

*Progressive Education Society's*  
**Modern College of Arts, Science and Commerce,  
Shivajinagar, Pune 5**

**(An Autonomous College Affiliated to Savitribai Phule Pune University)**

**Detailed Syllabus**

**For BBA-IB**

**(2019-20)**

**(With effect from 2019-20)**

## Semester 1 (First Year)

Course Type	Course Code	Course / Paper Title	Hours/Week	Credit	CIA	End Sem Exam	Total
CCT-1	19BaBIBU101	Indian Business Environment	4	3	40	60	100
CCT-2	19BaBIBU102	Personality Development	4	3	40	60	100
CCT-3	19BaBIBU103	Micro Economic Analysis	4	3	40	60	100
CCT-4	19BaBIBU104	Business Accounting	4	3	40	60	100
CCT-5	19BaBIBU105	Principles & Practice of Management	4	3	40	60	100
CCT-6	19BaBIBU106	Business Mathematics	4	2	40	60	100
SEC-1		Physical Education – I*	01	2	20	30	50
		<b>Total</b>	<b>24</b>				

## Semester 2 (First Year )

Course Type	Course Code	Course / Paper Title	Hours/Week	Credit	CIA	End Sem Exam	Total
					40	60	100
CCT-1	19BaBIBU201	Cost Accounting	4	3	40	60	100
CCT-2	19BaBIBU202	Elements of Human Resource Management	4	3	40	60	100
CCT-3	19BaBIBU203	Macro Economic Analysis	4	3	40	60	100
CCT-4	19BaBIBU204	Principles of Marketing	4	3	40	60	100
CCT-5	19BaBIBU205	Business Statistics	4	3	40	60	100
CCT-6	19BaBIBU206	Holistic Management	4	3	40	60	100
SEC-1		<b>Physical Education – II*</b>	01	-	20	30	50
		<b>Total</b>	24				

### Programme Objectives:

1. To remember by defining, duplicating, listing, memorizing and repeating the basic concepts of International Business Practices.
2. To understand, by explaining ideas or concepts, by classifying, describing, discussing, identifying, locating, reporting, selecting and translating.
3. To apply the knowledge gained by using information in new situations. This can be done by executing, implementing, solving, demonstrating, scheduling etc.

### Programme Outcomes:

1. After completing the programme of BBA (IB) , students will be able apply the basics of Accounting, Cost Accounting and Economics principles in their life.
2. They will learn many aspects of personality development, and will convert themselves into mature managers.
3. Will learn various aspects of international business, and would be able to pursue career in international business.
4. They will develop humanitarian approach towards various issues.

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**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU101**

**Course Name: Indian Business Environment**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- The nature and extent of roles of the state has encountered fundamental changes. With such changes it is necessary for management students to understand how such changes affect business environment.

**Course Objectives:**

- To analyze the overall business environment and evaluate its various components in business decision making.

**Course Outcomes:**

- Assess the theoretical framework of business environment
- Discuss the recent developments in political, economic and financial environment

**Course Contents**

Chapter 1	<b>INTRODUCTION</b>	lectures
	1.1 Indian Business Environment , 1.2 Concept 1.3 Importance 1.4 Need of Environmental Studies for Business 1.5 Types of Environment 1.6 Natural 1.7 Political 1.8 Social 1.9 Technical 1.10 Cultural 1.11 Educational 1.12 Legal 1.13 Cross Cultures	10
Chapter 2	<b>PROBLEMS OF GROWTH</b>	lectures
	2.1 Problems of Growth – 2.1.1 Unemployment 2.1.2 Poverty , 2.1.3 Regional Imbalance 2.1.4 Social Injustice 2.1.5 Inflation , 2.1.6 Parallel Economy , 2.1.7 Industries Sicknes	<b>10</b>

	2.2 Environmental Problems Affecting Growth of Business .	
Chapter 3	<b>Environmental Factors Affecting Business</b>	lectures
	3.1 Physical – 3.1.1 Topography 3.1.2 Climate , 3.1.3 Minerals ,3.1.4 Water resource 3.2Cultural 3.2.1 Infrastructure, 3.2.2 Technology 3.2.3Tradition , 3.2.4Political Set-up , 3.2.5 Social Set up , 3.2.6 Educational Set up	<b>10</b>
Chapter 4	<b>Natural Resources and Sustainability</b>	lectures
	4.1 Natural Resources and Sustainability , 4.2 Renewable and Non Renewable Resources 4.3 Limitations of Non Renewable Resources – Need of Renewable Resources , 4.4 Strategy for Conservation of natural resources .	<b>8</b>
Chapter 5	<b>Business Practices and Government Policies</b>	lectures
	5.1Business Practices and Government Policies 5.2 Important role of Trade , Commerce and Industry , 5.3 Important features of Current Labour Policy , 5.4 Role of Chambers of Commerce and Industry /Business Associations  5.5 Guidance/Discussion on course Specific Experiential Learning through field work Students will visit to Industrial or Commercial Establishment to understand functioning at various levels	

### Recommended Books:

1. Global Economy and Business Environment, Francis Cherunilam, Himalaya Publishing House Text & Cases
2. Essentials of Business Environment, K.Asathappa, Himalaya Publishing House, Millennium Edition.
3. Business Environment, By Callaghan, P.M.Ellison, (Edward Arnold, UK)
4. Business Environment, By ShaikhSaleem, Pearson Education

### Websites:

1. [www.lancaster.ac.uk](http://www.lancaster.ac.uk)
2. [www.weforum.org](http://www.weforum.org)

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**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU102**

**Course Name: Personality Development**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses :**

- Knowledge of English
- Art of Listening and obeying Others

**Course Objectives:**

- To Study the skills of Personality Development to become the Successful Professional.
- To learn “How the successful corporate(s) get/got Developed”

**Course Outcomes:**

On completion of the course, student will be able to–

- Design the Objective of their Professional Life.
- Apply linguistic theory to understand and explain the practical needs of the particular business/field

**Course Contents**

Chapter 1	Introduction	6 lectures
	1.1 Meaning and Definition of Personality 1.2 Factors affecting Personality Development : Biological, Home, Environmental and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.	
Chapter 2	Personality Traits	16 lectures
	2.1.1 Meaning and Definition of Personality Traits : 2.1.2 Developing positive Personality Traits 2.1.3 Attitude: Factors that determine attitude. 2.1.4 Benefits of Attitude and consequences of negative attitude. 2.1.5 Steps to build +ve Attitude 2.2.1 Personality Habits : Meaning and Concepts of habits 2.2.2 Behavior and Character	

	<p>2.2.3 Discipline, Clarity and Concentration.</p> <p>2.2.4 Thinking Big and Winning Through</p> <p>2.2.4.1 Action-Active, Forcing, Challenges, Striving for Success.</p> <p>2.2.4.2 Seek first to understand then to be understood.</p> <p>2.2.4.3 Apologizing and Appreciating, Feedback</p> <p>2.2.5 Synergy</p> <p>2.2.5.1 Aiming High, Enthusiasm, Team Building, Setting Goals</p> <p>2.2.5.2 Zeal and Passion Building, To be focused (can Overcome the diversification of Mind and Body from the Goal) .</p> <p>2.2.6 Live with conscious, Overcoming Worries</p> <p>2.2.7 Yoga and Prayer for relaxation of mind and body with Practical(s)</p> <p>Yoga Expert Lecture with Practical can be arranged.</p>	
<b>Chapter 3</b>	<b>Pillars of Personality Development</b>	<b>12 lectures</b>
	<p>3.1 Introspection : Meaning, Importance and Self Introspection Skills</p> <p>3.2 Self Appraisal: Meaning, Importance, Tips for Self assessment of students.</p> <p>3.3 Self Development : Meaning, Technique, Individual Self Development Plan.</p> <p>3.4. Self Introduction : Self Acceptance, Self Knowledge, Confidence Building, Criticism, To accept Critics, Toughness of Mind (Sound Mind in Sound Body: An expert lecture Character Building : An expert lecture can be arranged.</p> <p>3.4 SWOT Analysis</p> <p>3.5 Defining Success : 3.5.1 Real or Imaginative obstacles to Success, 3.5.2 Factors that make person Successful</p> <p>3.6 Concept of Failure 3.6.1 Reasons for Failure. 3.6.2 STAR Analysis (Situation Task, Action Result)</p>	
<b>Chapter 4</b>	<b>Self Esteem</b>	<b>5 lectures</b>
	<p>4.1 Meaning, Definition and Development of Self Esteem</p> <p>4.2 Significance of Self Esteem</p> <p>4.3 Managing Egoistic Insults through Stress Management An expert Lecture can be Arranged)</p>	
<b>Chapter 5</b>	<b>Personality Formation Structure</b>	<b>9 lectures</b>
	<p>5.1 Mind Mapping</p> <p>5.2 Competency Mapping</p> <p>5.3 Developing Interpersonal Skills and Group Skills (A person will get recognize around his company)</p> <p>5.4 4 C's of Personality : Character, Conduct, Clarity, Communication An expert Lecture of can be arranged.</p> <p>5.5 Body Language, Projecting Body Language,</p>	

	Manners Etiquettes. 5.6 Proper Dressing for varied occasions An Expert Lecture can be arranged) Experiential Learning An Expert lecture cum Workshop of 2 Hrs.	
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**Recommended Books:** (Year of publication not mentioned)

- 1) Personality Development : by DhanshreeGhate : NiraliPrakashan
- 2) The 7 Habits of Highly Effective People' by Steven Covey
- 3) *Think and Grow Rich*. By Napoleon Hill.
- 4) The *Meditations* of Marcus Aurelius. By—well, Marcus Aurelius.

**Additional Reading Books :**

- 1) Wings of Fire : Dr. A. P. J. Abdul Kalam
- 2) The George Washington Carver : Garry Kremar
- 3) I Dare : Mrs. KiranBedi (Retd. IPS officer)
- 4) *Long Walk To Freedom*. By Nelson Mandela.
- 5) Stop Acting Rich. By Thomas Stanley
- 6) *Steve Jobs*. By Walter Isaacson.

**Websites/E-Books**

Personality development - Wikipedia

[https://en.wikipedia.org/wiki/Personality\\_development](https://en.wikipedia.org/wiki/Personality_development)



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**First Year of BBA-IB (2019 Course)**

**Course Code:** 19BaBibU103  
**Course Name:** Micro Economic Analysis

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

**Credit:** 03

**Examination Scheme: CIA:** 40 Marks

**End-Sem:** 60 Marks

**Prerequisite Courses:**

To Apply Micro Economic Analysis In the Formulation of Business Policies

**Course Objectives:**

- To expose students to basic concepts of economics theory.
- To apply economic analysis and economic problems.
- To use economic reasoning and market conditions with business.
- To understand importance of revenue and cost analysis
- To know why pricing under market conditions is important

**Course Outcomes:**

On completion of the course, student will be able to–

- Students will be able to understand technique of micro economic analysis in a simple and lucid manner

**Course Contents**

Chapter 1	Introduction	08
	1.1 Meaning, Nature and Scope of Business Economics – Micro and Macro 1.2 Basic Economic Problems 1.3 Circular Flow of Income and Expenditure 1.4 Occupational Structure and economic development	
Chapter 2	Demand and Supply Analysis	09

	<p>2.1 Concept of Demand and Supply  2.2 Differences between consumer perceptions with demand and supply  Reference: 69<sup>th</sup> edition Datt&amp;Sundaram  2.3 Elasticity of Demand and their types.  2.4 Factors Affecting Supply  2.5 Concept and Law of Supply</p>	
Chapter 3	Revenue And Cost Analysis	<b>08</b>
	<p>3.1 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship  3.2 Types of costs –  i) Accounting Costs and Economic Costs  ii) Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs  iii) Long Run Cost Analysis: Long Run Average and Marginal Cost Curves  iv) Mutually related Prices(Substitutes and complements Joint demand, supply Composite demand ,supply Equilibrium between two prices .</p>	
Chapter 4	Pricing Under Various Market Conditions	
	<p>4.1 Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition  4.2 Monopoly - Price Determination under Monopoly  4.3 Monopolistic Competition – Non- price competition  4.4 Duopoly and Oligopoly – Meaning and characteristics  4.5 Profit maximisation and pricing methods  4.6 Principles of profit maximisation-cost plus principle,salesmaximisationprinciple,maximum prices and minimum price .</p>	<b>10</b>
Chapter 5	Distribution	<b>13</b>
	<p>5.1 Rent: Modern Theory of Rent  5.2 Wages: Marginal Productivity Theory of Wage Determination  5.3 Interest: Liquidity Preference Theory of Interest  5.4 Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits  5.5 Employment and Investment decisions ,Factor pricing, Capital budgeting  5.6 Guidance/Discussion on course Specific Experiential Learning through field work to SSI</p>	

### Recommended Books:

1. Introduction to Positive Economics - Richard G. Lipsey
2. Business Economics Theory & Application – Dr.D.D. Chaturvedi, Dr.S.L.Gupta
3. Micro Economics - M. L. Seth
4. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
5. Managerial Economics- Theory and Application- D.M.Mithani
6. Micro Economics Theory and Application D.N.Dwivedi Second Edition PEARSON.
7. Business Economics-Dr.D.D.Chaturvedi, Dr. S.L.Gupta
8. Indian economy- Datt&Sundaram
9. **Microeconomics** by Robert S. Pindyck

### Websites

<https://www.wallstreetmojo.com › Learn Economics › Microeconomics Basics>  
<https://www.barnesandnoble.com/b/...reference/...economics-reference/ /N-29Z8q8Zt...>  
<https://www.goodreads.com/shelf/show/microeconomics>  
[www.economicwebinstitute.org/books.htm](http://www.economicwebinstitute.org/books.htm)

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**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU104**  
**Course Name: Business Accounting**

**Teaching Scheme: TH: 4 Lectures/Week**  
**Examination Scheme: CIA: 40 Marks**

**Credit: 03**  
**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Students good in numerical ability will enjoy this subject.

**Course Objectives:**

- To Study the basic Accounting, required in day to day business activities.
- To learn the application of Accounting in business.
- To learn to maintain books of accounts and use of accounting soft ware.
- To instill the knowledge about accounting procedures, methods and techniques.

**Course Outcomes:**

On completion of the course, student will be able to–

- Maintain the books of accounts of business by himself.
- Apply accounting software in day to day accounting
- Do the banking transactions.

**Course Contents**

Chapter 1	Introduction of Accounting	No. of lectures
	1.1 Financial Accounting-definition and Scope, 1.2 Objectives of Financial Accounting, Accounting v/s Book Keeping 1.3 Terms used in accounting, 1.4 Users of accounting 1.5 Information and limitations of Financial Accounting. 1.6. Conceptual Frame work: Accounting concepts, principles and conventions 1.7 Accounting standards-concept, objectives, benefits, brief review of accounting standards in India- AS-1 and AS-2 1.8 Accounting policies, accounting as a	10 Lectures

	measurement 1.9 Discipline, valuation principles, accounting estimates.	
Chapter 2	Recording of Transactions	15 lectures
	2.1 Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, 2.2 Bank Reconciliation Statement, 2.3 Trial Balance 2.4 Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation. (WDV & SLM)	
Chapter 3	Preparation of Final Accounts	18 lectures
	3.1 Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business 3.2 Computerized Accounting: Meaning and Introduction, application of accounting software package, Voucher entry through software package (Tally.ERP9 .0) 3.3 Practical sessions to be conducted	(06 lectures)  (12 practical)
Chapter 4	Introduction of Company Final Accounts	02 lectures
	4.1 Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. 4.2 Understanding of final accounts of a Company. (Only Theory.)	
Chapter 5	Foreign Branch	03 lectures
	5.1 Meaning 5.2 Accounting and Consolidation Reporting and Disclosure, 5.3 Foreign Currency Translation 5.4 International Taxation and Transfer Pricing. (Only Theory) 5.5 Guidance/Discussion on course specific experiential Learning through field work. Students will visit any company to see how the books of accounts are maintained.	
	Total Lectures	48

\*\* Tutorials will be conducted for Subsidiary Books, Bank Reconciliation Statement, Depreciation, and Final accounts.

### 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 Amrisha Gupta (Pearson Education)
5. Financial Accounting for Management by Dr. S.N. Maheshwari (Vikas Publishing House)

6. Financial Accounting: By P. C. Tulsian (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
7. Accounting made simple: By Mike Piper, Kindle Edition

Websites/links

- 1 .www.goodreads.com
2. <https://www.wallstreetmojo.com>
3. <https://www.icai.org>

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**First Year of BBA-IB (2019 Course)**

**Course Code:** 19BaBibU105  
**Course Name:** Principles of Management

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

**Credit:** 03

**Examination Scheme: CIA:** 40 Marks

**End-Sem:** 60 Marks

**Prerequisite Courses:**

To help the students understand the concept , importance , evolution and functions of management in the dynamic scenario

**Course Objectives:**

- Apply course concepts and theory in a practical context
- The course will be an introduction to the way in which a firm can develop its managerial thinking, mission and strategy.

**Course Outcomes:**

On completion of the course, student will be able to–

- Students will be able to understand practical implementation of management functions
- Students will be able to take relevant and rational decisions for the organisation

**Course Contents**

Chapter 1	<b>Nature Of Management</b>	
	1. Meaning , Definition , Nature , Importance and Functions 2. Management an Art , Science and Profession – Management as a Social System 3. Concept Of Management – Administration Organization – Universality of Management	<b>8</b>
Chapter 2	Evolution of Management Thoughts	
	2.1 Contribution of F.W.Taylor , Henri Fayol , Elton Mayo	<b>07</b>
Chapter 3	Functions Of Management Part I Part II	
	3.1 Planning – Meaning , Need and Importance, Types , Levels – Advantages and Limitations 3.2 Forecasting – Need and Techniques 3.3 Decision Making – Types – Process of Rational	<b>16</b>

	<p>Decision Making and Techniques of Decision Making</p> <p>3.4 Organising – Elements of Organising and Process Types of Organisations</p> <p>3.5 Delegation of Authority – Need , Difficulties in Delegation – Decentralisation</p> <p>3.6 Staffing – Meaning and Importance</p> <p>3.7 Direction – Nature - Principles</p> <p>3.8 Motivation – Importance of Theories</p> <p>3.9 Leadership – Meaning Qualities of Effective Leadership and Functions of Leader</p> <p>3.10 Co-ordination – Need – Importance</p> <p>3.11 Controlling – Need , Nature , Importance, Process and Techniques</p>	
Chapter 4	Strategic Management	
	<p>4.1 Definition</p> <p>4.2 Classes Of Decisions</p> <p>4.3 Levels Of Decisions</p> <p>4.4 Strategy</p> <p>4.5 Role of Strategic Management and its Benefits</p> <p>4.6 Strategic Management in India</p>	8
Chapter 5	Recent Trends in Management	
	<p>5.1 Management of Change</p> <p>5.2 Disaster Management</p> <p>5.3 Total Quality Management</p> <p>5.4 Stress Management</p> <p>5.5 Social Responsibility of Management</p> <p>5.6 Guidance/Discussion on course Specific Experiential Learning through field work</p>	9

**Total No. of Lectures required = 48**

**Recommended Books :**

1. Principles of Management (McGraw Hill) - Koontz & O'Donnel
2. Essentials of Management (Prentice Hall of India - Joseph I, Massie)
3. The Practice of Management (Allied Publishers) -Peter F Drucker
4. The New Age of Innovation: Driving Co created Value Through Global Networks (University of Michigan Ross School of Business), - C.K. Prahalad and M.S. Krishnan
5. Management-global perspective -Heinz Weirich, Harold koontz
6. Principles of Management 3rd Edition P.C.TripathP.N.Reddy
7. Principles of Management- T.Ramaswamy
8. Management (Prentice Hall of India) - Stoner, James AF
9. Human Behaviour at Work (Tata McGraw Hill-7th Ed Keith Davis)

Websites :

- 1 [www.extension.harvard.edu](http://www.extension.harvard.edu)
- 2 [www.finecomb.com](http://www.finecomb.com)



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**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU106**  
**Course Name: Business Mathematics**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Knowledge of basic Mathematical Concepts and Calculations

**Course Objectives:**

- To understand the concepts of ratio, proportion and percentage.
- To understand the concept and application of profit and loss in business.
- To use the concept of EMI.
- To understand the concept of stock exchange and to calculate Dividend.
- To understand applications of matrices in business.
- To understand the concept and application of Permutations and Combination in Business.

**Course Outcomes:**

On completion of the course, student will be able to–

- Use Basic Mathematical Concepts for decision making
- Provide a system of logic which is helpful in analyzing many theoretical and practical problems

**Course Contents**

Chapter 1	Ration, Proportion and Percentage	No. of Lectures
	1.1 Ration, Definition, Continued ratio, Inverse ratio, 1.2 Proportion, Continued proportion, Direct Proportion, Inverse proportion, 1.3 Variance, Inverse Variation, Joint Variation, 1.4 Percentage- Meaning and Computations of percentages.	08
Chapter 2	Profit and Loss	No. of Lectures
	2.1 Terms and formula, trade discount, cash discount. 2.2 Introduction to commission and brokerage, problems on commission and brokerage, 2.3 Concept and Treatment of depreciation	08
Chapter 3	Interest	No. of Lectures

	3.1 Simple interest, 3.2 Compound Interest (reducing balance and flat rate of interest), 3.3 Equated Monthly Installments (EMI), Principles of hire- purchase	08
Chapter 4	Shares and Dividends	No. of Lectures
	4.1 Concept of Shares, Stock Exchange, 4.2 Face Value, Market Value, Dividend, 4.3 Equity Shares, Preference Shares, Bonus Shares, Examples	08
Chapter 5	Matrices and Determinants	No. of Lectures
	5.1 Multivariate data, definition of a Matrix, Types of Matrices, 5.2 Algebra of Matrices, 5.3 Determinants, 5.4 Adjoint of a matrix, 5.6 Inverse of a matrix via Adjoint matrix 5.7 Guidance/Discussion on course Specific Experiential Learning through field work A bank visit to understand various kinds of interest calculations such as loan, Recurring deposit, fixed deposit, etc.	16
	Total Lectures	48

\*\* Tutorials will be conducted for the following topics:

1. Interest
2. Matrices and Determinants

Recommended Books:

1. S.C. Gupta – Fundamentals of Statistics - Sultan chand& Sons, Delhi.
2. Business Mathematics by Dr. AmarnathDikshit& Dr. Jinendra Kumar Jain.
3. Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi
4. Business Mathematics by Bari - New Literature publishing company, Mumbai.
5. Brechner, Robert. (2006). *Contemporary Mathematics for Business and Consumers*, Thomson South-Western. ISBN 0-324-30455-2
6. Dowling, Edward (2009). *Schaum's Outline of Mathematical Methods for Business and Economics*, McGraw-Hill. ISBN 0071635327
7. Wegner, Trevor. (2016). *Applied Business Statistics: Methods and Excel-Based Applications*, Juta Academic. ISBN 9781485111931

Related links :

1. <https://www.alibris.com/College-Mathematics-for-Business-Economics-Life-Sciences-and-Social-Sciences-Raymond-A-Barnett/book/28037303>
2. <https://www.alibris.com/search/books/isbn/9781292270494>

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**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU201**  
**Course Name: Cost Accounting**

**Teaching Scheme: TH: 4 Lectures/Week**  
**Examination Scheme: CIA: 40 Marks**

**Credit: 03**  
**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Students good in numerical ability will enjoy this subject.

**Course Objectives:**

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- To provide basic knowledge of important Methods & Techniques of costing

**Course Outcomes:**

On completion of the course, student will be able to–

- Maintain the costing records by himself.
- Report to the top management, about cost variation and its reasons.
- Minimize the cost of production, reduce the abnormal loss, learn the budgeting.
- Operate at least at Break Even.

**Course Contents**

<b>Chapter 1</b>	<b>Introduction of Costing and Elements of Cost</b>	<b>13 lectures</b>
	1.1 Concept of cost, costing, cost Accounting & Cost Accountancy 1.2. Limitations of Financial Accounting 1.3. Origin and objectives of cost Accounting 1.4. Advantages and Limitations of Cost Accounting 1.5. Difference between Financial and Cost Accounting 1.6. Cost Unit & Cost Center 1.7. Material, Labour and other expenses. 1.8. Classification of Cost & Types of Costs 1.9. Preparation of Cost Sheet	
<b>Chapter 2</b>	<b>Methods of Costing</b>	<b>15 Lectures</b>

	2.1. Job Costing – Meaning, Features, Advantages and Limitation (only Theory) 2.2. Contract Costing – Theory & problems 2.3 Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains Theory & problems 2.4. Operating Costing – Meaning, Features & Objectives (only Theory) 2.5. Opportunity Costing (only Theory)	
<b>Chapter 3</b>	<b>Budget &amp; Budgetary Control</b>	<b>07 Lectures</b>
	3.1 Definition, 3.2 Meaning and objectives of Budgetary control 3.3 Advantages and disadvantages of Budgetary Control 3.4. Types of Budget (Theory and Problems )	
<b>Chapter 4</b>	<b>Marginal Costing</b>	<b>07 lectures</b>
	4.1 Meaning and Various Concepts - Fixed Cost, Variable Cost, 4.2 Contribution, P/V Ratio, 4.3 Break Event Point, Margin of Safety	
<b>Chapter 5</b>	<b>Standard Costing</b>	<b>06 Lectures</b>
	5.1 Definition and Meaning of Various Concepts, 5.2 Advantages and Limitations of Standard Costing, 5.3 Variance Analysis – Material and labour Variances only (Theory and Problems) 5.4. Guidance/Discussion on course Specific experiential learning through field work. Students will visit any manufacturing company to see how the costing records are maintained.	
	Total Lectures	<b>48 Lectures</b>

\*\* Tutorials will be conducted for Methods of Costing, Budgetary Control, and Standard costing.

### Books recommended:

1. Advanced cost Accounting by Saxena & Vasistha
2. Advanced cost Accounting by S.P. Jain & Narang
3. Cost Accounting by S.N. Maheshwari
4. Cost Accounting by Ratnam
5. Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap, Nirali Prakashan.
5. Cost and Works Accounting II and III by Prof. Subhash Jagtap, Prof. Pagare, Prof. Nare, K.S. Publication
6. Cost Accounting by Bhatta HSM, Himalaya
7. Cost Accounting by Prabhu Dev, Himalaya Publication
8. Advanced Cost Accounting by Made Gowda, Himalaya Publication
9. Cost Accounting made simple By Mike Piper, Kindle Edition
10. Fundamentals of cost Accounting

Website : [www.icwai.com](http://www.icwai.com)

<https://icmai.in>

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

**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU202**

**Course Name: Elements of Human Resource Management**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- It helps in fulfilling individual and organisational aspirations through collective efforts of employees and organisation.
- It makes future skill assessment of the organisation to meet overall objectives.

**Course Objectives:**

- Students shall learn to Identify and analyze the problems in the field of HRM
- Students shall be able to provide innovative solutions to organisational problems
- They shall be able to identify and appreciate the significance of ethical issues in HR Practices

**Course Outcomes:**

On completion of the course, student will be able

- Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
- Facilitate and communicate the human resources component of the organization's business plan.
- Administer and contribute to the design and evaluation of the performance management program.

**Course Contents**

Chapter 1	<b>INTRODUCTION</b>	
	1.1 Introduction , Development of HRM concept , 1.2 HRD and HRM , 1.3 Role of HR Manager , 1.4 Structure of HRM dept , 1.5 Duties and Responsibilities of HR Manager	10
Chapter 2	<b>Manpower Planning</b>	

	2.1 Objectives , Need , Importance ,Short and Long term , 2.2 Sources of Recruitment , procedure , 2.3 Selection – Definition , Procedure , 2.4R recruitment Vs Selection (Cases in Recruitment and Selection )	<b>8</b>
Chapter 3	<b>Recent Trends and Problems in HRM</b>	
	3.1 HCN , PCN , TCN , 3.2 Ethnocentric Approach , Polycentric Approach , Geocentric Approach Green HRM , <b>3.3</b> Discussion of Case Studies for better understanding .	<b>8</b>
Chapter 4	<b>Trends in HRM</b>	
	4.1 Change in labour force , 4.2 Employee Empowerment , Mergers , Acquisitions , 4.3 Concept of Reengineering , Global Workforce 4.4 HRM Challenges	<b>10</b>
Chapter 5	<b>HR Practices – Industrial Relations</b>	
	Industrial Safety & Health , Wages , Labour Welfare , List of Enactments in the Ministry 5.1 The Industrial Disputes Act 1947 5.2 The Minimum Wages Act 1948 5.3 The Employees State Insurance Act 1948 5.4 The Factories Act 1948 5.5 Employees Provident Funds and Miscellaneous Provisions Act 1952 5.6 Guidance/Discussion on course Specific Experiential Learning through field work 5.7 How to face an Oral Interview 5.8 Demonstration on Memory Games/Activities as a motivational tools for employees in the organization	<b>12</b>

### Recommended Books:

1. P. C. Pardeshi - Human Resource Management.
2. C. B. Mamoria - Personnel Management
3. K. Ashwathappa - Organisational Behaviour
4. K. Ashwathappa - Human Resource Management.
5. V.S. P. Rao- Human Resource Management. Texts and cases
6. L.M. Prasad- Human Resource Management

### Websites :

- [www.gnapartners.com](http://www.gnapartners.com)
- [www.masters-in-human-resources.org](http://www.masters-in-human-resources.org)
- [www.quora.com](http://www.quora.com)

*Progressive Education Society's*  
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**Shivajinagar, Pune – 5**

**First Year of BBA-IB (2019 Course)**

**Course Code:** 19BaBibU203  
**Course Name:** Micro Economic Analysis

**Teaching Scheme: TH:** 4 Lectures/Week  
**Examination Scheme: CIA:** 40 Marks

**Credit:** 03  
**End-Sem:** 60 Marks

**Prerequisite Courses:**

- To apply economic reasoning to macro economics policy

**Course Objectives:**

1. To expose students to basic concepts of macroeconomic theory.
2. To study the behavior of the economy as a whole
3. To study relationships among broad aggregates

**Course Outcomes:**

On completion of the course, student will be able to–

- Students will be able to understand Theoretical concept of Macro Economics & also to differentiate aggregates with individual study.

**Course Contents**

Chapter 1	Introduction	No of lectures
	1.1 Definition and nature of Macro Economics analysis 1.2 Scope, Importance, and Limitations of macro economics 1.3 The classical macroeconomic theory	10
Chapter 2	Money and value of money	
	2.1 Definition of money 2.2 Functions of money 2.3 Value of money 2.3.1 Quantity theory of money 2.3.2 Cash balance approach 2.4 The money market and the lm curve Reference: Macro economics 9 <sup>th</sup> edition Rudiger Dornbusch Stanley Fischer Richard Startz	09

Chapter 3	Theory of Income and Employment	
	3.1 Say's Law of market 3.2 Keynesian theory of income and employment 3.3 Keynesian Anti –Cyclical Policy	09
Chapter 4	Savings	
	4.1 Consumption function-Keynes Psychological law of consumption 4.2 Average and marginal propensity to consume 4.3 Saving function- Average and marginal propensity to save 4.4 Paradox of savings 4.5 A Saving Virtue or A Vice?	10
Chapter 5	Investments	
	5.1 Investments Function- Autonomous and Induced Investment 5.2 Investment Multiplier and Foreign trade multiplier 5.3Introduction and concept of multiplier. 5.4 Guidance/Discussion on course Specific experiential Learning through field work . Students will visit any company to see how work culture plays important role.	10

Recommended Books:

- Reference Macro economics D.M. Mithani
- Reference: Macro economics 9<sup>th</sup> edition RudigerDornbusch
- Stanley Fischer Richard Startz
- Business Economics-Dr.D.D.Chaturvedi,Dr. S.L.Gupta
- Indian economy- Datt&Sundaram
- **Economic Times**. This handy news app covers the latest developments in the field of business and the stock market, EconBiz, iTunes U, World Bank DataFinder, **Economic Growth**, Yahoo Finance, Khan Academy, Castbox

Websites :

<https://search.credoreference.com/content/topic/macroeconomics>

<https://en.wikipedia.org/wiki/Macroeconomics>



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**Shivajinagar, Pune – 5**

**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU204**

**Course Name: Principles of Marketing**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- To help the students to deal with various basic aspects of Marketing

**Course Objectives:**

- To study & critically analyze the basic concepts in marketing
- To cater the needs of marketing industries.
- To differentiate and understand marketing and sales
- To know the role of marketing manager
- To understand the importance of marketing mix

**Course Outcomes:**

On completion of the course, student will be able to–

- Students will be able to understand Theoretical concept of different marketing techniques

**Course Contents**

Chapter 1	Introduction	No of lectures
	1.1 Marketing – Definition, Concepts Significance & functions of Marketing, 1.2 Approaches to the study of Marketing, 1.3 Relevance of Marketing in a 1.3 Developing economy. Role & functions of Marketing Manager. 1.4 Core marketing concepts ,Globalisation, Social responsibility	10
Chapter 2	Types Of Marketing	
	2.1 Tele Marketing, E-Marketing ,Service Marketing, Rural Marketing- feature & Importance suggestion for improvement of Rural Marketing 2.2 Marketing Planning & strategies	10

Chapter 3	Marketing Mix( Product & Price)	
	3.1 Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle 3.2 Price mix – Factors affecting pricing, Pricing Methods/ 3.3 Strategies & Importance of Pricing.	10
Chapter 4	Marketing Mix( Place & Promotion)	
	4.1 TYPES OF CHANNELS Factors influencing channel decisions, Role of Intermediaries. 4.2 Elements of Promotion Mix, 4.3 Recent Trends in Promotion. Advertising 4.4 Role of Advertising, Advertising Media. 4.5 Sales Promotion Techniques- Dealers and Consumers. 4.6 Product concept and Product related strategies	9
Chapter 5	Market Segmentation	
	5.1 Meaning, Definition, Variables used to Segment markets, 5.2 Essential of effective Market Segmentation, 5.3 Distinction between Differential Marketing & Concentrated Marketing 5.4 Guidance/Discussion on course Specific Experiential Learning through field works Students will visit any company to see the different working style of marketing department.	09

Recommended Books :

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Marketing Management 13<sup>th</sup> edition S.A.Sherlekar Himalaya Publication
7. References Marketing Management 13<sup>th</sup> edition S.A.Sherlekar Himalaya Publication

Websites:

<https://www.the-reference.com/en/expertise/digital-marketing>

<https://www.forbes.com/.../seven-alternatives-to-asking-for-references-from-a-digital-...>

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**Shivajinagar, Pune – 5**

**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU205**  
**Course Name: Business Statistics**

**Teaching Scheme: TH: 4 Lectures/Week**  
**Examination Scheme: CIA: 40 Marks**

**Credit: 03**  
**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Basic concepts of Statistics

**Course Objectives:**

- To understand the concept of population and sample.
- To use frequency distribution to make decision.
- To understand and to calculate various types of averages and variation.
- To use regression analysis to estimate the relationship between two variables.
- To understand the concept of Transportation problems & its applications in business world

**Course Outcomes:**

On completion of the course, student will be able to–

- Create among students, an interest in statistical methods, and making them understand the use and applications of this subject in business decision making and economic analysis
- Develop logical and analytical ability

**Course Contents**

Chapter 1	Population and Sample	No. of Lectures
	1.1 Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. 1.2 Methods of Sampling – SRSWR, SRSWOR, Stratified. (Description of sampling procedures only). Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions. 1.3 Graphs - Histogram, Frequency polygon	11
Chapter 2	Measures of Central Tendency & Dispersion	No. of Lectures
	2.1 Criteria for good measures of central tendency 2.2 Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean. 2.3 Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.	14
Chapter 3	Correlation and Regression (for ungrouped data)	No. of Lectures

	3.1 Concept of correlation, positive & negative correlation 3.2 Karl Pearson's Coefficient of correlation 3.3 Meaning of regression, Two regression equations, Regression coefficients and properties (Statements Only).	08
<b>Chapter 4</b>	<b>Linear Programming Problem (L.P.P.)</b>	<b>No. of Lectures</b>
	4.1 Meaning of L.P.P., 4.2 Formulation of L.P.P. and 4.3 Solution by Graphical Method	07
<b>Chapter 5</b>	<b>Transportation Problem (T.P.)</b>	<b>No. of Lectures</b>
	5.1 Statement and meaning of T.P., 5.2 Methods of finding initial basic feasible solution by: 5.2.1 North West Corner Rule, 5.2.2 Matrix Minimum Method and 5.2.3 Vogel's Approximation Method. Simple numerical problems (Concept of degeneracy is not expected) <ul style="list-style-type: none"> <li>• Guidance/Discussion on course Specific Experiential Learning through field work</li> </ul> Data collection, presentation, and basic data analysis	08
	Total Lectures	48

\*\* Tutorials will be conducted for the following topics:

1. Measures of Central Tendency & Dispersion
2. Transportation Problem (T.P.)

### Recommended Books:

- 1) S.C.Gupta-Fundamentals of Statistics- Sultan chand&sons,Delhi.
- 2) D.N.Elhance- Fundamentals of Statistics-KitabMahal,Allahabad.
- 3) V.K.Kapoor-Operation Research Techniques for Manegement- Sultan chand& sons,Delhi.
- 4) Morien, D. (2007) *Business Statistics*, Thomson Learning Nelson. ISBN 978-0-17-013147-6
- 5)Wegner, T. (2010). *Applied Business Statistics: Methods and Excel-Based Applications*, Juta Academic. ISBN 0702172863

Related links :

1. <https://studentvip.com.au/textbooks/search?q=+ISBN+978-0-17-013147-6>
2. <http://www.textbookx.com/detail.php?type=book&upc=0702172863&affiliate=cj-generic&PubID=910840&cjevent=407dac5d809c11e9813f02e40a18050d>

*Progressive Education Society's*  
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**Shivajinagar, Pune – 5**

**First Year of BBA-IB (2019 Course)**

**Course Code: 19BaBibU206**

**Course Name: Holistic Management**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Good knowledge of English
- The faith in the “Entry for Knowledge and Exit to Serve and Build the Nation”.

**Course Objectives:**

- To encourage students to develop and use balanced Self determined Behavior.
- To help students for self-financing, increasing life satisfaction and improving relationships with others.
- To develop new ability to practice new problem solving skills in group and use these skills in personal life.

**Course Outcomes:**

On completion of the course, student will be able to–

- Implement Holistic Managerial Skills in Corporate
- Apply holistic management practices to build the nation.

**Course Contents**

Chapter 1	Introduction of life skills	09 lectures
	1.1 Definition of Life Skills, Assumptions about Life Skills, Concept of Skill in Life Skills. 1.2 Primary goal of Life Skills programme. 1.3 Life Skills Process model, Group development and group behaviors.	
Chapter 2	Importance of Moral development	6 lectures
	2.1 Moral development, Meaning, Interpersonal influences on Moral development. 2.2 Moral development and social exclusion, Morality and culture. 2.3 Morality and Intergroup attitudes, moral emotions.	
Chapter 3	Holistic Approach and Health of an employee	10 lectures

	3.1 Definition and meaning of Health. 3.2 Holistic approach to health, Basic information relating to health. 3.3 Historical development of health care system in India.	
Chapter 4	CSR	10 lectures
	4.1 Definition of CSR and its Importance. 4.2 Role of CSR in Indian economy. 4.3 A study on Infosys foundation reflecting the values profounder by Sudha Murthy.	
Chapter 5	Versatile Personality	13 lectures
	5.1 Versatility – importance of versatility in converting threats in to Opportunities, how to become a versatile executive. 5.2 Focus -importance of focus in exploiting the change, how to become a focused executive. 5.3 Patience:- importance of patience in lasting the excellence, how to become a patient executive <b>5.4 Experiential Learning(A Field Visit) :</b> A visit to Yoga Ashram/Vipashyana Kendra	
	<b>TOTAL</b>	<b>48</b>

**Recommended Books :**

- 5) Business Communication : Dr. Anjali Ghanekar
- 6) Effective Bussiness Communication :Murhy
- 7) Journal of Infosys Foundation
- 8) Corporate Social Responsibility in India: A Practitioner's Perspective – byPreeti Singh Rajput
- 9) Moral Development in Professions : James r. Rest

**Websites/E-Books**

[https://www.aicte-india.org/sites/default/files/AICTE\\_MBA.pdf](https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)  
<https://www.india.gov.in/topics/art-culture>  
<https://thevianovagroup.com/great-sites-for-csr-and-sustainability/>