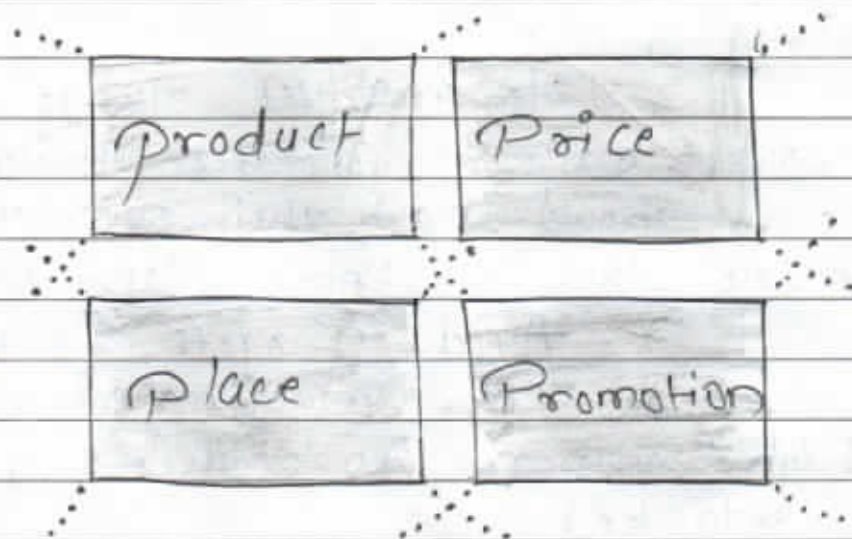
4] Shop Type :- General Store.



* Field Work :- 1

1. Visit any Super market or Big Retail store in Your Area and Study the 4 Elements of Marketing.

4. Elements of Marketing



] Product :-

- * BRAND :- ~~Amie~~ **Tide** (Detergent Brand)
- * Quality :- It can Remove Toughest Stain to Give you Stainless White.
- * LOOK :- Focused on Customer acquisition.
- * SIZE :- Available in any net Quantity.
- * COLOUR :- Red, Blue, Green.
- * PACKAGING :- All Packaging can be Recycled.
- * COMPETITORS :- Surf excel, Ariel, Nimma, Wheel, Rin
- * POINT DIFFERENCE :- Tide detergent is different product

Based on Enzyme Technology which dissolves stain normally @ compare to Normal Detergent-

2] Price :-



① Skimming :-

* Tide product always thinks about lowest price & greatest build quality. Every house should have their product at lower class middle class & upper class families.

* And Targets Everyone.

* The margin of this product is high compare to other products in market.

② Penetration :-

* Here; The price is maintain at low as compare to branded product-

* And mostly focused on more customer based like Tide, Ariel, Surfaxel, Wheel, Rin.

Low price & high customer gain by maintaining the Average income.

3] Place

Here the process of movement of goods from producer to final consumer this is called ~~as~~ channel of distribution

Direct

- ~~Producer to customer~~
- Also customer can purchase the product they want, online is also direct distribution.
- There will no involvement of any distributor, wholesaler, Retailer between, manufacturer & customer.

Indirect

- Producer → intermediate → Customer.
- ```

graph TD
 Manufacturer[Manufacturer] --> Distributor[Distributor]
 Distributor --> Wholesaler[Wholesaler]
 Distributor --> Retailer[Retailer]
 Retailer --> Customer[Customer]

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\* But in case of detergent brand the companies prefer both channel of distribution, Direct & Indirect it can sell their product from Manufacturer to direct customer or also can sell Manufacturer to distributor then to wholesaler then to Retailer & finally to customer.



4] Promotion :-

Here ; The Manager of the store , mainly focuses on the Target audience & potential customer

- It also creates awareness among consumers & customers.

a] Advertising :-

1] Above the line creates the awareness in public through the help of T.V ads, Newspapers, Radio etc.

2] Below the line it more focuses on potential customer, which also helps in cost saving.

- By personal selling door to door public Relationship online customer

Here ; The Detergent powder companies select their own brand ambassador for more sale. So the Retail store ; visited their is saw poster of celebrities like "Ayushmann khurrana"

2] Report OF Marketing OF vegetables in local Mandi.

Title :-

Marketing OF vegetable in ~~the area~~ Local Mandi.

\* Introduction :-

The local Mandi plays a crucial role in Marketing and distribution of vegetables between ~~producers~~ & consumer. This Report provides an overview of Marketing Practices, Challenges & opportunities in Local Marketing. Practices, Challenges & opportunities in Local vegetable Mandi in Sataea.

\* Overview :-

Located in the heart of Sataea at centre of Sataea beside the bus stand the vegetable Mandi serves as a Central Market place where farmers from various Region bring their vegetables for sale. The Mandi operates from specific days such as on, Thursday & Sunday.

\* Marketing practices in Satara Vegetable Mandi :-

1. Procurement :-

farmers transport their fresh vegetables to Mandi, showcasing a wide variety of locally grown produce.

2. Auction System :-

The Auto-Auction Mechanism is commonly used to determine prices where buyers bid on the vegetables of their choice.

3. Grading and Sorting :-

farmers & Traders sort vegetables based on Quality, quantity, Size, type, Enhancing Market ability.

4. Pricing Factors :-

Prices are influenced by the factors such as Supply, demand, quality, Seasonal variations & Transportation costs.



\* Challenges in Satara vegetable Mandi :-

1] Infrastructure Limitation :-

Inadequate cold storage transportation facilities can Result in post harvest losses and Reduce product quality.

2] price Volatility :-

Rapid changes in Demand of Supply can lead to unpredictable price fluctuations affecting both farmers, consumers

3] Middlemen impact :-

The involvement of intermediaries can lead to Reduce profit for farmers and increased cost for consumers.

\* Conclusion :-

The Satara vegetable mandi remains a critical hub for marketing persist adopting innovative, practices leveraging technology & enhancing infrastructure can lead to more efficient, Resilient & profitable vegetable Marketing Systems in Satara.



*Handwritten signature or initials in red ink.*