UNIVERSITY OF PUNE
COURSE STRUCTURE FOR
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
(From 2013-14)

1. **Title:**
The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce Part I w.e.f. the academic year 2013-2014 B.B.A. Part II w.e.f. 2014-2015 and B.B.A. Part III w.e.f. 2015-2016.

2. **Objectives**:

(i) To provide adequate basic understanding about Management Education among the students.

(ii) To prepare students to exploit opportunities being newly created in the Management Profession.

(iii) To train the students in communication skills effectively.

(iv) To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

(v) To inculcate Entrepreneurial skills.

3. **Duration**:

The Course shall be a full time course and the duration of the course shall be of three years.

4. **Eligibility:**

(i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 40% marks at 12th Std.

(ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iii) Three Year Diploma Course (after S.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iv) MCVC

(v) Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute/College.

5. Medium of Instruction:
Medium of instruction shall be in English only.

6. Scheme of Examination:
The B.B.A. Examination will be 3600 marks divided into 3 parts as per details given below:

(i) B.B.A. Part I (Sem I, II) Aggregate marks	1200
(ii) B.B.A. Part II (Sem III, IV) Aggregate marks	1200
(iii)B.B.A .Part III (Sem V, VI) Aggregate marks	1200

There will be written Examination of 80 marks and 3 hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course. For Courses in Business Exposure (Sem IV) there will be viva voce examination of 50 marks and for Written Report on Industrial visits 50 marks. For course on Project work (Sem VI) there will be oral presentation test consisting of 20 marks and Written Report of 30 marks.

7. Backlog:
a) A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than three theory & one practical or four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.

b) A student shall be allowed to keep for the Third Year, if he/she has no backlog of First Year & if he/she has a backlog of not more than three theory & one practical or four theory heads of total number of subjects of the Second Year examination, which consist of Third & Fourth Semester.

8. Verification and Revaluation
The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

9. Equivalence and Transitory Provision
The University will conduct examination of old course for next three academic years from the date of implementation of new course.

The candidate of old course will be given three chances to clear his subjects as per the old course and thereafter he will have to appear for the subjects under new course as per the equivalence given to old course.

10. Standard of Passing and Award of Class:

In order to pass examination a candidate has to obtain 40% marks out of 100 (Sem-end exam 80 + class work marks 20 taken together) in each course.

The award of class:

The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II and III). The award of Class is as follows:

(i) Aggregate 70% and above   First Class with Distinction.

(ii) Aggregate 60% and above but less than 70%   First Class.

(iii) Aggregate 55% and above but less than 60%   Higher Second Class

(iv) Aggregate 50% and above but less than 55%.   Second Class.

(v) Aggregate 40% and above but less than 50%   Pass Class.

(vi) Below 40%   Fail.

11.   Setting of Question Papers

1. A candidate shall have to answer the questions in all the subjects in English only.
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a student.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. The question papers shall have a combination of long and short answer type questions.
5. There shall be no overall option in the question paper; instead, there shall be internal options.

12.   The subject wise Revised Syllabus for F.Y. BBA Course shall be as given in the following pages.

Subject wise Course Structure

B.B.A. First Year (F.Y.) (2013-14)

Sr. No.	Sub. Code	Sem I	Sr. No.	Sub Code	Sem II
1	101	Business Organization and System	1	201	Principles of Management
2	102	Business Communication Skills	2	202	Principles of Marketing
3	103	Business Accounting	3	203	Principles of Finance
4	104	Business Economics (Micro)	4	204	Basics of Cost Accounting
5	105	Business Mathematics	5	205	Business Statistics
6	106	Business Demography and Environmental Studies	6	206	Business Informatics

B.B.A. Second Year (S.Y.) (2014-15)

Sr. No.	Sub. Code	Sem III	Sr. No.	Sub Code	Sem IV
1	301	Personality Development	1	401	Production and Operations Management
2	302	Business Ethics	2	402	Industrial Relations & Labour Laws
3	303	Human Resource Management and Organization Behaviour	3	403	Business Taxation
4	304	Management Accounting	4	404	International Business
5	305	Business Economics (Macro)	5	405	Management Information System
6	306	I.T. in Management	6	406	Business Exposure (Field Visits)

B.B.A. Third Year (T.Y.) (2015-16)

Sr. No.	Sub. Code	Sem V	Sr. No.	Sub Code	Sem VI
1	501	Supply Chain and Logistics Management	1	601	Business Planning and Project Management
2	502	Entrepreneurship Development	2	602	Event Management
3	503	Business Law	3	603	Management Control System
4	504	Research Methodology (Tools and Analysis)	4	604	E-Commerce
5	505	Specialization- I	5	605	Specialization- III
6	506	Specialization- II	6	606	Specialization- IV

Available Specializations

1) Finance   2) Marketing   3) Human Resource Management

4) Service Sector Management   5) Agri Business Management

Semester I

Business Organization and Systems

Course code 101

Objectives:

1. To make the students aware about various activities of business, business practices and recent trends in business world.
2. To study the challenges before the businesses and setting up of a business enterprise.
3. To develop the spirit of entrepreneurship among the students.

	Contents	No. of Lectures
Unit 1	**Nature and Evolution of Business** 1.1 Human Occupations – characteristics of Business— Divisions of Business—Objectives of Business— Requisites for success in Business 1.2 Development of commerce – Evolution of Industry—The Industrial Revolution— Globalization—Emergence of MNCs 1.3 Recent Trends—Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce, On-line trading, Patents, trademarks and copy rights—Challenges before Indian business Sector	10
Unit 2	**Forms of Business Organizations** 2.1 Mixed Economy—Private Sector—Public Sector—Co-operative sector—Joint sector Service Sector 2.2 Forms of Business Organizations—Sole proprietorship—Partnership firm—Joint stock company—Features—Merits demerits and suitability of various forms of business	10
Unit 3	**Setting up of a Business Enterprise** 3.1 Decision in setting up of an enterprise—Opportunity and idea generation - Role of creativity and innovation 3.2 Project Report—Business size and Location decisions—Factors to be considered in starting a new unit—Government policies	10
Unit 4	**Domestic and Foreign Trade** 4.1 Whole sale and Retail Trade –Emergence of Foreign players in trading –Government policy-Effects of FDI on retail trade	10

	4.2 Organization of finance –Insurance—Transportation and communication and other Services—Import and Export procedure	
Unit 5	**Business and Society** 5.1 Objectives of Business—Changing concept, Professionalization 5.2 Business Ethics and culture—Technological and social changes –Social responsibility of business—CSR—Social Audit	08
	Total	48

Recommended Books:

1. *Modern Business Organization - S.A. Sherlekar*

2. *Industrial Organization Management - Sherlekar*

3. *Business Organization and management – Y.K. Bhushan*

4. *Business Organization and system – Dr.M.V.Gite, Dr.R.D.Darekar, Prof.S.N.Nanaware, Dr.V.D. Barve- Success Publication,Pune*

5. *Business Environment - F. Cherunilam*

6. *Business Organization & Management – C.B. Gupta.*

7. *Entrepreneurial Development – S.S. Khanna.*

8. *Organizing and Financing of Small scale Industry – Dr. V. Desai*

Semester I

Business Communication Skills

Course Code: 102

Objectives:
1. To improve various skills such as linguistic, non linguistic and Paralinguistic skills.
2. To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.
3. To create awareness among student about Methods and Media of communication.

	Contents	No. of Lectures
Unit 1	**Introduction to Communication** Meaning, Definition, objective, Process, importance. Principles of good Communication, Barriers to Communication, Overcoming Barriers.	08
Unit 2	**Methods and Types of Communication** Written Communication, Oral Communication, Silent Communication – Body Language, Proximity, Touch, Signs and Symbols, Paralinguistic, -Advantages and disadvantages of each	10
Unit 3	**Oral Communication** Meaning, Nature, Scope, Principles of Effective Oral Communication, Techniques of Effective Speech, Press Conference, Group Discussion, Interviews, Negotiation, Presentations, The Art of Listening, Principles of Good Listening, Barriers of Listening, Phone Etiquette, Grapevine	12
Unit 4	**Business Correspondence** Need, Functions, Component and layout of Business letter, Drafting of letters: Enquiry letter, Placing order, Complaints and follow up letters, Sales letter, Circulars, Application for employment and Resume, Notices, Agenda, Memo, Email etiquette	10
Unit 5	**Media of Communication** Introduction, Advantages and Disadvantages of – Telex, Telegram, Fax, Voice Mail, Teleconferencing, Video Conferencing, SIM Card, Dictaphone, SMS, MMS, Internet and Social Media Sites.	08
	Total	48

Recommended Books:

1) Business Communication (Principles, Methods and Techniques) - Nirmal Singh- Deep & Deep Publications Pvt. Ltd, New Delhi.

2) Essentials of Business Communication – Rajendra Pal & J. S. Korlhalli- Sultan Chand & Sons, New Delhi.

3) Media and Communication Management – C.S.Raydu - Himalaya Publishing House, Mumbai.

4) Professional Communication- Aruna Koneru- Tata McGraw-Hill Publishing Co. Ltd, New Delhi.

5) Creating a Successful CV - Siman Howard - Dorling Kindersley.

6) Business Communication skills – Dr.G.M.Dumbre, Dr.Anjali Kalkar, Dr.P.N.Shende, Dr.S.D.Takalkar-success Publication, Pune

7) Effective Documentation and Presentation- Urmila Rai & S.M. Rai – Himalaya Publishing House, Mumbai.

8) Principles Practices of Business Communication – Aspi Doctor & Rhoda Doctor – Sheth Publishers Pvt. Ltd.

9) Business Communication – Concepts, Cases and Applications – P.D. Chaturvedi, Mukesh Chaturvedi, 2nd Edition (2013)

Business Accounting

Course Code – 103

Objectives:

1. To enable the students to acquire sound knowledge of basic concepts of accounting
2. To impart basic accounting knowledge
3. To impart the knowledge about recording of transactions and preparation of final accounts
4. To acquaint the students about accounting software packages

	Contents	**No. of lectures**
Unit 1	**Introduction:** Financial Accounting-definition and Scope, objectives, Accounting concepts , principles and conventions Accounting Standards in general: - AS1, AS2, AS6.	6
Unit 2	**Accounting Transactions and Final Accounts :-** Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet)	18
Unit 3	**Bank Reconciliation Statement :-** Meaning , importance and preparation of Bank Reconciliation Statement	12
Unit 4	**Depreciation: -** Meaning, need, importance and methods of charging depreciation - Written Down Value, Straight Line Method.	8
Unit 5	**Computerized Accounting:** Computers and Financial application, Accounting Software packages.	4
	Total	48

Allocation of Marks:

Theory - 30%

Practical problems - 70%

Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Business Accounting-Dr.G.M.Dumbre, Dr.Kishor Jagtap, Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
6. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi)

Semester I

Business Economics (Micro)

Course Code - 104

Objectives:

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

	Contents	No. of Lectures
Unit 1	**INTRODUCTION** 1.1 Meaning, Nature and Scope of Business Economics – Micro and Macro 1.2 Basic Economic Problems 1.3 Circular Flow of Income and Expenditure	07
Unit 2	**DEMAND and SUPPLY ANALYSIS** 2.1 Concept of Demand and Supply 2.2 Elasticity of Demand and their types. 2.3 Factors Affecting Supply 2.4 Concept and Law of Supply	09
Unit 3	**REVENUE AND COST ANALYSIS** 3.1 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship 3.2 Types of costs – i) Accounting Costs and Economic Costs ii) Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs iii) Long Run Cost Analysis: Long Run Average and Marginal Cost Curves	10
Unit 4	**PRICING UNDER VARIOUS MARKET CONDITIONS** 4.1 Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition 4.2 Monopoly - Price Determination under Monopoly 4.3 Monopolistic Competition – Non- price competition 4.4 Duopoly and Oligopoly – Meaning and characteristics	10
Unit 5	**DISTRIBUTION** 5.1 Rent: Modern Theory of Rent 5.2 Wages: Marginal Productivity Theory of Wage Determination 5.3 Interest: Liquidity Preference Theory of Interest 5.4 Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits	12
	Total	48

Recommended Books:

1. *Textbook of Economic Theory - Stonier and Hague; Longman Green and Co.,
   London.*
2. *Introduction to Positive Economics - Richard G. Lipsey*
3. *Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.*
4. *Micro Economics - M. L. Seth*
5. *Business Economics(Micro)-Dr.Girija Shankar, Dr.B.D.Khedkar, Dr.S.G.Shinde,
   Prof.Anjali Sane-Success Publication,Pune*
6. *Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.*
7. *Business Economics – Dr. D. M. Mithani and Mrs. Anjali Sane, Himalaya Publications*

Semester I

Business Mathematics

Course code 105

Objectives:
1**.** To understand applications of matrices in business.
2. To understand the concept and application of Permutations & Combinations in business.
3. To use L.P.P. and its applications in business.
4. To understand the concept of Transportation problems & its applications in business world.
5. To understand the concept of shares & share market.

	Contents	No. of Lectures
Unit 1	**Shares and Dividends** Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.	08
Unit 2	**Permutations and Combinations** Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). nPr = n! / (n-r)! (Without proof). Combinations of 'r' objects taken from 'n' objects. nCr = n! / r! (n-r)! (Without proof) problems, Applications.	08
Unit 3	**Matrices and Determinants (up to order 3 only)** Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.	14
Unit 4	**Linear Programming problem (L.P.P.** Meaning of LPP, Formulation of LPP, and solution by graphical methods.	10
Unit 5	**Transportation problem (T.P.)** Statement and meaning of T.P. methods of finding initial basic feasible solution by North West corner Rule, Matrix Minimum method and Vogel's approximation method. Simple numerical problems (concept of degeneracy is not expected).	08
	Total	48

**Reference Books*:*

1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.

2) Business Mathematics by Padmalochan Hazarika – Sultan chand & sons, Delhi

3) Business Mathematics by Bari - New Literature publishing company, Mumbai

4) Operations Research by V.K. Kapoor - Sultan chand & sons

5) Operations Research by Dr. S. D. Sharma – Sultan Chand & Sons.

6) Operations Research by Dr. J. K. Sharma – Sultan Chand & Sons.

7) Business mathematics – Dr.Anwar Shaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi- Success Publication,Pune

Semester I

Business Demography and Environmental Studies

Course Code: 106

Objectives :

1) To develop knowledge base for demographic and environmental factors affecting business.
2) To make the students aware of environmental problems related to business and Commerce.
3) To inculcate values of Environmental ethics amongst the students.

	Contents	No. of Lectures
Unit 1	**Introduction of demography** 1.1 Meaning, Definition, Need, Importance & need of Demography Studies for Business 1.2 Scope of demography, interdisciplinary approach of demography 1.3 Components of demography: Fertility, mortality and migration 1.4 Measures to calculate fertility and mortality rate 1.5 Factors affecting fertility and mortality	10
Unit 2	**Distribution of Population and Population Growth** 2.1 Meaning of population distribution and population density, Physical and cultural factors affecting the distribution of population 2.2 Concepts of over, optimum and under population with suitable examples 2.3 Meaning and definition of population growth, Methods of calculating population growth 2.4 Population growth in India since 1901	08
Unit 3	**Population as Resource** 3.1 Meaning of resource, types of resources 3.2 Importance of human resource in development and growth of business 3.3 Concept of Literacy: importance of literate population as a resource 3.4 Concept of sex ratio, Concept of Age & Sex Pyramid, Types of age and sex pyramid, age and sex pyramids of different countries 3.5 Classification of population - Urban and rural population 3.6 Population below poverty line, working population, dependent Population	12
	Urbanization	06

Unit 4	4.1 Meaning, definitions of urbanization, factors responsible for urbanization and problems of urbanization 4.2 Urbanization as Behavioral concept, structural concepts and demographic concept	
Unit 5	**Environment and Environmental issues related to Business** 5.1 Meaning and definition of environment 5.2 Types of Environment 5.3 Physical and Cultural components of environment 5.4 Need of environmental studies for Business Management 5.5 Environment factors affecting Business – Physical factors –topography, climate, minerals, water resources; Cultural factors – infrastructure – technology tradition, political, social, education 5.6 Global warming and Kyoto Protocol, Oil Crisis and its impact on Business 5.7 Problems related to water resources 5.8 Types of pollution –Air, Water, Noise - Effects and causes of pollution 5.9 Remedial measures to control pollution 5.10 Interrelationship between industrialization and pollution	12
	Total	48

Recommended books:
1. *Population Geography : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)*
2. *Population Geography: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi*
3. *Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan*
4. *Geography of India: Majid Hussain Tata McGraw Hill*
5. *Population Geography : I Singh: Alfa Publication (2006)*
6. *Business Demography and Environmental studies-Miss Joshi Sunita, Dr.Jaybhaye Ravindra- Success Publication,Pune*

Semester II

Principles of Management

Course Code – 201

Objectives:

a) To provide conceptual knowledge to the students regarding nature, complexity and various functions of management
b) To give historical perspective of management
c) Students will also gain some basic knowledge on recent trends and international aspects of management

	Contents	No. of Lectures
Unit 1	**Nature of Management** 1.1 Meaning, Definition, Nature, Importance & Functions 1.2 Management an Art, Science & Profession-Management as social System 1.3 Concept of Management-Administration-Organization-Universality of management	08
Unit 2	**Evolution of management Thoughts** 2.1 Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought 2.2 Various approaches to management (i.e. School of management thought) Indian management Thought	10
Unit 3	**Functions of Management : Part – I** 3.1 Planning –Meaning –Need & Importance, types levels – advantages & limitations; Forecasting- Need & Techniques; Decision making – Types - Process of rational decision making & techniques of decision making. 3.2 Organizing – Elements of organizing & process Types of organizations, Delegation of authority – Need, difficulties in delegation – Decentralization. 3.3 Staffing – Meaning & importance	12
Unit 4	**Functions of Management : Part –II** 4.1 Direction - Nature – Principles	10

	Communication – Types & Importance	
	Motivation - Importance – Theories	
	Leadership – Meaning - Styles, qualities & functions of leaders	
	4.2 Controlling – Need, nature, Importance, Process & techniques	
	4.3 Co-ordination - Need – Importance	
Unit 5	**Recent Trends in Management** 5.1 Management of change 5.2 Management of Crisis 5.3 Total Quality Management 5.4 Stress Management 5.5 International Management	08
	Total	48

Recommended Books:

1. *Essential of Management - Harold Koontz and Iteinz Wiebritch- McGraw-Hill International*
2. *Management Theory & Practice – J.N. Chandan*
3. *Essential of Business Administration – K. Aswathapa, Himalaya Publishing House*
4. *Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi*
5. *Business Organization & management – Dr. Y.K. Bhushan.*
6. *Management: Concept and Strategies by J.S. Chandan, Vikas Publishing.*
7. *Principles of Management, By Tripathi, Reddy Tata McGraw Hill*
8. *Business organization and management by Talloo by Tata Mc Graw Hill*
9. *Business Environment and policy – A book on Strategic Management/ Corporate Planning By Francis Cherunilam, Himalaya Publishing House.*
10. *Business Organization & Management – C.B. Gupta*

Semester II
Principles of Marketing
Course Code: 202

Objectives:

a. To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.
b. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.
c. To develop basic and essential skills related to marketing.
d. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.

	Contents	No. of Lectures
Unit 1	**Introduction and Functions of Marketing** 1.1 Marketing – Definitions, Concept, objectives, importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions 1.2 Approaches to the study of Marketing 1.3 Relevance of Marketing in a developing economy. 1.4 Changing profile and challenges faced by a Marketing manager	08
Unit 2	**Classification and types of markets** 2.1 Traditional classification of marketing 2.2 Service Marketing: 7P's of services marketing, importance of services marketing, importance of service sectors 2.3 Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing 2.4 Retail marketing 2.5 Tele marketing 2.6 E-Marketing 2.7 Digital marketing: meaning, importance of digital marketing 2.8 Green marketing	08
Unit 3	**Marketing Environment and Market Segmentation** 3.1 Marketing Environment – Meaning, Internal & external factors influencing Marketing environment: political, social, economical, international, technological multi cultural environment 3.2 Market Segmentation: Meaning, Definition, Essentials of effective Market Segmentation, types of segmentation	08

Unit 4	**Marketing Mix**
	
	4.1: Product mix and Price mix
	Meaning, scope and importance of marketing mix
	    a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic , PLC, Product simplification, product elimination, product diversification , new product development
	    b. Price mix : meaning, element , importance of price mix , factors influencing pricing , pricing methods and recent trends
	4.2 : Place mix and Promotion mix
	    c. Place mix: meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain management.
	    d. Promotion mix: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion
		16

Unit 5	**Marketing Planning, Marketing Information System, Marketing Research** 5.1 Marketing planning: meaning, scope, importance, essentials and steps in marketing planning ,Importance and difficulties in marketing planning 5.2 Marketing Information System: Concept, components and importance of Marketing Information System 5.3 Marketing Research – Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management	10
	Total	48

All topics should be supported with assignments, group discussions, visits and case lets as per requirements.

Reference Books
1. Marketing Management By Philip Kotler
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Frain.

Semester II
PRINCIPLES OF FINANCE
Course Code – 203

Objectives -
1. To provide understanding of nature, importance, structure of finance related areas.
2. To impart knowledge regarding sources of finance for a business.

	Contents	No. of lectures
Unit 1	**Introduction** 1.1 Finance - Definition - Nature and scope of finance function 1.2 Financial Management - Meaning – Approaches :- Traditional , Modern 1.3 Role of finance manager.	4
Unit 2	**Sources of Finance** 2.1 External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources. 2.2 Internal: - Reserves and surplus, Bonus shares, Retained earnings, Dividend policy; Meaning, advantages and limitations of these sources.	16
Unit 3	**Capital Structure** 3.1 Meaning - criteria for determining capital structure. 3.2 Factors affecting capital structure. 3.3 Capitalization:- Meaning , 3.4 Over capitalization and Under Capitalization - meaning, causes, consequences, remedies	14
Unit 4	**Financial planning** 4.1 Meaning and objectives 4.2 Process 4.3 Methods of forecasting 4.4 Basic considerations 4.5 Limitations.	6
Unit 5	**Recent Trends in business finance**:- Meaning and nature of- 5.1 Venture Capital 5.2 Leasing 5.3 Microfinance 5.4 Mutual Fund	8
	TOTAL	48

BOOKS RECOMMENDED:
1. *P.V. Kulkarni - Financial Management - Himalaya Publishing House,Mumbai.*
2. *S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.*
3. *I.M. Pandey - Financial Management - Vikas Publishing House.*
4. *R.M. Shrivastava - Pragati Prakashan, Meerut.*
5. *M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.*
6. *Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.*

Semester II

Basics of Cost Accounting
Course Code: 204

Objectives:
1. To Impart the Knowledge of Basic cost concepts, element of cost & preparation of Cost Sheet.
2. To provide basic knowledge of important Methods of costing.

	Contents	No. of Lectures
Unit 1:	**Introduction** 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy 1.2 Limitations of Financial Accounting 1.3 Origin, Objectives and Features of Cost Accounting 1.4 Advantages and Limitations of Cost Accounting 1.5 Difference between Financial and Cost Accounting 1.6 Conceptual analysis of Cost Unit & Cost Centre	8
Unit 2:	**Elements of cost and Cost Sheet** 2.1 Material, Labour and other Expenses 2.2 Classification of Cost & Types of Costs 2.3 Preparation of Cost Sheet	10
Unit 3:	**Overheads** 3.1 Meaning and Definitions 3.2 Classification of Overheads 3.3 Collection, allocation, apportionment and reapportionment of overheads 3.4 Under and over absorption – Definition and Reasons	8
Unit 4	**Methods of Costing** 4.1. Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract 4.2. Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains 4.3 Service costing – Meaning, Features and application, cost unit – simple and composite, Preparation of cost sheet for transport service	16
Unit 5	**Cost Audit:** 5.1 Meaning , definition, objectives and scope 5.2 Advantages of Cost Audit 5.3 Difference between Financial and Cost Audit 5.4 Types of Cost Audit	6
	Total	48

Allocation of Marks:
Theory - 50%
Practical problems - 50%

Area of Practical problems:
Cost-Sheet
Contract costing
Process costing
Service costing

Books Recommended: -

1. *Advanced cost Accounting by S.P.Jain and Narong.*
2. *Cost Accounting by S.N.Maheshwari*
3. *Cost Accounting by Ratnam.*
4. *Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap*
5. *Cost Accounting – Bhatta HSM, Himalaya Publication*
6. *Cost Accounting – Prabhu Dev , Himalaya Publication*
7. *Advanced Cost Accounting – Made Gowda, Himalaya Publication*
8. *Cost Accounting Principles and Practice by M.N.Arora*

Semester II

Business Statistics

Course code 205

Objectives:

1. To understand the basics of statistics - concept of population and sample & to use frequency distribution to make decision.
2. To understand and to calculate various types of averages and variation.
3. To understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.
4. To understand the concept - Time Series and its applications in business.
5. To understand the concept - Index numbers and applications in business.
6. To inculcate the research culture among students.

	Contents	**No. of Lectures**
Unit 1	**Population and Sample:** 1.1 Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. 1.2 Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of sampling procedures only). Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions. 1.3 Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie, Subdivided bar.	**08**
Unit 2	**Measures of Central Tendency & Dispersion:** 2.1 Criteria for good measures of central tendency 2.2 Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean. 2.3 Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.	**11**
Unit 3	**Correlation and Regression (for ungrouped data):** 3.1 Concept of correlation, positive & negative correlation 3.2 Scatter Diagram, Karl Pearson's Coefficient of correlation 3.3 Meaning of regression, Two regression equations, Regression coefficients and properties (Statements Only).	**10**
Unit 4	**Time Series:**	**14**

	4.1 Definitions and Utility of Time Series Analysis; Components of Time Series: Secular Trend, Seasonal Variation, and Cyclic Variation, Irregular or Erratic Variations.		
	4.2 Measurement of Trend: Freehand or Graphic Method, Method of Semi-averages, Moving Average Method, Method of Least Squares.		
	4.3 Measurement of Seasonal Variations: Method of Seasonal Averages, Ratio – to – trend Method, Moving Average method, Link Relative Method. (Only Application, No Proof required.)		
Unit 5	**Index Numbers:**		
	5.1 Important definitions of Index Numbers		
	5.2 Characteristics of Index Numbers, Uses of Index Numbers, Types of Index Numbers: Price Index, Quantity Index, Value Index, numerical problems	**05**	
	5.3 Problems in the construction of Index Numbers; Methods of constructing Index Numbers. (Only Application, No Proof required.)		
	Total	**48**	

Recommended Books:

1. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.

2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.

3. Business Statistics by N. D. Vohra – Tata Mc Graw Hill

4. Fundamentals of Mathematical Statistics by V.K. Kapoor -Sultan Chand & Sons, Delhi.

Semester II

Business Informatics

Course Code – 206

Objectives:
1. To know the basics of Computer
2. To understand the basics of networking
3. To know the basics of internet
4. To know the basics of databases

	Contents	No. of Lectures

Unit 1	**Introduction to Computers**
	1.1 Introduction
	1.2 Characteristics of Computers
	1.3 Block diagram of computer
	1.4 Booting Process
	1.5 Types of Programming Languages
	    1.5.1 Machine Languages
	    1.5.2 Assembly Languages
	    1.5.3 High Level Languages
	1.6 Data Organization
	    1.6.1 Drives
	    1.6.2 Files
	    1.6.3 Directories
	1.7 Storage Devices
	    1.7.1 Primary Memory
	        1.7.1.1 RAM
	        1.7.1.2 ROM
	    1.7.2 Secondary Storage Devices - FD, CD,
	        HDD, Pen drive
	1.8 I/O Devices
	    1.8.1 Monitor and types of monitor
	    1.8.2 Printer and types of printer
	    1.8.3 Scanners
	    1.8.4 Digitizers
	    1.8.5 Plotters
	1.9 Number Systems
	    1.9.1 Introduction to Binary, Octal, Hexadecimal system
	    1.9.2 Conversion
	    1.9.3 Simple Addition, Subtraction, Multiplication, Division
		10

Unit 2	**Operating System and Services in O.S.** 2.1 Definition of operating system 2.2 Services provided by OS 2.3 Types of O.S. 2.4 Features of Windows and Linux 2.5 Files and Directories	8

	2.6 Internal and External Commands of DOS 2.7 Batch Files	
Unit 3	**Editors and Word Processors** 3.1 Basic Concepts 3.2 Examples : MS-Word2007 3.3 Introduction to desktop publishing **Spreadsheets and Database packages** 3.4 Purpose 3.5 MS-Excel2007 3.6 Creation of table in MS-Access2007 3.7 MS –PowerPoint2007	9

Unit 4	**Introduction to Networking**
	4.1 Basics of Computer Networks
	4.2 Definition
	     4.2.1 Goals
	     4.2.2 Applications
	     4.2.3 Components
	4.3 Topology
	     4.3.1 Types of Topology
	4.4 Types of Networks
	     4.4.1 (LAN, MAN, WAN)
	4.5 Modes of Communication :
	     4.5.1 (Simplex
	     4.5.2 Half Duplex
	     4.5.3 Full Duplex)
	4.6 Transmission media
	     4.6.1 Twisted pair
	     4.6.2 Coaxial cable
	     4.6.3 Fiber optic cable
	4.7 Protocols and purpose
	4.8 Network Connectivity Devices
	     4.8.1 Hubs
	     4.8.2 Repeaters
	     4.8.3 Bridges
	     4.8.4 Switches
	     4.8.5 Gateways
	Internet Basics
	4.9 Concept of Internet, Intranet and Extranet
	4.10 Web Client
	4.11 Web Server
	4.12 WWW
	4.13 Search Engine
	4.14 Internet Service Providers(ISP)
		15

Unit 5	**Introduction To R.D.B.M.S** 5.1 Advantages and Limitations 5.2 Normalization 5.3 Entity Relationships	6

	5.4 Use Of simple SQL Commands involving both single table and joins.	
	Total	**48**

Reference Books:

1. Fundamental of Computers – By V. Rajaraman (Prentice Hall)

2. Fundamental of Computers – By P. K. Sinha (B.P.B publication)

3. Computer Applications in Management- By Niranjan Shrivastava (Dreamtech Press)

4. MS- Office 2000(For Windows) – By Steve Sagman

5. Data Communications & Networking- Behrouz Ferouzan (III Edition)

First Year Bachelor of Business Administration (F.Y. BBA)

Pattern of Question papers (w.e.f. A.Y. 2013-2014)

Following subjects have been identified as theory papers in First Year B.B. A. which will have uniform question paper format as given under:

Semester I:

1) 101 - Business Organization and Systems
2) 102 - Business Communication Skills
3) 104 - Business Economics (Micro)
4) 106 - Business Demography and Environmental Studies

Semester II:

1) 201 – Principles of Management
2) 202 – Principles of Marketing
3) 203 – Principles of Finance

Question paper pattern for following Practical Subjects is given separately:

Semester I:

1) 103 – Business Accounting
2) 105 – Business Mathematics

Semester II:

1) 204 – Basics of Cost Accounting
2) 205 – Business Statistics
3) 206 – Business Informatics

First Year Bachelor of Business Administration (F.Y. B.B.A.)

Pattern of Question paper of Theory papers

Time: 3 Hours   Total Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat and well labeled diagrams wherever necessary.

Q.1)   Theory question   (15)

       OR

Theory Question

Q.2)   Theory question   (15)

       OR

Theory Question

Q.3)   Theory question   (15)

       OR

Theory Question

Q.4)   Theory question   (15)

       OR

Theory Question

Q.5) Write Short Notes (Any **four** out of **six**)   (20)

Bachelor of Business Administration (B.B.A.) Semester I

Pattern of Question paper of Business Accounting

Time: 3 Hours   Total Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of calculator is allowed.

Q1.   Objective Type Questions   12

(True or False, Fill in the Blanks, Match the pairs)

Q2.   Write short notes on (Any three out of five)   12

Q3.   Practical Problem   20

Q4.   Practical Problem   18

OR

Practical Problem

Q5.   Practical Problem   18

OR

Practical Problem

First Year Bachelor of Business Administration (F.Y. B.B.A.)

Pattern of Question paper of Business Mathematics and Business Statistics

Time: 3 Hours   Total Marks: 80

Instructions:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Use of simple electronic calculator is allowed.

Q.1) Answer the following (any four out of six)

Q.2) Answer the following (any four out of six)

Q.3) Answer the following (any four out of six)

Q.4) Answer the following (any four out of six)

Q.5) Answer the following (any two out of six)

Bachelor of Business Administration (B.B.A.) Semester II

Pattern of Question paper of Basics of Cost Accounting

Time: 3 Hours   Total Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of calculator is allowed.

Q1.   Objective Type Questions   10

   (True or False, Fill in the Blanks, Match the pairs)

Q2.   Theory Question   15

   OR

   Theory Question

Q3.   Write short notes on (Any three out of five)   15

Q4.   Practical Problem   16

Q5.   a)   Practical Problem   12

   b)   Practical Problem   12

      OR

      Practical Problem

Bachelor of Business Administration (B.B.A.) Semester II

Pattern of Question paper of Business Informatics

Time: 3 Hours   Total Marks: 80

Instructions:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Use of calculator is allowed.

Q.1) Answer the following (any eight out of ten)   Small Answer questions

Q.2) Attempt any four out of five Questions

Q.3) Attempt any four out of five Questions

Q.4) Attempt any four out of five Questions

Q.5) Attempt any two out of three Questions