Progressive Education Society's
Modern College of Arts, Science and Commerce,
Shivajinagar, Pune-05

(An Autonomous College Affiliated to Savitribai Phule Pune University)

Framework of Syllabus

For

B.B.A. (C.A.)

(2019-20 Course)

(With effect from 2019-20)

BBA (CA) Semester 1

Course Type	Course Code	Course / Paper Title	Hours/ Week	Credit	CIA	End Sem Exam	Total
CCT-1	19BaBbcU101	Programming Principles & Algorithms (PPA) and Computer fundamentals	4	3	40	60	100
CCT-2	19BaBbcU102	Procedure Oriented Programming using C Language	4	3	40	60	100
CCT-3	19BaBbcU103	Financial Accounting	4	3	40	60	100
CCT-4	19BaBbcU104	Basics of Web designing (HTML)	4	3	40	60	100
CCT-5	19BaBbcU105	Principles of Management	4	3	40	60	100
CCT-6	19BaBbcU106	Practical: Computer Fundamentals + MS office+ HTML	2	2	40	60	100
CCT-7	19BaBbcU107	Practical: PPA + C language.	2	2	40	60	100
CCT-8	19BaBbcU108	Certificate Course: **MOOC**:Tally	online	3	-	-	100
		Total	24	**22**			

BBA (CA) Semester 2

Course Type	Course Code	Course / Paper Title	Hours/ Week	Credit	CIA	End Sem Exam	Total
CCT-1	19BaBbcU201	Data structure using C Language	4	3	40	60	100
CCT-2	19BaBbcU202	Data Base Management System	4	3	40	60	100
CCT-3	19BaBbcU203	Business Statistics	4	3	40	60	100
CCT-4	19BaBbcU204	Organizational behavior	4	3	40	60	100
CCT-5	19BaBbcU205	E-commerce concepts	4	3	40	60	100
CCT-6	19BaBbcU206	Practical: Data structure using C Language	2	2	40	60	100
CCT-7	19BaBbcU207	Practical: Data Base Management System	2	2	40	60	100
CCT-8	19BaBbcU208	Certificate Course: **MOOC**: Digital Marketing	online	3	-	-	100
		Total	**24**	**22**			

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
-

Course Objectives:
-

Course Outcomes:
-

Course Contents

	Programming Principles & Algorithms (PPA)	
Chapter 1	**Introduction toProgramming and problem solving**	**Lectures**
	Concept : Problem Solving Problem solving techniques (Trial & Error, Brain Storming, Divide & Conquer) Steps in problem solving (Define Problem, Analyze Problem, Explore Solution) Algorithms and Flowcharts (Definitions, Symbols) Characteristics of an algorithm Conditionals in Pseudo-code Loops in Pseudo code Time complexity: Big-Oh notation, Efficiency.	7
Chapter 2	**Simple Arithmetic Problems**	**Lectures**
	(Write algorithms and draw flowcharts) Addition / Multiplication of integers. Determining if a number is +ve / -ve / even / odd. Maximum of 2 numbers, 3 numbers. Sum of first n numbers, Given n numbers. Integer division, Digit reversing, Table generation for 'n'. Factorial, Sine series, Cosine series, nCr, Pascal Triangle. Prime number, Factors of a number. Other problems such as Perfect number, GCD of 2 numbers etc. Swapping.	6
	Computer Fundamentals	
Chapter 3	**Introduction to Computer**	**Lectures**
	Computer Characteristics, Concept of Hardware, Software , Evolution of Computer and Generations, Types of computer- Analog & Digital computers, Hybrid computers, General purpose & Special Purpose Computer, Limitations of Computer Applications of Computer in Various fields.	4

Chapter 4	**Input /Output Devices**	**Lectures**
	Functional Block diagram of computer. CPU, ALU, Memory Unit, Bus structure of Digital Computer - Address, Data and Control bus.	
Chapter 4	**Input /Output Devices**	**Lectures**
	Input device – Keyboard, Mouse, Scanner, MICR, and OMR. Output devices – VDU, Printers - Dot Matrix, Daisy- Wheel, Inkjet, Laser, Line printers and Plotters.	4
Chapter 5	**Computer Memory**	**Lectures**
	Memory Concept, Types, Memory cell, Memory organization, Semiconductor memory- RAM, ROM, PROM, EPROM, Secondary Storage devices - Magnetic tape, Magnetic Disk (Floppy disk & Hard disk.), Compact Disk.	4
Chapter 6	**Number Systems**	**Lectures**
	Introduction to Binary, Octal,Hexadecimal system, Conversion, Simple Addition, Subtraction, Multiplication, Division. 1's Complement, 2's Complement.	8
Chapter 7	**Computer Language and Software**	**Lectures**
	Algorithm, flowcharts, Machine language, Assembly language, High Level language, Assembler, Compiler, Interpreter. Characteristics of good Language. Software - System and Application software.	5
Chapter 8	**Operating System & Services in O.S.**	**Lectures**
	Operating system, Evolution of operating system. Function of operating system. Types of operating systems. Dos - History Files and Directories Internal and External Commands Introduction to Batch File Types of O.S. Introduction and features of LINUX OS.	5
Chapter 9	**Networking**	**Lectures**
	Concept, Basic elements of a Communication System, LAN, MAN, WAN, Internet.	4
	Guidance / Discussions on specific experiential learning through field work	1
	Total:	48

Recommended Books:

PPA:

1. Introduction to algorithms – Cormen, Leiserson, Rivest, Stein

2. How to solve it by Computer – R. G. Dromy

3. Fundamentals of Data Structures – Horowitz and Sahani

Computer Fundamentals:

1. Computer Fundamentals by P.K. Sinha&PritiSinha, 3rd edition, BPB pub.

2. Computers Today by S. Basandra, Galgotia Pub.

3. Computer Fundamentals by V Rajaraman.

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU102
Course Name: Procedure Oriented Programming using C Language

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
-

Course Outcomes:
-

Course Contents

Chapter 1	Introduction to C language	Lectures

	History
	Basic structure of C Programming
	Language fundamentals
	    Character set, Tokens
	    Keywords and Identifiers
	    Variables and Data types
	    Storage classes
	Operators
	Types of operators
	Precedence and Associativity
	Expression
		4

Chapter 2	Managing I/O operations	Lectures

	Console based I/O and related built-in I/O functions
	    printf(), scanf()
	    getch(), getchar(), putc(), putchar().
	    Formatted input and formatted output
		2

Chapter 3	Decision Making and Looping	Lectures

	Introduction
	Decision making structure
	    If statement
	    If-else statement
	    Nested if-else statement
	    Conditional operator
	    Switch statement
	Loop control structures
	    while loop
	    Do-while loop
	    For loop
	    Nested loops
	Jump statements
	    break
		6

		continue goto exit	
Chapter 4	**Functions and pointers**		**Lectures**

	Introduction
	    Purpose of function
	    Function definition
	    Function declaration
	    Function call
	Types of functions
	Call by value and call by reference
	Recursion
	Introduction to pointer
	    Definition
	    Declaration
	    Initialization
	Indirection operator and address of operator
	Pointer arithmetic
	Dynamic memory allocation
	Functions and pointers
			12

Chapter 5	**Arrays and Strings**		**Lectures**

	Introduction to one-dimensional Array
	    Definition
	    Declaration
	    Initialization
	Accessing and displaying array elements
	Arrays and functions
	 Introduction to two-dimensional Array
	    Definition
	    Declaration
	    Initialization
	Accessing and displaying array elements
	Introductions to Strings
	    Definition
	    Declaration
	    Initialization
	Standard library functions
	Implementations without standard library functions.
			8

Chapter 6	**Structures and union**		**Lectures**

	Introduction to structure
	    Definition
	    Declaration
	    Accessing members
	structure operations
	nested structure
	Introduction to union
	    Definition
	    Declaration
	Differentiate between structure and union
			5

Chapter 7	**C Preprocessor**		**Lectures**
	Definition of preprocessor Macro substitution directory File inclusion directory Conditional compilation		2
Chapter 8	**File handling**		**Lectures**
	Definitions of files File opening modes Standard function Random access to files Command line argument		8

	Guidance / Discussions on specific experiential learning through field work	1
	Total:	48

Recommended Books:

C Language:

1. Let us C -YashwantKanetkar, BPB publication.

2. Programming in C - Balguruswamy, Tata McGraw-Hill publication.

3. Pointers in C - YashwantKanetkar, BPB publication.

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU103
Course Name: Financial Accounting

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
-

Course Outcomes:
-

Course Contents

Chapter 1	Introduction to Financial Accounting	Lectures
	Financial Accounting- Definition, Scope, Objectives & Limitations, Distinction between Accounting & Book Keeping, Branches of Accounting.	6
Chapter 2	**Conceptual Frame work**	**Lectures**
	Accounting Concepts, Principles & Conventions Accounting Standards - Concept, Objectives, Benefits, Overview ofAccounting Standards in India. Accounting Policies, Accounting as a measurement Discipline, Valuation Principles, Accounting Estimates.	6
Chapter 3	**Recording of Transactions**	**Lectures**
	Voucher system; Accounting Process, Journals, Ledger, Cash Book, subsidiary books, Trial Balance. Depreciation: Meaning , Need, Importance & Methods (WDV & SLM).	16
Chapter 4	**Preparation of Final Accounts**	**Lectures**
	Preparation of Trading Account, Profit & Loss Account & Balance Sheet of Sole Proprietary Business.	10
Chapter 5	**Introduction to Company Final Accounts**	**Lectures**
	Important provisions of Companies Act 1956 in respect of preparation of final Accounts. Understanding the final accounts of a Company.	4
Chapter 6	**Accounting in Computerized Environment**	**Lectures**
	Computers and Financial Application Introduction to Accounting Software Package - Tally 9.0 An overview of Computerized Accounting systems. Salient Features and significance, Generating Accounting Reports.	5
	Guidance / Discussions on specific experiential learning through field work	1

	Total:	48

Recommended Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary (Pearson Education)

2. Financial accounting: By Jane Reimers (Pearson Education)

3. Accounting Made Easy By Rajesh Agarwal& R.Srinivasan (Tata McGraw –Hill)

4. Financial Accounting for Management: By Amrish Gupta (Pearson Education)

5. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing)

6. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi)

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU104
Course Name: Basics of Web Designing (HTML)

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
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Course Outcomes:
  •

Course Contents

Chapter 1	Internet and Web Designing Concept	Lectures
	Internet**:** Introduction to Internet, Internet Services, WWW, Hypertext Transfer Protocol (HTTP),URL, Web server, Proxy servers Web Site Concepts: Web page, Static and Dynamic web page, Web site Development Phases.	5
Chapter 2	**HTML Fundamentals & Formatting Text**	**Lectures**
	Hypertext Basics, Basic Components of HTML, HTML Tags, Head, and Title Tags, Body Tags, Creating HTML Code using different editor (notepad, Edit Plus, Text Pad etc.) Viewing in a Browser. **Formatting Text** Importance of Formatting, Paragraphs and Alignment, Bold Text, Italic Text, Underline, HTML Headings, Ordered List Tags and Attributes, Unordered List Tags and Attributes. Nested Lists, Font Tags, Font Attributes, Marquee Tag and Attributes. Heading Tag.	11
Chapter 3	**Images, Links & Tables**	**Lectures**
	Different Image Formats, Image Tags and Attributes, Background Images and Color Inserting Audio and Video Files, images Link **Links & Tables** How Hyperlinks Work, Anchor Tag and HREF. Attributes, Absolute vs. Relative Links, Border E-Mail Links, and Table Tags & Table Attributes, Row Attributes, Cell Attributes, Merging Rows & Columns.	12
Chapter 4	**Frames and Forms**	**Lectures**
	Frames, Pros and Cons of Using Frames, Creating Framesets, Frameset Attributes & Frameset Examples, Frame Tag and Attributes, No frames Tag, Anatomy of A Form, Form Tag And Attributes, Text Boxes, Check Boxes, Radio Buttons, Text Areas, List Box Submit and Reset Buttons.	12

Chapter 5	CSS with HTML	Lectures
	Introduction, Uses of CSS, Types of CSS	7
	Guidance / Discussions On Specific Experiential Learning Through Field Work	1
	Total:	48

Recommended Books: Complete HTML- Thomas Powell

1. HTML and JavaScript – Ivan Bayross

2. Web designing in Nut Shell (Desktop Quick Reference) by Jennifer Niederst

   Publication:O'Reilly publication

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU105
Course Name: Principles of Management

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
-

Course Outcomes:
-

Course Contents

Chapter 1	Nature of Management	Lectures
	Meaning, Definition, Nature, Importance & Functions Management an Art, Science & Profession, Management as Social System. Concept of Management, Administration, Organization. Universality of Management.	8
Chapter 2	Evolution of Management Thoughts	Lectures
	Contribution of F.W.Taylor, Henri Fayol, Elton Mayo.	8
Chapter 3	Functions of Management : Part – 1	Lectures
	Planning –Meaning, Need & Importance, types levels, Advantages & Limitations. Forecasting- Need & Techniques Decision making – Types, Process of Rational Decision Making & techniques of Decision Making. Organizing: Elements of Organizing &Process, Types of organizations Delegation of authority-Need, Difficulties in Delegation, Decentralization Staffing – Meaning &Importance.	8
Chapter 4	Functions of Management : Part –II	Lectures
	Direction: Nature, Principles Motivation: Importance, Theories Leadership: Meaning, Qualities of effective Leadership & functions of leader Co-ordination: Need, Importance Controlling: Need, Nature, Importance, Process&Techniques.	8
Chapter 5	Strategic Management	Lectures
	Definition Classes of Decisions Levels of Decisions Strategy Role of Strategic Management and its benefits Strategic Management in India.	8
Chapter 6	Recent Trends in Management	Lectures
	Management of Change Disaster Management Total Quality Management	7

	Stress Management Social Responsibility of Management.	
	Guidance / Discussions on specific experiential learning through field work	1
	Total:	48

Recommended Books:

1. Essential of Management - Harold Koontz and IteinzWiebritch- McGraw-Hill International

2. Management Theory & Practice – J.N. Chandan

3. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House

4. Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi

5. Business Organization & management – Dr. Y.K. Bhushan.

6. Management: Concept and Strategies by J.S. Chandan, Vikas Publishing.

7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill

8. Business Organization & Management – C.B. Gupta

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU201
Course Name: Data Structure using C Language

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
  -
Course Outcomes:
  -

Course Contents

Chapter 1	Basic Concept and Introduction to Data Structure	Lectures

	Pointers and Dynamic memory allocation
	Algorithm-Definition and Characteristics
	Algorithm Analysis
	     -Space Complexity
	     -Time Complexity
	     -Asymptotic Notation
	Introduction to Data structure
	Types of Data structure
	Abstract Data Types (ADT)
	Introduction to Arrays and Structure
	Types of array and Representation of array
	Polynomial
	     - Polynomial Representation
	     - Evaluation of Polynomial
	     - Addition of Polynomial
	Self Referential Structure.
		9

Chapter 2	Searching and Sorting Techniques	Lectures
	Linear Search Binary Search(Recursive, Non-Recursive) Bubble Sort Insertion Sort Selection Sort Quick Sort(No Implementation) Heap Sort (No Implementation) Merge Sort Analysis of all Sorting Techniques.	9
Chapter 3	Linked List	Lectures
	Introduction	9

	Static & Dynamic Representation
	Types of linked List
	       - Singly Linked list(All type of operation)
	       - Doubly Linked list (Create , Display)
	       - Circularly Singly Linked list (Create, Display)
	Circularly Doubly Linked list (Create, Display).		

Chapter 4	**Stack and Queue**		**Lectures**
	Introduction to Stack Static and Dynamic Representation Primitive Operations on stack Application of Stack Evaluation of Postfix and Prefix expression Conversion of expressions- Infix to Prefix & Infix to Postfix Queue Introduction to Queue Static and Dynamic Representation Primitive Operations on Queue Application of Queue Type of Queue Circular Queue Double Ended Queue(Deque) Priority Queue.		9
Chapter 5	**Trees**		**Lectures**
	Introduction & Definitions Terminology Static and Dynamic Representation Types of Tree Operations on Binary Tree & Binary Search Tree Tree Traversal In-order, Preorder, Post-order (Recursive & Iterative) AVL Tree.		7
Chapter 6	**Graphs**		**Lectures**

	Representation
	       -Adjacency Matrix
	       -List
	In degree, out degree of graph
	Graph operation
	DFS, BFS
	Spanning Tree.
			4

	Guidance / Discussions on specific experiential learning through field work		01
	Total:		**48**

Recommended Books:

1. Fundamentals of data structures – Ellis Horowitz and SartajSahni

2. Data Structure Using C - Radhakrishanan and Shrivastav.

3. Data Structure Using C and C++ - Rajesh K. Shukla, Wiley -India

4. Data Structures Files and Algorithms – Abhay K. Abhyankar

5. Data Structures and Algorithms – Alfred V. Aho, John E. Hopcroft, Jeffrey D. UllmanPearsonEducation

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU202
Course Name: Database Management System

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
  •
Course Outcomes:
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Course Contents

Chapter 1	File Structure and Organization	Lectures

	Introduction
	Logical and Physical Files
	    File
	    File Structure
	    Logical and Physical Files Definitions
	Basic File Operations
	    Opening Files
	    Closing Files
	    Reading and Writing
	    Seeking
	File Organization
	    Field and Record structure in file
	    Record Types
	Types of file Organization
	    Sequential
	    Indexed
	    Hashed
	Indexing
	    What is an Index?
	    When to use Indexes?
	Types of Index
	    Dense Index
	    Sparse Index.
		6

Chapter 2	Database Management System	Lectures

	Introduction
	Basic Concept and Definitions
	    Data and Information
	    Data Vs Information
	    Data Dictionary
	    Data Item or Field
	    Record
	Definition of DBMS
		14

		Applications of DBMS
		File Processing System Vs DBMS
		Advantages and Disadvantages of DBMS
		Users of DBMS
		     Database Designers
		     Application Programmer
		     Sophisticated Users
		     End Users
		Views of Data
		Data Models
		     Object Based Logical Model
		          Object Oriented Data Model
		          Entity Relationship Data Model
		     Record Base Logical Model
		          Relational Model
		          Network Model
		          Hierarchical Model
		Entity Relationship Diagram (ERD)
		Extended features of ERD
		Overall System structure.	

Chapter 3	**Relational Model**	**Lectures**

	Introduction
	Terms
	     Relation
	     Tuple
	     Attribute
	     Cardinality
	     Degree of Relationship Set
	     Domain
	Keys
	     Primary Key
	     Foreign Key
	     Super Key
	     Candidate Key
	Relational Algebra Operations
	     Select
	     Project
	     Union
	     Difference
	     Intersection
	     Cartesian Product
	     Natural Join.
		8

Chapter 4	**SQL (Structured Query Language)**	**Lectures**
	Introduction History Of SQL Basic Structure DDL Commands DML Commands Simple Queries Nested Queries Aggregate Functions.	12
Chapter 5	**Relational Database Design**	**Lectures**

	Introduction
	Anomalies of un normalized database
	Normalization
	Normal Forms
	     1 NF
	     2 NF
	     3 NF
	     BCNF.
		7

	Guidance / Discussions on specific experiential learning through field work	1
	Total:	48

Recommended Books:

1. Database System Concepts by Henry korth and A. Silberschatz

2. SQL, PL/SQL: The Programming Language Oracle: - Ivan Bayross, BPB Publication.

3. Database Systems Concepts, Designs and Application by Shio Kumar Singh, Pearson

4. Introduction to SQL by Reck F. vanderLans by Pearson

5. Modern Database Management by Jeffery A Hoffer, V.Ramesh, HeikkiTopi, Pearson

6. Database Management Systems by DebabrataSahoo, Tata Macgraw Hill

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU203
Course Name: Business Statistics

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03
Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
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Course Outcomes:
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Course Contents

Chapter 1	Introduction to statistical functions of Excel	Lectures
	Concept of Population and Sample, Qualitative and Quantitative variables, Raw data, Basic Spreadsheet concept, Data entry and its summary statistics using excel functions, Preparation of Grouped and Ungrouped frequency distribution using excel, Creating Bar Charts andPie chart, Frequency Curves and o-Give Curves.	12
Chapter 2	**Methods of counting**	**Lectures**
	Fundamental principles of Counting Permutations and Combination of n dissimilar objects taken r at a time, example and problems.	6
Chapter 3	**Elements of Probability Theory**	**Lectures**
	Random experiments, All possible outcomes (sample space), Events, Algebra of events. Classical definition of Probability, Addition theorem of Probability (without proof), Independence of Events, Simple numerical problems.	12
Chapter 4	**Standard Discrete Distributions**	**Lectures**
	Discrete Uniform: Probability distribution, Cumulative probability distribution, mean ,variance (without proof) Bernoulli: Probability function, Mean and variance Binomial:Probability distribution, cumulative probability distribution, mean ,variance(without proof) Examples and Problems.	8
Chapter 5	**Simulation Techniques**	**Lectures**
	Random Number Generator Model Sampling from discrete uniform and Binomial Distributions Monte Carlo Simulation examples and problems.	9
	Guidance / Discussions on specific experiential learning through field work	1
	Total:	48

Recommended Books:

1. Fundamentals of Statistics- S.C. Gupta - Sultan Chand & sons, Delhi.

2. Fundamentals of Statistics- D.N. Elhance,KitabMahal, Allahabad.

3. Fundamentals of Statistics - Goon, Gupta and Dasgupta – World press private Ltd., Kolkata.

4. Introduction to Mathematical Statistics Ed 4 (1989) - Hogg R.V. and Craig R.G., MacmillanPub. Co. New York.

5. Statistical Methods, Pub – Gupta S.P. – Sultan Chand and sons, New Delhi

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU204
Course Name: Organizational Behavior

Teaching Scheme: TH: 4 Lectures/Week **Credit:** 03
Examination Scheme: CIA: 40 Marks **End-Sem:** 60 Marks

Prerequisite Courses:
●
Course Objectives:
●
Course Outcomes: On completion of the course students will be able to:
● Understand the concept of organizational behavior, foundation of organizational behavior and various challenges in organizational behavior and Organizational Development & importance of management information system and communication process.
●

Course Contents

Chapter 1	Fundamentals of Organizational Behavior	Lectures
	Definition, Nature, Scope, and Goals of Organizational Behavior Fundamental Concepts of Organizational Behavior Models of Organizational Behavior Emerging aspects of Organizational Behavior: TQM, Managing Cultural Diversity, Quality Circles & Total Employee involvement.	8
Chapter 2	Attitude Values and Motivation	Lectures

	Effects of employee attitudes
	Personal and Organizational Values
	Nature and Importance of Motivation,
	Motivation Process - Motivation Model
	Theories of Work Motivation:
	   (a) Maslow's Need Hierarchy Theory,
	   (b) McGregor's Theory 'X' and Theory 'Y'
	   (c) Herzberg's Two factor theory of Motivation.
		8

Chapter 3	Personality	Lectures
	Definition of Personality, Determinants of Personality Theories of Personality – Trait theory, The Big Five Model Type Theory : Myers- Briggs Type Personality Self Theory: Locus of Control.	7
Chapter 4	Work Stress	Lectures
	Meaning and definition of Stress, Sources of Stress: Individual Level, Organizational Level, Type A and Type B Assessment of Personality Causes of stress in organization. Effect of Stress: Physiological Effect, Psychological Effect, Behavioral Impact. Stress Management: Individual Strategies, Organizational Strategies.	8
Chapter 5	Conflict in Organizations	Lectures

	Concept of Conflict, Process of Conflict Types of Conflict: Intrapersonal, interpersonal, intergroup, organizational, Johari Window Effects of Conflict, Conflict management Strategies.	8
Chapter 6	**Group Behavior and Change in Organization**	**Lectures**
	Nature of Group, Types of Groups Team Building & Effective Teamwork Goals of Organizational Change, Resistance to change, Overcoming Resistance to change.	8
	Guidance / Discussions on specific experiential learning through field work	1
	Total:	48

Recommended Books:

1. Organizational Behavior Text, Cases and Games- By K. Aswathappa, Himalaya PublishingHouse, Mumbai, Sixth Edition (2005)

2. Organizational Behavior - Anjali Ghanekar - Everest Publishing House

3. Organizational Behavior - By Fred Luthans - McGRAW HILL

4. Organizational Behavior - By Super Robbins

5. Organizational Behaviors through Indian Philosophy by M.N. Mishra, Himalaya Publication House

6. Organizational Behavior Fundamentals, Realities and Challenges by Detra Nelson, James Campbell Quick Thomson Publications

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

First Year of BBA (2019 Course)

Course Code: 19BaBbcU205
Course Name: e-Commerce Concepts

Teaching Scheme: TH: 4 Lectures/Week   **Credit:** 03

Examination Scheme: CIA: 40 Marks   **End-Sem:** 60 Marks

Prerequisite Courses:
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Course Objectives:
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Course Outcomes: On completion of the course students will be able to:

- Have knowledge of E-Commerce, Internet, Extranet, E-commerce Security, Electronic payment System,Encryptionetc.

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Course Contents

Chapter 1	Introduction to Electronic Commerce	Lectures
	What is E-Commerce (Introduction and Definition) Main activities E-Commerce Goals of E-Commerce Technical Components of E-commerce Functions of E-commerce Advantages and Disadvantages of E-commerce Scope of E-commerce Electronic Commerce Applications Electronic Commerce and Electronic Business (C2C,C2G, G2G, B2G, B2P,B2A,P2P, B2A, C2A, B2B,B2C).	9
Chapter 2	**Building own Website**	**Lectures**
	Reasons for building own Website Benefits of Website Bandwidth requirements Cost, Time, Reach Registering a Domain Name Web Promotion Target email, Banner Exchange, Shopping Bots.	7
Chapter 3	**Internet and Extranet**	**Lectures**
	Definition of Internet Advantages and Disadvantages of the Internet Component of a Intranet Information Technology structure Development of a Intranet Extranet and Intranet Difference Role of Intranet in B2B Application.	5
Chapter 4	**Electronic payment System**	**Lectures**
	Introduction	9

	Types of Electronic Payment System Payment types Traditional Payment Value Exchange System Credit Card System Electronic Funds Transfer Paperless Bill Modern Payment Cash Electronic Cash.		
Chapter 5	**Technology Solution**		**Lectures**
	Protecting Internet Communications Encryption Symmetric Key Encryption Public key Encryption Public Key Encryption using digital signatures Digital Envelopes Digital Certificates Limitations to Encryption solutions.		8
Chapter 6	**E-com Security**		**Lectures**
	E-commerce security environment Security threats in E-com environment Malicious code and unwanted programs Phishing and identity theft Hacking and cyber vandalism Credit card fraud/Theft Spoofing Denial of service(DoS) Distributed denial-of-service (DDoS).		9
	Guidance / Discussions on specific experiential learning through field work		1
	Total:		48

Recommended Books:

1. E-Commerce- Kenneth C.Laudon and Carol GuercioTraver

2. E-Commerce by Kamlesh K Bajaj and Debjani Nag

3. Internet marketing and E-commerce-Ward Hanson and KirthiKalyanam

4. E-Commerce Concepts, Models, Strategies by G.S.V Murthy

5. Electronic Commerce by Gary P. Schneider