

SAVITRIBAI PHULE PUNE UNIVERSITY
REVISED BBA PROGRAMME STRUCTURE CBCS 2019 PATTERN
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
THREE YEAR FULL TIME COURSE

BBA I YEAR CURRICULUM APPLICABLE W.E.F. AY 2019-20

BBA II YEAR CURRICULUM APPLICABLE W.E.F. AY 2020-21

BBA III YEAR CURRICULUM APPLICABLE W.E.F. AY 2021-22

BBA PROGRAMME CONTENT

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SAVITRIBAI PHULE PUNE UNIVERSITY
FACULTY OF COMMERCE AND MANAGEMENT

**Structure for Three Years Bachelor of Business Administration- BBA Degree Programme
(Choice Based Credit System - CBCS) with effect from June 2019.**

1. Preamble:

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching-learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).

2. Programme Objectives:

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession .It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the objectives:

1. To develop precise understanding about business environment and organizations.
2. To develop leadership aptitude among the students in order to work independently and in organized groups.
3. To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various financial institutions and agencies.

3. Introduction to the Programme:

The degree shall be titled as **Bachelor of Business Administration (B.B.A.)** under the Faculty of Commerce and Management. The implementation of Choice Based Credit System for First Year B.B.A. is w.e.f. the academic year 2019-2020, Second Year B.B.A. w.e.f. 2020-2021 and Third Year B.B.A. w.e.f. 2021-2022.

4. Eligibility:

- A candidate from any stream, should have passed 12th Std. Examination (H.S.C.10+2) with minimum 40% of marks and English as a passing subject.

OR

- Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10th Standard.

OR

- Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12th Standard.

OR

- Completed MCVC program

5. Duration of the Programme:

The Bachelor of Business Administration (BBA) is a full time three (3) years programme and it is divided in six (6) Semesters.

6. Highlights of the New Curriculum:

The New Curriculum intends to add immense value to all stakeholders. These requirements will be addressed effectively in numerous ways by:

- Enhancing the brand value of the Commerce and Management Programme of Savitribai Phule Pune University.
- Providing much needed flexibility to individual Institutes to carve a niche for themselves. A thorough revamp of course through essential computer skills which are necessary for developing proficiency in the selected special subject.
- Emphasizing student-centric teaching and learning process.
- Focusing on 'Concurrent Evaluation' i.e. continuous evaluation throughout the programme.

- Stressing on ‘Experiential Learning’ aspect through Concurrent Evaluation pattern with focus on group activity, field work, self-study, projects, Industry Exposure Programmes, etc.
- Incorporating specializations in the syllabus from Second Year in order to provide in-depth knowledge of the electives chosen by the students.
- Providing opportunity to students to choose courses from other electives to explore cross functionality.
- Emphasizing on Research, Inter-personal skills, Analytical skills, Entrepreneurial skills, and Global aspects of Managerial careers throughout the curriculum.

7. Choice Based Credit System (CBCS):

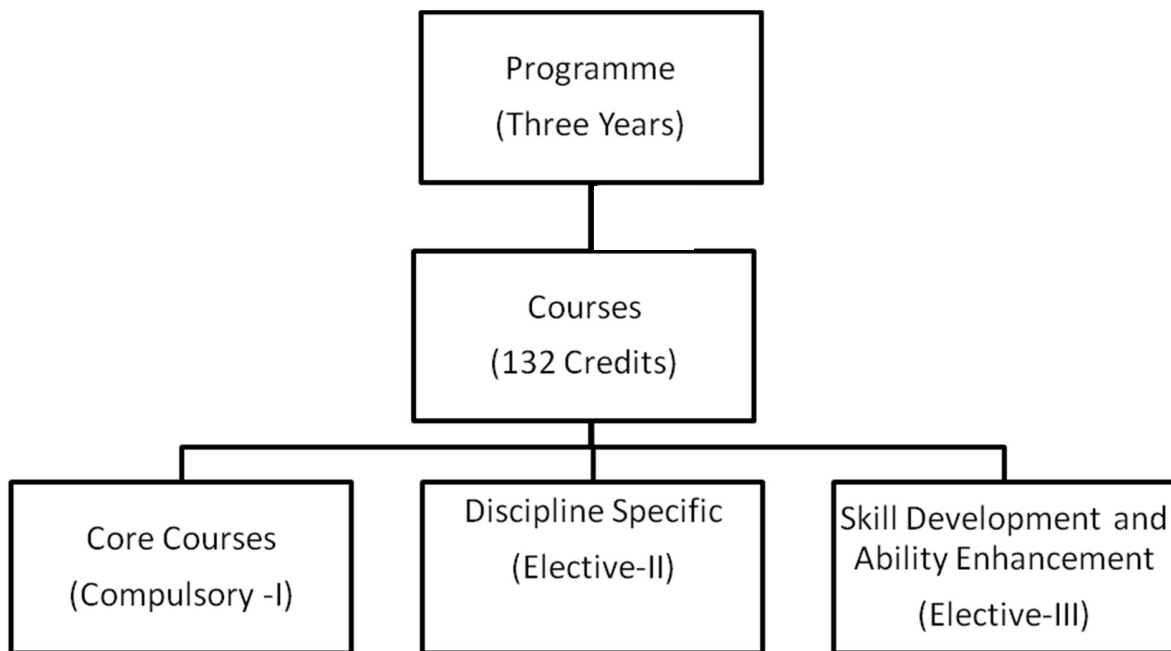
The CBCS provides an opportunity for the students to choose courses from prescribed curriculum comprising of core, elective/minor or skill based courses. The courses can be evaluated by a Grading System, which is considered to be better than the conventional marking system. Thus a uniform Grading System has become a necessity in the entire Higher Education field in India. This will benefit the students to move across institutions within India and across countries. This uniform grading system will also enable the potential employers to assess the performance of the candidates. The UGC has formulated some guidelines in order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on students performance in examinations which are mentioned below:

7.1 Course: A “Course” is a component of programme, i.e. in the new system, papers will be referred to as courses. Each course is identified by a unique course code. While designing curriculum, courses can have defined weightages. These weightages are called as credits. Each course, in addition to having a syllabus, has learning objectives and outcomes. A course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ project work/vocational training /viva-voce etc. or a combination of some /any of these.

7.2 Credit: The definition of “Credits” can be based on various parameters. These may be the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course. The credit system requires that a student progresses in the academic programmes not in terms of time (years or semesters), but in terms of courses.

7.3 Outline of the CBCS: Bachelor of Business Administration- BBA Degree Programme 2019 pattern.

Outline of the Choice Based Credit System (2019 Pattern)



7.3 I. Core Course: Core courses are the foundation courses of management education. They are compulsory for all the students. Core courses are of two types: Generic Core and Subject Core.

1. Generic Core (GC): This is the course which is mandatory and has to be studied by the student as a core part to fulfill the requirements of a degree in the said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses. Generic Core courses in Semester I and II provide foundations of Management and Administration. Generic Core courses in Semester III and IV focus on Functional Areas whereas, Generic Core courses in the Semester V and VI are integrative and provide insights about different fields of business.

2. Subject Core (SC): These are also known as Soft Core Courses. These may be subject-specific/specialized/advanced/supportive to the discipline subject of study, which provides an extended scope and enable exposure to some other disciplines that help in nurturing the candidate's proficiency, domain knowledge, skills, etc. Practical /Tutorial work is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation,which will help the students to understand core subject in better manner.

7.4 II. Elective Courses :

1. Discipline Specific Elective (DSE) Course: Elective course is a course which can be chosen from a pool of courses. Elective Courses which may be offered by the main discipline/subject of study is referred as **Discipline Specific Elective**. DSE Courses develop generic proficiencies amongst the students.

The Institute has the flexibility to offer courses based on Targeted Industry Linkages – sectoral requirements and networking at the college level. A student can select any one specialization from the five areas which are mentioned below.The student will study eight (8) courses in second and third year. DSE courses helps to develop discipline/domain knowledge and nurture candidate's proficiency/skill.

Bachelor of Business Administration Degree offers the following Electives :

- A) Marketing Management (MM)
- B) Financial Management (FM)
- C) Human Resources Management (HRM)
- D) Services Management (SM)
- E) Agri Business Management (ABM)

Dissertation/Project for DSE courses: An elective course designed to acquire special/advanced knowledge, as a supplement study/support study to a project work, with an advisory support of a teacher/faculty member is called dissertation/project.

7.5 III.A. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instructions. Open Course contents are mentioned in Annexure II.

Duration of each course will be of 30 hours for 2Credits. Institutes can select various courses as per the interest of their students and the availability of various facilities.

A. List of Skill Enhancement Courses:

- A] Basic Managerial Skills
- B] Communication Skills for Managers
- C] Tally and Computer Based Accounting
- D] Certificate Course in Analysis and Presentation of Data
- E] Introductory Course in Disaster Management
- F] Personality and Soft Skills Development
- G] International Etiquettes and Mannerism
- H] Foreign Language
- H1] Advance Foreign Language
- I] Yoga and Meditation
- J] Ground and Sports Management
- K] Value Education and Gender Equality
- L] UGC / SPPU Approved online courses
- O] College Course Under Specific Scheme

III.B. Ability Enhancement Compulsory Courses (AECC) i.e. Environmental Science.

Duration: 30 hours and Credits: 2

Types of courses :

M. Basic Course in Environmental Awareness OR N. Advanced Course in Environmental Awareness

8. Note: Additional Credits.

The students are also eligible to earn additional Credits for NCC, NSS, Sports, P.T etc. apart from the Courses mentioned in the programme which will be considered separately as per the guidelines and notifications displayed by the respective authorities of the SPPU. The credits will be offered to the students as per Credit calculations of the respective units.

9. Guidelines for successful implementation of CBCS:

9.1. Credit Point may be considered under two parts –

a) One part consisting of the hours actually spent in the class room / practical / field work instructions and the other part consisting of notional hours spent by the Learner for self-study in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Every course offered shall have three components associated with the teaching-learning process viz.

- a) Lecture –L : Classroom sessions delivered by faculty in an interactive mode.
- b) Tutorial and Practical (T &P) - : Sessions consisting of participatory discussions/ self-study/ desk work/ brief seminar-presentations by students and such other novel methods that help the students absorb and assimilate the contents delivered in the Lecture sessions in an effective manner.
- c) Practical sessions /Project Work consisting of Hands-on experience / Field Studies / Case-studies that equip students to acquire the much required skill component.

9.2. The success of the CBCS requires certain commitments from both; the students and the teachers.

9.2.1. The student should be regular and punctual to his/her classes, sincere in carrying out the assignments/classroom activities etc. and should maintain consistency in his/her tempo of learning. He/She should make maximum use of the library, internet and other available facilities.

9.2.2. The teachers are expected to be alert and punctual. They should strictly adhere to the schedules of teaching, conducting tests, seminars, evaluation and notification of results. All teachers should notify the tentative schedule of teaching and tests of the entire semester, including the dates of tests, dates of score notification and all other schedules, which can be planned in advance.

9.2.3. The teachers are expected to adhere to an unbiased and objective evaluation and marking of concurrent evaluation scores (internal examinations). This practice will not only boost the confidence of the students, but it will also ensure that merit is given due credit. Transparency, objectivity and quality are the key factors required for a good CBCS to sustain.

The course content is to be looked upon as the bare minimum requirement to be fulfilled. Emphasis shall be laid on the contemporary aspects and going beyond the content. The teaching / learning as well as evaluation are to be interpreted in a broader perspective.

10. Teaching instructions:

10.1 Medium of instructions - Medium of instruction shall be English only.

10.2 Teaching Workload:As per prescribed guidelines under the Commerce and Management faculty.

10.3 Method of Evaluation:

1) Internal Assessment (2) Projects Examination (3)University Examination (SPPU)

10.3.1. Instructions for teachers for Internal Assessment:

The purpose of internal evaluation is to assess the depth of knowledge, understanding and awareness about a particular subject. In order to have a rational and objective assessment of the learners, a teacher is expected to use different evaluation methods.

Continuous Assessment (CA): The concerned subject teacher is responsible for conduction and evaluation aspects with respect to Continuous Assessment. As soon as the course begins, the course teacher is expected to announce the mechanisms under which CA would take place. Journals/Lectures/Library-notes/Seminar-presentations/Assignments/Extension Work/An Open-Book Test (book to be decided by the concerned teacher)/Internal examinations/Classroom instructions through audio visual aids/Case-studies/Role-plays/Industrial Visits/Seminars/Presentations/Guest Lectures/Shared teaching/Flip classes/Simulation/Experiential Learning/Social Outreach/Internships/Certificate Courses /Online Certifications/Group Discussion/Business Fest/Webinars etc. may be used as the tools/mechanism for CA.

A subject teacher has the autonomy to devise a mechanism for evaluating the students as per the guidelines.

The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques.

Tutorials / Practicals for Core Credit : Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on

experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students to acquire the much required skills can be assigned.

It is obligatory for a teacher to announce the performance of the students. It is also mandatory to declare the CA score gained by all the students on the noticeboard duly signed by the concerned teacher of the course and the HOD/Principal/Director well before the commencement of the SPPU examination.

10.3.2 Business Exposure and Project (Semester III&IV)- There will be viva voce examination of 50 marks and a written Examination carrying 50 marks for the students. The students are expected to visit the industry and collect the relevant and required data pertaining to the subject and prepare a report likewise. These Industry Visits and interviews shall be arranged under the supervision of the subject teacher.

A student shall complete a computer course relevant to specialization subject, the fees / Expenses towards computer course will be borne by the students. **The evaluation will be conducted at SPPU level through Viva Voce.**

Projects: For course on Project work in Semester V & VI, there will be Written Report of 50 marks. Appropriate allocation of project work (Internship / Hands on experience) should be arranged by the students under the guidance of the teacher and all the expenses will be borne by the students. Course wise guidelines are mentioned in the course content. **The evaluation will be conducted at SPPU level through Viva Voce.**

Online Course Credit- If a student completes relevant online course approved by SPPU /UGC or other competent authority, within the particular academic period, then he/she is entitled to earn 2 Credits for the same, provided the duration of the course should be more than 4 weeks or it should be of 30 hours. These 2 (two) Credits can be given only after he/she submits the Passing Certificate of the said course undertaken.

10.3.3 External Examination: - SPPU will schedule the written Examination for the course at the end of each Semester.

Guidelines for Setting External Examination Question Papers:

- 1) English will be the only Medium of Answer for students to appear the examinations of SPPU.
- 2) The question papers shall be set by the respective members of the Paper-Setting Committee duly appointed by the University in a manner where due weightage is given to the course syllabus-wise.
- 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, short answers and MCQ type questions.
- 5) The University papers will mostly be divided in three parts. 25% weightage will be given to Objective type questions, 30% weightage will be given to short answers and remaining 45% weightage will be given to long answers type questions. For better understanding of the Course-wise Paper Pattern please refer to the Annexure-II.

11. Equivalence, Transitory Provision, Transcript and Standard of Passing:

The University will conduct examinations for the students of the old course for next three academic years from the date of implementation of the new course. The candidates of old course will be given three chances to clear their subjects as per the old course pattern, and there-after they will have to appear for the subjects under new course pattern as per the equivalence given to the old course.

(For Details Refer: Separate notifications issued by the Board of Examinations.)

Standard of Passing – The programme will be a full-time course and the duration of the programme will be of three years divided into six semesters. A candidate is required to obtain 40% marks in Internal Assessment, Projects and semester-end SPPU examination. There will be separate passing for evaluation of Internal, practical, projects and external SPPU examination.

(University terms (Backlog) and Standard of Passing- For details Refer, Separate notifications issued by the Board of Examinations).

12. Details on Course structure –The courses are divided in three parts:

- 1. List of Core Courses**
- 2. List of Specialization Courses**
- 3. List of Skill Courses.**

1. Core Courses – It is mandatory for the students to complete the courses mentioned in the list.

2. Specialisation Courses – Five electives / options are offered to the students. They will have to select any one course in Semester III as an Elective Subject. The chosen elective will be continued till the end of the course. In all, 8 courses/subjects will be studied by the student by the end of his/her BBA programme. The list of Specialisation courses is separately mentioned.

3. Skill Courses –The list of 16 Skill Enhancement Courses is provided. The college can select courses as mentioned in the structure to suit the requirements of the students. Each course will carry 2 credits having duration of 30 hours. The courses mentioned in the list will be updated as per the requirements of the business environment. The Board Of Studies will make the necessary changes in the list. These courses can also be replaced by approved online courses. It is mandatory for every Institute to conduct the Compulsory Ability Enhancement Course in Semester III. The Institute can select basic or advanced courses.

12. List of Courses offered

BBA -Bachelor of Business Administration Updated Programme Structure CBCS - Pattern 2019

FYBBA Semester I

Group I	Course Details Generic Core (GC) and Subject Core (SC) (Compulsory)			Internal Evaluation		External Evaluation
	Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical
	First Year Semester I					
101	Principles of Management	3	GC	30	-	70
102	Business Communication Skills	4	SC	30	20	50
103	Business Accounting	3	GC	30	-	70

104	Business Economics – Micro	3	GC	30	-	70
105	Business Mathematics	3	GC	30	-	70
106	Business Demography	4	SC	30	20	50
	Total Credits for the Semester I	20				
	GC (12)+SC(8)=20					
	First Year Semester II					
201	Business Organization and System	4	SC	30	20	50
202	Principles of Marketing	3	GC	30	-	70
203	Principles of Finance	3	GC	30	-	70
204	Basics of Cost Accounting	3	GC	30	-	70
205	Business Statistics	3	GC	30	-	70
206	Fundamentals of Computers	4	SC	30	20	50
	Credits for the semester II	20				
	GC (12)+SC(8) =20					
	Second Year Semester III					
301	Principles of Human Resource Management	3	GC	30	-	70
302	Supply Chain Management	3	GC	30	-	70
303	Global Competencies & Personality Development	3	GC	30	-	70
304	Fundamentals of Rural Development	3	GC	30	-	70
	Credits For Semester III- CC 12	12				

Second Year Semester IV						
401	Entrepreneurship and Small Business Management	3	GC	30	-	70
402	Productions and Operations Management	3	GC	30	-	70
403	Decision Making and Risk Management	3	GC	30	-	70
404	International Business Management	3	GC	30	-	70
	Total credits CC12	12				
Third Year Semester V						
501	Research Methodology	3	GC	30	-	70
502	Database Administration and Data Mining	3	GC	30	-	70
503	Business Ethics	3	GC	30	-	70
504	Management of Corporate Social Responsibility	3	GC	30	-	70
	Total credits CC – 12	12				
Third Year Semester VI						
601	Essentials of E - Commerce	3	GC	30	-	70
602	Management Information System	3	GC	30	-	70
603	Business Project Management	3	GC	30	-	70
604	Management Of Innovations & Sustainability	3	GC	30	-	70
	Total credits CC – 12					
	Total Credits From GC and SC					

	(Sem) I 20 + (Sem) II 20 (Sem) III12 +(Sem) IV12 (Sem) V12 and (Sem) IV12 =88					
Group II	<u>List of Discipline Specific Elective (DSE)Courses</u>					
	(Select any One group of Electives from the Five)					
(A) OR	Marketing Management (MM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
A305	Consumer Behaviour & Sales Management	4	III	30	20	50
A306	Retail Management + Business Exposure	4	III		50	50
A405	Advertising & Promotion Management	4	IV	30	20	50
A406	Digital Marketing + (prescribed computer course or online course)	4	IV		50	50
A505	Marketing Environment Analysis and Strategies	4	V	30	20	50
A506	Legal Aspects in Marketing Management + Project & Viva (50 marks)	6	V		50	50
A605	International Brand Management	4	VI	30	20	50
A606	Cases in Marketing + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				

(B) OR	(B) Financial Management (FM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
B305	Management Accounting	4	III	30	20	50
B306	Banking & Finance +Business Exposure	4	III		50	50
B405	Business Taxation	4	IV	30	20	50
B406	Financial Services +Computer course (prescribed course or online course)	4	IV		50	50
B505	Analysis of Financial Statements	4	V	30	20	50
B506	Legal Aspects of Finance & Security Laws + Project & Viva (50 marks)	6	V		50	50
B605	Financial Management	4	VI	30	20	50
B606	Cases in Finance + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				
(C) OR	(C) Human Resources Management (HRM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
C305	Organisational Behaviour	4	III	30	20	50

C306	Legal Aspects in Human Resource +Business Exposure	4	III		50	50
C405	Human Resource Management Functions & Practices	4	IV	30	20	50
C406	Employee Recruitment & Record Management + Computer course (prescribed course or Online course)	4	IV		50	50
C505	Cross Cultural HR & Industrial Relations	4	V	30	20	50
C506	Cases in Human Resource Management +Project & Viva (50 marks)	6	V		50	50
C605	Global Human Resource Management	4	VI	30	20	50
C606	Recent Trends & HR Accounting + Project 50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				
(D) OR	(D)Services Management (SM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
D305	Fundamentals of Services Management.	4	III	30	20	50

D306	Principles & Functions of Services Management+Business Exposure Project	4	III		50	50
D405	Banking & Insurance Management	4	IV	30	20	50
D406	Social Services and NGO Management + Computer Course (prescribed course or Online course)	4	IV		50	50
D505	Health Care Management	5	V	30	20	50
D506	Permissions & Legal Aspects In Services + Project & Viva (50 marks)	5	V		50	50
D605	Global Tourism & Hospitality Management	5	VI	30	20	50
D606	Recent Trends in Services and Project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI		50	50
	Total Credits	36				
(E)	(E)Agri Business Management (ABM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
E305	Agriculture and Indian Economy	4	III	30	20	50

E306	Rural Development - Principles and Practice +Business Exposure	4	III	-	50	50
E405	Rural Marketing	4	IV	30	20	50
E406	Banking Operations and Finance + Computer Course (prescribed course or Online Course)	4	IV	-	50	50
E505	Warehouse Management	5	V	30	20	50
E506	Permissions & Legal Aspects In Agriculture + Project & Viva (50 marks)	5	V	-	50	50
E605	Agricultural Exports	5	VI	30	20	50
E606	Tourism Development in Rural India + project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI	-	50	50
	Total Credits	36				
Group III	Skill Enhancement Course (30 hours)- and for 2 credits Ability Enhancement Compulsory Courses (AECC)					
	Courses	Credits	Semester	Concurrent Evaluation + Tutorial /Practical	SPPU Evaluation	
107	Skill Enhancement Course	2	I	50	Grade	
207	Skill Enhancement Course	2	II	50	Grade	
307	Compulsory Course in Environment (AECC),	2	III	50	Grade	

	(Select any one course from the List)				
407	Skill Enhancement Course	2	IV	50	Grade
	Total Credits	8			
(III)	List of Skill Enhancement Course (30 hours)- for 2 credits & Ability Enhancement Compulsory Courses (AECC),				
Course Code	Course Title	Credits	Core Course	Internal Evaluation	SPPU
A	Basic Managerial Skills	2	SEC	50	Grade
B	Communication Skills for Managers	2	SEC	50	Grade
C	Tally and Computer Based Accounting	2	SEC	50	Grade
D	Certificate Course in Analysis and Presentation of Data	2	SEC	50	Grade
E	Introductory Course in Disaster Management	2	SEC	50	Grade
F	Personality and Soft Skills Development	2	SEC	50	Grade
G	International Etiquette and Mannerisms	2	SEC	50	Grade
H	Foreign Language	2	SEC	50	Grade
H1	Foreign Language (Advanced)	2	SEC	50	Grade
I	Yoga and Meditation	2	SEC	50	Grade
J	Ground and Sports Management	2	SEC	50	Grade

K	Value Education and Gender Equality	2	SEC	50	Grade
L	UGC / SPPU Approved online courses (Minimum 4 weeks or 30 Hours)	2	SEC	Online Examination and Certification	-
O	College Course Under Specific Scheme.	2	SEC	50	Grade
AECC	Ability Enhancement Compulsory Courses (AECC), i.e., Environmental Science. Duration: 30 hours and Credits: 2 (Select Any One Course)				
Course Code	Course Title	Credits	Semester	Internal Evaluation	SPPU
1M	Basic Course in Environmental Awareness	2	III	50	Grade
2N	Advanced Course in Environmental Awareness	2	III	50	Grade

Note : All the stakeholders are requested to refer to the updated course content.

Course Content Annexures are attached separately – Faculty members and students should refer to the semester-wise updated course content.

14. Annexure (I) Course Content

15. Annexure(II) Contents of Skill-Based Courses

16. Acknowledement: The course focus of BBA Programme (CBCS-2019 Pattern) has always been raising the academic standards, excellence and holistic development of students. Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, Hon. Dr. Parag Kalkar, Dean, and Associate Dean Dr. Yashodhan Mithare, Faculty of Commerce and Management have given insights in designing the BBA Programme.

Dr. Sanjay Kaptan ,Head ,Savkar Chair has shared his immense knowledge and expertise for designing the structure. Also, the Industry expert panel has added insights in course titles of the BBA Programme. Dr. Tanuja Devi co-ordinated the BBA Restructuring Committee. This synergy of contributors is very crucial in fine tuning of the BBA Programme in its present form.

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019

The subject wise Revised Syllabus for F.Y. BBA Program

Principles of Management

Course Code 101 - GC

Credit -3

Depth of the course- Reasonable working knowledge

Program Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students
-

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Nature of management	1.1 Meaning & Importance ,Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization &Universality of Management	Basic aspects of management thinking & Develop ability of managerial thinking and cultivate business acumen
2	Evolution of management thoughts	2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian)anddifferent Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, VergheseKurien)...	To understand different approaches to management thoughts and philosophy & Ability to understand approaches to philosophy of management thinking

3.	Major managerial Functions	<p>3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits ,Disadvantages</p> <p>3.2 Planning: Meaning, Need Types ,methods, Advantages, merits, Disadvantages</p> <p>3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance</p> <p>3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and</p> <p>3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories</p> <p>3.6 Controlling :Meaning, Needs, Process, Techniques</p>	<p>To understand the importance of functions of management and their roles</p> <p>&</p> <p>Ability to organize various programmes and events</p>
4.	Recent trends in Management	<p>4.1 Management of change , management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits ,stress management .(Principles ,concepts merits)</p> <p>4.2 Knowledge Management: Meaning, Merits, Demerits</p> <p>4.3 Outsourcing: Meaning, Merits, Demerits</p>	<p>To know what are the themes in modern management and changes in the business</p> <p>&</p> <p>To learn about new systems and trends in modern management</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	Project	Expected Outcome
13	Study the role and functions of different managers	How an organizations manages its activities and functions	To develop managerial effectiveness through managerial thinking Knowledge of effective

13	Empirical management thoughts	Preparing charts of management thinkers and profile presentations on major management thinkers	Learning about the management philosophy over the period of time
12	Situation analysis , Business games Case study	Implementing planning process in an org ,analysis of different decision and failure of different org and decision	How to plan and organize an activity and motivate the group
12	Developing applications of management of change and crises Installing quality management system for a group Case study on majors to reduce stress	Develop a program for management of change and case study on resistance to change and preparing the checklist Developing quality manual Project on stress reduction methods	To Develop understanding regarding new systems of management

Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	I Quiz on concept importance of mgt II Presentation on role of management in society and organization III GD on importance of management as profession	25% MCQ Short notes 35% Long answers 40%	Decision making and leadership skills
Unit – II	I Presentation on contribution of management thinkers II case study on different approaches to mgt III posters on contributions of Indian management thinkers to management discipline		
Unit – III	MCQ on managerial functions II situation analysis how management fails or succeed III presentations on different types of decisions and case study on factors affecting decision making		

Unit – IV	MCQ on various new trends in management II case study on application of total quality management in an organization and compare two different intuitions. III Case study on management of change and crises IV situation analysis of determinants of stress		
Total –	30	70	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	Harold Koontz , Heinz Wehrich , A. RamachandraArysri	McGraw hill companies	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Wehrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	McGraw hill companies
4	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World	New Delhi
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
7	Management Text and Cases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
8	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Communication Skills
Course Code: 102 SC
Credit 4

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications required in business

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Concept of Communication and Introduction to Communication	Role of Communication in social and economic system Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over coming	To understand the basic purpose of communication. & Ability to understand and comprehend the meaning of different forms of communication
2	Methods and types of Communication	Methods of Communications]: Linguistics, Non- Linguistics and Para- Linguistics, Art of Listening Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine External- Inward, Outward ,Merits and Limitations of methods & types of communication	To understand how to write effective messages and different types of communication, & Ability to write meaningful and concise and effective messages
3.	Business Correspondence	Concept ,need and functions of Business .Correspondence , Types of Business letters ,Layout Drafting of business ,	To understand how to make effective Business Correspondence &

		Business Correspondence : Sales , Orders sales circulars and business promotion and resignation letter , leave , application letters ,Complaint , Credit verification, Correspondence with bank, Job application , and Reference check	Ability to write precise business letters and understanding about business correspondence
4.	Analysis of different Media of Communication	Fax communication ,voice mail ,emails ,tele conferencing , communication through social media	1.To understand how modern technology effects businesses and media based communication is working in present context. 2. Effects of new media on business is affecting on interpersonal relations and groups & Ability to use different formats of social communication and technology based communication effectively

Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication

Unit II - 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life
Unit III- 13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effectives uses of various media of communication To communicate interact effectively by using different forms of social media
Total 48				

Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project - Internal
Method of evaluation I MCQ on concept factures and definition	25%MCQ Short notes 35% Long answers 40%	Business communication skills (102) - Credit 1 - Marks 20

Presentation \- on application of communication in day to day business		Tentative areas for tutorials – (Select any 2 topics) <ol style="list-style-type: none"> 1. Collections of various formal letters and its critical study 2. Assignment on précis writing 3. Presentation on oral communication skills 4. Public speaking 5. Common mistakes in business communication
I Group Discussions on appropriate methods of communication at different situations II – Case study on written communication- Errors in message building and interpretation of message		20 marks (Internal) Guidelines for Tutorials The faculty must design the tutorials in tune with theory subject and shall conduct presentation in the class on the given topics. The evaluation of students must be on the following grounds. (20 marks) <ol style="list-style-type: none"> 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills
I Developing appropriate formats Drafting of appropriate Business letters II- cautions in uses of metaphors and idioms and phrases		
I GD on selecting right media II preparation of charts on different media of communication III – case study on usages of social media Communication etiquettes’		
Marks 30	Marks-50	

Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford	New Delhi
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and personality Development	BiswajitDas .ipswwtaSatpathy	Excel Books	New Delhi
5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson	New Delhi
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books	New Delhi

Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Sources
	By R. Chandran IIT Kanpur	Film byJ. Balkru	A film on communication barrier	By Matt Setter	1. Importance of communication skills essay 2Importance of communication and effective communication	1. UK Essay 2. Zen growth

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Accounting
Code No. 103 GC
Credit – 3

Depth of the syllabus - Reasonable working knowledge

Program objectives

To develop right understanding regarding role and importance of monetary and financial transactions in business

To cultivate right approach towards classifications of different transactions and their implications

TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accounting concept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on 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)	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions
3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect

4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts
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Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Applying accounting concepts in real life business Ability to distinguish between accounting transactions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different transactions	Ability to distinguish between different transactions and its nature
12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement

10	NIL	To Understand how various transactions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data
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Evaluation Method

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
I	MCQ on various aspects of accounting Presentations on accounting and its importance in business	25%MCQ Short notes 35% Long answers 40%	Tally and computer based accounting
II	Practical problems on how to write different accounting tractions and maintaining books of accounts		
III	Practical problems on Bank Reconciliation		
IV	Demonstrations and hands on of experience regarding application of Tally and other accounting software		
	30	70	

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari& S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (text and Cases)	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy(Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Economics – Micro
Course Code: 104 GC
Credit - 3

Depth of the syllabus - Reasonable knowledge of the Business Economics

Program Objectives -

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Concept of Business economics.	Importance of economics in life, scope, forms of economy economic activities, economic problems , circular flow of economy Meaning and definition of business economics, scope of Business Economics Importance of economics in life, forms of economy, central problems of economics, market forces in solving economic problems, 5 sector flow of income and expenditure	Role and purpose of economics in society and economic & Ability to think in prudent manner
2	Demand and supply analysis	Concept of demand supply Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply.	1.To understand how the concept of demand and supply works in particular economy 2.To study implications of different aspects of demand and supply & Ability to examine implications of changes in demand and supply on economics and ability to select right alternatives in a given situation

3.	Revenue and cost analysis	<p>Concept and types of revenue</p> <p>Importance of revenue , methods of calculation of revenue</p> <p>Interrelationship between marginal , total, and average revenue</p> <p>Concept of cost definition and importance of cost ,typology of cost analysis of cost</p>	<p>1.To understand role and function of revenue in different economic decision</p> <p>2. To examine what factors determine revenue and cost &</p> <p>Ability to comprehend the concept of cost and calculation of revenue and cost and Production.</p>
4	Pricing under various market conditions	<p>Concept of market and competition</p> <p>Meaning of market, types of markets - perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions. Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR</p>	<p>To understand concept of market and different forces affecting completion of market under different economic circumstances</p> <p>&</p> <p>Ability to understand market forces governing economic situations</p>

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
10	Situation analysis evaluation of different alternatives selection of right options	Film on role of economics in life	Understands the importance of economics in life	To understand different facets of economics and importance of prudent thinking
13	Case studies on Market Situation analysis and Market analysis	Films on fluctuations in economy and market and their impact on social life	Case studies on demand and supply analysis , Examining market trends and their impact on market supply	To understand variation in demand and supply. How it affects the different economic situations and various factors of production

13	Case studies , analysis of a particular economic decisions comparative analysis of revenue and cost decisions	Animation and graphics on cost and revenue ascertainment	Examination of various cost sheet and revenue statement	1.To understand how the revenue is calculated for different situations and factors determined revenue. 2. To know the system of determination and factors consider in cost determination
12	Preparation of graphics for different market situations Analysis of market different market forces affecting demand and supply of various products	Films on monopoly and its effect Films on perfect competitions	Case studies Empirical analysis and projection of market trends	To understand how pricing determination is affected by different market players and forces and its impact on market and society

Unit	Internal Evaluation	External Evaluation
I	I- MCQ on concept meaning II- presentation on role of economic in society III- Presentations on life without economic	25%MCQ Short notes 35% Long answers 40%
II	I - MCQ II- Practical problems on various demand and supply as they influence market III - model illustrations explaining practical illustrations practical demand and supply	
III	I practical problems on computation of revenue II illustrations on explaining different types of revenue Case study on impact on change in cost structure	
IV	I MCQ on monopoly and perfect competition II real life situations on monopolistic pricing III Illustrations on impact of variations in equilibrium of firm on pricing under different circumstance	
	30	70

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House	Noida – New Delhi
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House Pvt. Ltd.	New Delhi
4	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House	Mumbai
5	Economics Principles and Applications	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd.	New Delhi

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019
Business Mathematics
Course Code – 105 GC
Credit 3

Depth of knowledge - Reasonable working knowledge

Program objectives

To develop appropriate understanding as how to use mathematic like computation interest, profit etc

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Commission ,brokerage and premium , • Banking and taxation and Calendar , • Simple and compound interest 	<p>To understand how to apply the concept of interest and methods of calculation of interest & To develop Mathematical competence for various interest related transactions and other activities</p>
2	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Profit and loss • Percentages , • Ratio and proportion , • Averages 	Ability to examine concept of discount in different business situations
3.	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Matrix and Determinant • Permutation And Combination 	Ability to apply the various concepts in business situations

4	Numerical Methods for Business Managers	<ul style="list-style-type: none"> • Data interpretation , • Linear Programming Problem 	Ability to develop the skills for data interpretation and inferences.
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Teaching Methodology

Teaching Hours	Projects and classroom practice
13	Impact of interest of profits and how loan helps business solvency
12	To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis
12	Problems related with combination and permutation
11	Analyzing for different situations with multiple number of parameters

Evaluation methods

Internal Evaluation	External Evaluation
I Basic mathematical aspects reading Interest , II. Practical problems	20% MCQ , and 40% marks for 3 marks each problem 40% are for 4 marks each problem
Computations on various financial transactions and other transactions	
Data interpretation	
30 marks	70 marks

Suggested References

	Title	Author	Publisher
1	Arithmetic for business students	Harvey,J.H.	Cassell,London
2	Business Mathematics	Dr. AmarnathDikshit&Dr.Jinendra Kumar Jain.	
3	Business Mathematics –	PadmalochanHazarika	Sultan chand& sons, Delhi
4	Business Mathematics	Bari	New Literature publishing company, Mumbai
5	Operations Research	V.K. Kapoor	Sultan chand& sons
6	Operations Research	Dr. S. D. Sharma	Sultan Chand & Sons.
7	Operations Research	Dr. J. K. Sharma –	Sultan Chand & Sons.
8	Business mathematics	Dr.AnwarShaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi	Success Publication,Pune

Savitribai Phule Pune University
FY BBA Semester I (CBCS) Pattern 2019

Business Demography
Code: 106 SC
Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

Unit No.	Unit Title	Contents	Purpose Skills to be develop
1	Concept of demography	Meaning, importance and need of demography. Studies Study of demography. As an essential discipline of social economic change ,Scope and components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.	Growing importance of modern economics and society. To Develop Rational understanding of demography, analysis and effects on society
2	Distribution of population and population growth	Density and population distribution Concept of over and under population Method of assessment of population growth	To understand how population growth influences aspects on society To develop understanding regarding growth process and social economic changes

3.	Population as resources	Importance of human resource as development of the nation Concept of literacy and its importance in modern society Concept of sex ratio age and sex pyramid Concept of working and dependent population	To understand importance in modern and socio economic statues and to learn about role of literacy in economic development Ability to examine implications of changes in population
4	Urbanization and its implications	Concept of urbanization factors affecting urbanization. and rural population , Features and importance Urbanization. Behavioural and demographic Structure and various factors responsible for urbanization	To understand the various determinants of urbanization and migration Ability to understand how urbanization affects the resource allocation and resource planning

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
12	Analysis of censes reports Examining the tends in population curve	Films on population explosion	Mapping of various components of Demography Case study on impact on changes in demographic structure	Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes
12	Analysis of trends in variation population and its impact on budget ,economic planning and social development	A film on population explosion A film on topography	A study of demographic changes in India Difference provinces in India	Ability to examine how demographic changes - influences different aspects of policy formulation and social development

12	Designing of population pyramid Developing charts of implications of changes in sex ratio of economy on society	Project on examining population change as a determinant A film on relation on literary and development	NIL	To learn about implications of changes in population and structure of population on economy and society
12	Prepare charts and Study of urbanization taken place from last two decades With its effects on business	Case studies on urbanization and sustainability and problems of over exploitation of resources	Study of particular factor of production in district or state and their effects on various sectors	Equal and unequal Distribution of resources and factors of production and its impact on society

Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Tutorial /Project (Internal)
Unit – I	I MCQ on meaning concept and applications of demography II profile preparation on regional III Interpretation of data	25% MCQ Short notes 35% Long answers 40%	Business Demography (106) Credit 1 - Marks 20 Tentative outline for tutorials – (Select any 2 topics) 1Collecting information on changes took place in local and regional Demography 2.Issues related migration Gender equalities/ inequalities and its effect on business 3.Government regulations and its effects on business Relation of Demography and economic development The evaluation of students must be on the following grounds. (20 marks) 1. Understanding of the subject 2. Content
Unit – II	MCQ on density of population various aspects of population II Application based questions on measuring assessment of population of method III analysis of particular aspect of censuses report		
Unit – III	Presentation on HR Development in growth II Presentation on role of literacy on growth III Interpretation of statistical data		
Unit – IV	I GD on effects of urbanization on society		

	II quiz on Urbanization on society III Poster or exhibitions on urbanization of society		3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.
Total –	30	50	20 marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press	
	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning		
	The Continuing Demographic Transition	G.W. Jones ,R.M.Douglas		
	Demographics :A casebook for business and Government	Hallie .JKintner ,,Thomas W.Merrick		
	Population , Ethnicity and Nation Building	By Calvin C.Goldscheider		
	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford	

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Business Organizations and Systems
Course Code 201
Credit 4

Depth of the program – Fundamental Knowledge

Objective of the Program:

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Nature and evolution of business	Concept of business and its characteristics, Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry, Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods	To understand the purpose of business, To learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development, To study the new trends in commerce.
2	Forms of Business Organization	Forms of business organization and its selection, Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)	To understand the significance of different forms of business organizations their types, function, merits and limitations.

3.	Setting up of a business enterprise	Identification of ideas and opportunities, Influencing factors while setting up of business enterprise, Feasibility report of a business enterprise, Size and location of a business enterprise. licensing and basic legal formalities to start a new business enterprise	To know how to search business ideas, how to pre business feasibility report, how to identify ideal business location and deciding optimal size for a new business unit, identification of capital sources for new business unit and basic documentation required for business enterprise.
4.	Study of Domestic and Foreign Trade	Levels of Distribution Channels and their role Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing Foreign Trade: Concept of Export and Import; Export and Import Procedure	To learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy To give a brief introduction to stages of internationalization.

Teaching methodology

No of lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
12	Study of a business unit in given environment , Interview of a sole trader to know how he started the unit,	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Profile of a departmental store works, Observation of function of a KPO/ BPO or online trading	Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.
12	Analysis of partnership firm related documents, Film show on 'Role of sole trader in economy', Film on promotion and formation of company	Film show on 'Role of sole trader in economy' Film/ animation on admission and retirement Film/ animation / Expert lectures on LLP/ Private Company	Report writing on 'Examining the style and functions of different types of sole traders, Project on Analysis of LLP and private company related documents.	Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed,

		Film on promotion and formation of company	Project on Process of formation of a company and role of promoters in formation	partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration
11	Film shows on ideation of business enterprise, Guest lecture on how to write a business report, Analysis of market, business units and initial size of successful business unit	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Preparation of a business report and presentation of the same in a business plan competition	Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.
10	Films and presentations of various forms of retail trade and new trends in retail trade Audiovisual aids giving example of stages of internationalization with reference to different multinational and transnational companies	Presentations on Retail trade and contribution in economic growth	Project report on various types of supply chain and retailing methods	Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.

Internal Evaluation

Tutorials/Presentations CCT – 1 Credit 20 Marks	Topics for Assignments (Select any 2) I) Recent trends in modern businesses ii) Various legal formalities for starting a business
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	iii) Case Study Solution Report – Importance of location and competitors analysis iv) Project submission Presentation – Homepreneuership, BPO, KPO and One person company. The evaluation of students must be on the following grounds. (20 marks) 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.	
Internal Examination 30 Marks	Internal Evaluation – Role Plays, Case Studies, Situation analysis, MCQ’s , Long question papers etc	Suggested Add on Course Basic managerial skills
	Total	: 50 marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Business Organization and Management	Vijay Kumar Kaul	Pearson	New Delhi
	Business organization	Dr. Khushpat S. Jain	Himalaya Publishing House	Mumbai

	Modern Business Organisation and Management – Systems Approach	S.A. Sherlekar , V.s. Sherlekar	Himalaya Publishing House	Mumbai
	Business Organization	Rajendra P. Maheshwari , J.P. Mahajan	International Book House	New Delhi
	Business Organisation and management	Neeruvashitha , namitaRajput	Kitab Mahal	Allahabad
	New Course in Organization of Commerce	A.N. Rangparia ,Chopde, Negwekar and 8 more	Sheth	Mumbai
	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann	New Delhi
	Business Organisation and Management	Jagdish Prakash	Kitab Mahal	Allahabad

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA (University examination)
Subject - Business Organizations and Systems
Code no 201

	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	4	15 Marks
		Fill in the blanks	3	
		Define the terms and Match the pairs	8	
2	Solve any 2 out of 4	Long Answer Question	2*10 marks	20 Marks
3	Solve any 3 out of 5	Short Notes	3*5 marks	15 Marks
	Total			50 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Principles of Marketing
Course code 202
Credit 3

Depth of the syllabus - Reasonable knowledge of the Marketing

Objectives –

1. To develop write understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services , rural marketing and new trends in marketing

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and functions of marketing	Marketing concepts, its objectives ,importance and functions of marketing Various Approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the silent features of Indian and international Marketing Management Ability to learn how marketing functions in a given environment To understand various tasks performed by marketing managers in different environment
2	Marketing Environment and marketing segmentation	Marketing environment – meaning Internal and external factors influencing marketing environment , Political ,social economical international , technological multi-cultural environment Segmentation: concepts, importance and its types of segmentation.	To know about changing various factors which affects the marketing system. To study the profiles of change in technology, economic policy and demography of Indian market . To study the types of segmentation To develop write understanding of profile of Indian market

3.	Constituents of marketing mix	<p>Marketing Mix- Meaning scope and importance of marketing mix Product mix concept of a product , product characteristics Intrinsic and extrinsic, PLC. Price mix - meaning ,element , importance of price mix ,factors , influencing pricing , pricing methods Place mix , Promotion mix Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement People mix meaning & concepts, elements, importance. Process mix -stages, meaning& importance. Physical evidence- meaning, importance & components.</p>	<p>To have right understanding of marketing mix as they influences as marketing mix.</p> <p>To develop understanding regarding various aspects of price promotion physical distribution place, people, process & physical evidence affecting a success of a market.</p>
4.	Classifications and types of markets	<p>Conventional classification of markets. Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy ,problems and measures to improve Recent trends in Marketing- 1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing, 4.Hybrid Marketing</p>	<p>To understand different types of markets there role and functions To examine marketing activities are performed and contribute to the economy.</p> <p>To learn about types of market in developing economy and society.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I -12	Role Play Development of profiles of Indian Market analysis of a Indian market ,roles and applications in	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	Knowledge about functioning of modern Indian Markets Understanding the marketing process and

				planning in international prospects
Unit II – 12	Project on impact of technology on market , analysis of marketing economic policy as they influence Indian markets	Films on marketing environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes ,reports on new trends in market Profile of marketing policies	To improve understanding regarding marketing environment and segmentation in Indian context.
Unit III- 14	Analysis of successful product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
Unit IV - 10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of rural market role of rural economy and growth of services marketing.	Case study on marketing of services ,problems of rural markets ,developing appropriate strategies for rural market.	Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

Evaluation Method

Unit – I	MCQ – on concept of Marketing role and importance II practical applications on different approaches to marketing profile study of role and functions of marketing at different organizations.	25% MCQ 35% short notes 40% long answers
Unit – II	I MCQ on different facets of marketing environments II analyses of different constituents of marketing environment Through case study III – MCQ on Marketing segmentation	20% MCQ 40% short notes 40% long answers
Unit – III	I – MCQ on different aspect of Market mix II case study on role of product mix in marketing mix III analysis of market mix Price and place mix as criteria	20% MCQ 40% short notes 40% long answers
Unit – IV	MCQ- on classification and types of Market II analysis of profile of different rural markets and rural consumers in India III analysis of marketing of services in Indi	30% MCQ 30% Short notes 40% long answers
Total –	30	70

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler &even lane keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi

5.	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Principles of Marketing
Code no - 202

Q.No	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	5	20 Marks
		Fill in the blanks	5	
		Define the terms and Match the pairs	10	
2	Solve any 3 out of 5	Long Answer Question	3*10 marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Principles of Finance
Course code 203
Credit 3

Depth of the syllabus – Depth Reasonable working knowledge

Objectives

1. To cultivate right approach towards money , finance , and their role in business
2. To develop right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure and concept of capital structure

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Unit 1 Basic concepts in finance	Definition - Nature and scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.	To understand role and importance in business Ability to understand implication of finance on business
2	Unit 2. Sources of Finance	External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings,.	To understand role and need of source of finance How different determinants of size and type of business Sources of business finance To learn about imp features and their applications considering their requirements in business
3.	Unit 3. Capital Structure	Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	To Understand how basic financial structure is designed To know what are the constituents a financially sound business units Analytical ability to understand implications of various constituents of capital units

4	Recent Trends in business finance:-	Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund	To understand new and emerging trends in business finance Ability to understand about current issues related with new trends in business finance
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Teaching Methodology

Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
I – (14)	Presentation on how finance helps in org .business successfully Presentation on identifying different needs of finance activities	Short films on Finance and business activities	Estimation on financial needs of small and tiny business needs Assessing financial feasibility of a business venture	To develop Competence to apply various concept in finance for decision making to
II-(13)	Poster presentation on comparative analysis of sources of finance Financial institution who provides sources of finance	Films on different institutions meeting different needs of finance	Developing a suitable financial needs assessment chart developing a checklist for developing source of finance	To develop rational understanding regarding role and utility of different sources of finance
III-(11)	Comparative analysis of different determinants of capital structure Determining need for optimal rational capital structure Implications of over and under capital methods	Films on over and under capitalization on business unit Film on a sound capital structure	A report on assessing capital needs of a business need Evaluating a balance sheet Whether the firm is over or under capitalized	To understand importance of rational and sound financial structure To understand role of capital as a determinant business success
IV –(10)	Presentation emerging trends in business Micro finance and mutual funds Profile presentation on various mutual funds and venture capital financiers in India	Films on contemporary trends in mutual fund in India Films on venture capital and micro finance institutions in India	A report on contribution of mutual funds in economy Role of leasing industry in business finance	To have right understanding how modern business is changing and what are the new trends in business finance

Evaluation Method

Unit	Internal Evaluation (30Marks)	Suggested Add on Course
Unit – I	MCQ on role and importance of finance and business ,Discuss/debate on implications of finance on business success , Presentations on assessing financial need and financial needs in business	Basic course in Financial markets
Unit – II	Comparative analysis of various sources of finance -Selecting a right source of finance for different business and projects, MCQ on various sources of finance.	
Unit – III	MCQ on determinants of capital structure ,Cases study on over and under capital structure Designing on over and under capital structure ,Practical problems on estimating capital requirements of a firm	
Unit – IV	MCQ on Concepts ,applications on Capital, Leasing, Microfinance, Mutual Fund ,Presentations on utility of venture capital and leasing in business , Profile of successful micro financing institutions	

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai
5	Fundamentals of Financial management	James C. Van Horne , John M. Wachowicz , JR	Prentice Hall of India Pvt. Lit.	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann’s	New Delhi
7	Financial management – recent Trends In Practical Application	Chandra Hariharanlyer	International Book House Pvt. Ltd.	Mumbai

Savitribai Phule Pune University
Question Paper Pattern 2019 for FY BBA
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Principles of Finance
Code no -203

Q.1. (A) Write true or false	5M
Q.1. (B) Fill in the blanks	5M
Q.2 Write short notes (Any 3)	15M
Solve Any 3	
Q.3 Long question	15M
Q.4 Long question	15M
Q.5 Long question	15M
Q.6 Long question	15M
Q.7 Long question	15M

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Basics of Cost Accounting
Course code 204
Credit 3

Depth of the syllabus – Reasonable working knowledge

Objectives

1. To develop rational understanding regarding concept of cost expenditure in business
2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a particular product

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost –	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making Ability to understand importance of costing and role of costing
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.
3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads 3.4 Under and over absorption – Definition and Reasons	To understand concept of overhead as it contributes to total cost of a product or service Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation

4.	Contact and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract , Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,	<p>To understand role of contract costing in ascertaining cost of a particular project or activity</p> <p>To know how cost is ascertained for different types of processes</p> <p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>
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Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I -12	Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept
Unit II - 12	NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism
Unit III- 14	Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on ‘Role of different overheads in total cost structure’	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure

Unit IV - 10	To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	Project on development contact cost system for a particular project. Analysis of various elements of cost associated with multi process products in manufacturing units.	Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.
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Teaching Methodology

Unit	Internal Evaluation (30 Marks)
Unit – I	I Filling the banks and match the pairs related with different concepts of cost ,II presentations on cost accounting in different org III cases study on role of cost accounting in profit determinations
Unit – II	I. Application based questions on –different components elements of cost ,preparing charts on different types of cost sheet
Unit – III	I. Application based questions on classification of overheads , II MCQ on concept of overheads ,III practical questions on reapportionment on classification of overheads ,Preparation of chars on classification of overheads
Unit – IV	MCQ on contact and process cost , II interpretations based questions on different types of cost III Practical based questions on contact based costing

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
	Costing Adviser	P.v.Rathnam , P. Lalitha	Kitab Mahal	Allahabad
	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson	New Delhi
	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Basics of cost accounting
Code No.204

Compulsory /Choice	Name of the Question	Marks	Total Marks
Compulsory Question	Objective Type Question- Multiple Choice Questions	5	15 Marks
	Fill in the blanks	5	
	Define the terms and Match the pairs	5	
Solve any 4 out of 5	Short Notes /short questions	4*5 marks	20 Marks
Q4. Solve	Problems on Cost sheet	1*15 marks	15 Marks
	Problems on Contact costing and process costing	3*10	20 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Business Statistics
Course code 205
Credit 3

Course Depth: Reasonable working knowledge

Objectives:

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

Unit No.	Unit Title	Contents	No of Hours
1	Frequency Distribution	1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification. 1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	8
2	Measure of Central Tendency	2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem. 2.3 Determination of Mode and Median graphically. 2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems.	8

3	Measure of Dispersion	3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion. 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4. Combined Standard Deviation 3.5 Numerical Problems	10
4	Correlation & Regression	4.1. Concept and meaning of Correlation, Types of correlation. 4.2. Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) 4.3 Numerical Problems on Correlation 4.4 Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y. 4.5 Regression coefficients, properties of regression coefficients, 4.6 Numerical problems on Regression	12
5	Index Numbers	5.1 Concept and meaning of Index Number, Notations 5.2 Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number 5.3 Uses of Index Number 5.4. Numerical Problems.	10

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi
5	Statistics Theory and Practice	R.S. N. PillaiBagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi

8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House	Mumbai
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Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Business Statistics
Code No.205

MAXMARKS:-70

Instructions:

- I. All question are compulsory
- II. Figures to the right indicate full marks.
- III. Notations & abbreviations have their usual meaning
- IV. Simple calculator is allowed

- Q1.A) Fill in the blanks [2 X 5=10]
- B) State whether the following statements are True OR False: [2 X 3=6]
- Q2. Attempt any four of the following (Four out of Six) [4 X4=16]
- Q3. . Attempt any four of the following (Four out of Six) [4 X4=16]
- Q4. . Attempt any four of the following (Four out of Six) [4 X4=16]
- Q5 Attempt any one of the following (One out of Two) [1 X 6=6]

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Fundamentals of Computers
Course code 206
Credit 4

Depth of the course - Reasonable working knowledge

Objectives:

1. To develop concept of information and their role in modern businesses
2. To develop rational approach as to how computers can be used in data process analysis in business
3. To develop understanding regarding cautions to be taken security, safety and security while using net based service

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Computers	Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive I/O Device- Monitor and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters Number Systems-Introduction to Binary, Octal, Hexadecimal system Types of computers	To understand role and importance of computers in business processes To develop understanding regarding role of computers in business operations.

2	Basics of Computer Networks & Internet	<p>Definition-Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>
3.	Introduction to Spreadsheet Software and Presentation Software	<p>MS-Excel Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting</p>	<p>To learn the process for usage of different computer application in business processes. To develop skills and ability to handle different applications in business process.</p>
4	Introduction to Internet & cyber security	<p>WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security overview – Background and current scenario Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature</p>	<p>To understand cautions and stapes to be taken and net based services. Ability to handle various software and programmes with due cautions and care.</p>

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Demonstrations and hands-on experience Practical exposure regarding usages of computers	Films on role of computers in business decision making	Role of computers in simplifications of business activities Projects on importance of computers in business data analysis.	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
12	Demonstration and on experience exposure regarding set up of networks like client server architecture, LAN etc.	Films on role of networking in business communication, environment and process	Role of networking system in simplifications of business activities. Projects on importance of Computer network in business Processes.	Proficiency in set up of Different structure computer network in business environment.
11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

Evaluation	<u>Internal 30 Marks</u> <u>External - 50 Marks</u>
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Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Computer Security	Matt Bishop ,	Pearson	New Delhi
2	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House	Mumbai
3	Fundamentals of Computers	V. Rajaraman	PHI Learning	New Delhi
4	Computer fundamentals	Pradeep K. Sinha	BPB Publications	New Delhi

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Course Title: Fundamentals of Computers
Course Code 206
Credit 1

Supplementary Guidelines for conducting BBA CBCS

Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and Presentations on the given topics.

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory
4. Overall confidence & Presentation skills

Note:

Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.

1. Prepare a Power point presentation on “Mobile Shoppe”.
2. Prepare a Power point presentation on “New Product Launch”.
3. Prepare a Power point presentation on “Monsoon Sale Dhamaka”.
4. Using any spreadsheet package creates worksheet to calculate the balance of customer from bank after depositing and withdrawing some amount.

(take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

- Maximum Balance - Minimum Balance
- Average Balance - Total No. of Accounts

5. Using any popular spreadsheet package, prepare a worksheet to calculate the monthly total salary of an Employee if basic salary is given (take 10 suitable records).

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA HRA=15%of Basic Salary
 DA=10% of Basic Salary PF=8.33% of Basic Salary
 IT=30% of Basic Salary Net Salary=Basic+DA+HRA-(IT+PF)

6. Apply for New Passport using e-Seva.
7. Use of Internet for Railway Ticket Booking.
8. Online application for Driving License.