

*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**

**(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       | 19BaBbaU101 | Business Organization and System             | 4          | 3         | 40         | 60           | 100        |
| CCT-2       | 19BaBbaU102 | Business Correspondence                      | 4          | 3         | 40         | 60           | 100        |
| CCT-3       | 19BaBbaU103 | Business Accounting                          | 4          | 3         | 40         | 60           | 100        |
| CCT-4       | 19BaBbaU104 | Business Economics (Micro)                   | 4          | 3         | 40         | 60           | 100        |
| CCT-5       | 19BaBbaU105 | Business Mathematics                         | 4          | 3         | 40         | 60           | 100        |
| CCT-6       | 19BaBbaU106 | Business Demography and Business Environment | 4          | 3         | 40         | 60           | 100        |
|             |             | <b>Total</b>                                 | 24         | <b>18</b> | <b>240</b> | <b>360</b>   | <b>600</b> |

### Semester 2 (First Year)

| Course Type | Course Code | Course / Paper Title                   | Hours/Week | Credit    | CIA | End Sem Exam | Total |
|-------------|-------------|--|------------|-----------|-----|--------------|-------|
| CCT-1       | 19BaBBAU201 | Principles and Practices of Management | 4          | 3         | 40  | 60           | 100   |
| CCT-2       | 19BaBBAU202 | Principles of Marketing                | 4          | 3         | 40  | 60           | 100   |
| CCT-3       | 19BaBBAU203 | Principles of Finance                  | 4          | 3         | 40  | 60           | 100   |
| CCT-4       | 19BaBBAU204 | Basics of Cost Accounting              | 4          | 3         | 40  | 60           | 100   |
| CCT-5       | 19BaBBAU205 | Business Statistics                    | 4          | 3         | 40  | 60           | 100   |
| CCT-6       | 19BaBBAU206 | Business Informatics                   | 4          | 3         | 40  | 60           | 100   |
|             |             | <b>Total</b>                           | 24         | <b>18</b> | 40  | 60           | 100   |

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

**Course Code:** 19BaBBAU101  
**Course Name:** Business Organization and Systems

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

**Credit:** 03

**Examination Scheme: CIA:** 40 Marks

**End-Sem:** 60 Marks

**Prerequisite Courses:**

- Students should have basic awareness about various types of business.
- Students should have awareness about recent developments in business.

**Course Objectives:**

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

**Course Outcomes:**

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

- Understand forms of business organizations.
- Get knowledge about requisites to start business.
- Get knowledge about government policies related to business.

**Course Contents**

| <b>Chapter 1</b> | <b>Nature and Evolution of Business</b>   | <b>No. of Lectures</b> |
|------------------|---|------------------------|
|                  | 1.1 Business – Meaning, characteristics, Objectives of Business, Requisites for success in Business— Divisions of Business<br>1.2 The Industrial Revolution— Origin, Causes, Effects<br>1.3 Globalization & Emergence of MNCs - Merits & Demerits<br>1.4 Mergers and Acquisitions, Franchising. BPOs and KPOs, E-Commerce, M-Commerce, On-line trading, Patents, trademarks and copy rights | <b>10</b>              |
| <b>Chapter 2</b> | <b>Forms of Business Organizations</b>  | <b>No. of Lectures</b> |

|                  |   |                        |
|------------------|---|------------------------|
|                  | 2.1 Mixed Economy—Private Sector—Public Sector—<br>Cooperative sector—Joint sector —Service Sector<br>2.2 Forms of Business Organizations—Sole proprietorship—<br>Partnership firm—Joint stock company—Features—Merits,<br>demerits and suitability of various forms of business<br>2.3 Industry Associations like MCCIA, ROC, etc.   | <b>10</b>              |
| <b>Chapter 3</b> | <b>Setting up of an Enterprise</b>  | <b>No. of Lectures</b> |
|                  | 3.1 Decision in setting up of an enterprise—Opportunity and<br>idea generation—Business size and Location decisions —<br>Business Plan —Feasibility Study<br>3.2 Organization of finance –Insurance—Transportation and<br>communication, Warehousing, Advertising<br>3.3 Procedural formalities of Registration of Business Licenses<br>and permits in India for different establishments.<br>3.4 Introduction to The Maharashtra Shops and Establishment<br>Act, 2017<br>3.5 Recent Government policies in India - SEZ, MIDC,<br>MSSIDC, KVIB. Introduction to Startup India, Standup<br>India, etc. | <b>10</b>              |
| <b>Chapter 4</b> | <b>Domestic and Foreign Trade</b>   | <b>No. of Lectures</b> |
|                  | 4.1 Intermediaries in Domestic Trade and Foreign Trade –<br>Effects of FDI on Retail Trade<br>4.2 Import and Export procedure<br>4.3 EXIM policy  | <b>10</b>              |
| <b>Chapter 5</b> | <b>Business and Society</b>   | <b>No. of Lectures</b> |
|                  | 5.1 Business Ethics<br>5.2 CSR<br>5.3 Social Audit<br>5.4 Effects of technology and culture on business<br>5.5 Sustainability Management  | <b>07</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>  | <b>No. of Lectures</b> |
|                  | Guest lecture on practicalities of Trade  | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>  | <b>48</b>              |

### **Experiential Learning:**

Students are encouraged to take up live projects in an industry or industry experts are invited for conducting guest lectures in order to acquaint students to align their theoretical knowledge and its application.

Industry based live projects allow students to gain valuable work experience while they are still studying in college. They pave way for self-empowerment through skill building and hands-on-training.

**Recommended Books:**

1. Modern Business Organization - S.A. Sherlekar
2. Industrial Organization Management - Sherlekar
3. Business Organization and management – Y.K. Bhushan
4. Business Organization and system – Dr.M.V.Gite, Dr.R.D.Darekar, Prof.S.N.Nanaware, Dr.V.D. Barve - Success Publication, Pune
5. Business Environment - F. Cherunilam
6. Business Organization & Management – C.B. Gupta
7. Entrepreneurial Development – S.S. Khanna
8. Organizing and Financing of Small scale Industry – Dr. V. Desai

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

**Course Code: 19BaBBAU102**

**Course Name: Business Correspondence**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Students should be able to speak and write in English.
- Students should have basic knowledge of letter/ application writing.

**Course Objectives:**

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

**Course Outcomes:**

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

- Enhance their communication skills with the help of the techniques taught in this subject.
- Better communication skills will enhance the overall personality of the students.
- Students will be able to prepare themselves for interviews.

**Course Contents**

| <b>Chapter 1</b> | <b>Introduction to Communication</b>  | <b>No. of Lectures</b> |
|------------------|---|------------------------|
|                  | 1.1 Introduction to Communication, Meaning, Definition, Objective and Importance of communication<br>1.2 Process of communication<br>1.3 Principles of good Communication<br>1.4 Barriers to Communication, Overcoming Barriers<br>1.5 Types of Communication | <b>08</b>              |
| <b>Chapter 2</b> | <b>Oral Communication &amp; the Art of Listening</b>  | <b>No. of Lectures</b> |
|                  | 2.1 Oral Communication : Meaning, Nature, Scope, Advantages   |                        |

|                  |   |                        |
|------------------|---|------------------------|
|                  | <p>and Disadvantages</p> <p>2.2 Principles of Effective Oral Communication</p> <p>2.3 Techniques of Effective Speech, networking Skills, extempore speech</p> <p>2.4 Types of Business communication (oral) Press Conference, Group Discussion, Interviews, Negotiation, Presentations, Phone Etiquette, Grapevine</p> <p>2.5 Principles of Good Listening</p> <p>2.6 Barriers to Listening</p> <p>2.7 Techniques to improve listening</p>  | <b>10</b>              |
| <b>Chapter 3</b> | <b>Reading &amp; Writing Skills</b>   | <b>No. of Lectures</b> |
|                  | <p>3.1 Reading Skills: Meaning, scope and importance of reading</p> <p>3.2 Types of reading techniques- Skimming; Scanning; Intensive and Extensive</p> <p>3.3 Techniques to enhance reading skills</p> <p>3.4 Written Communication: Meaning, Advantages and Disadvantages</p> <p>3.5 Business Correspondence: Need, Functions, Component and layout of Business letter</p> <p>3.6 Drafting of letters: Enquiry letter, Purchase order, Complaint and follow up letter, Sales letter, Circulars, Notices, Agenda, Minutes of a meeting, Memo, Email etiquette. Application for employment and Resume</p> | <b>13</b>              |
| <b>Chapter 4</b> | <b>Non-Verbal Communication and Body Language</b>   | <b>No. of Lectures</b> |
|                  | <p>4.1 Non-verbal Communication and Body Language: Forms of non-verbal communication</p> <p>4.2 Interpreting body language, Kinesics; Proxemics, Touch, Signs and Symbols, Paralinguistic</p> <p>4.3 Effective use of body language</p>   | <b>08</b>              |
| <b>Chapter 5</b> | <b>Media of Communication</b>   | <b>No. of Lectures</b> |
|                  | <p>5.1 Media of Communication: Introduction, meaning importance of technology in Communication</p> <p>5.2 Meaning, Advantages and Disadvantages of: Voice Mail, Teleconferencing, Video Conferencing, Dictaphone, SMS, MMS, Internet and Social Media Sites</p>   | <b>08</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>  | <b>No. of Lectures</b> |
|                  | The do's and don'ts of PowerPoint presentation, from the stage of preparation to presentation will be taught under the expert guidance  | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>  | <b>48</b>              |

### **Experiential Learning:**

Students are encouraged to take up live projects in an industry or industry experts are invited for conducting guest lectures in order to acquaint students to align their theoretical knowledge and its application.

Industry based live projects allow students to gain valuable work experience while they are still studying in college. They pave way for self-empowerment through skill building and hands-on-training.

### **Recommended Books:**

- 1) Business Communication (Principles, Methods and Techniques) - Nirmal Singh- Deep & Deep Publications Pvt. Ltd, New Delhi
- 2) Essentials of Business Communication – Rajendra Pal & J. S. Korlhalli- Sultan Chand & Sons, New Delhi
- 3) Media and Communication Management – C.S.Raydu - Himalaya Publishing House, Mumbai
- 4) Professional Communication- Aruna Koneru- Tata McGraw-Hill Publishing Co. Ltd, New Delhi
- 5) Creating a Successful CV - Siman Howard - Dorling Kindersley
- 6) Business Communication skills – Dr.G.M.Dumbre, Dr.Anjali Kalkar, Dr.P.N.Shende, Dr.S.D.Takalkar-success Publication, Pune
- 7) Effective Documentation and Presentation- Urmila Rai & S.M. Rai – Himalaya Publishing House, Mumbai
- 8) Principles Practices of Business Communication – Aspi Doctor & Rhoda Doctor – Sheth Publishers Pvt. Ltd.
- 9) Business Communication – Concepts, Cases and Applications – P.D. Chaturvedi, Mukesh Chaturvedi, 2nd Edition (2013)
- 10) The Speed Reading Book - Tony Buzan



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

**Course Code: 19BaBBAU103**  
**Course Name: Business Accounting**

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

**Credit: 03 + 02 (Tutorial)**  
**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Students should have basic knowledge of Accounting.
- Students should have knowledge of different types of business transactions.

**Course Objectives:**

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

**Course Outcomes:**

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

- Prepare Balance sheet.
- Read and interpret financial statements.
- Record all financial transactions with Tally ERP9.

**Course Contents**

| <b>Chapter 1</b> | <b>Introduction</b>   | <b>No. of Lectures</b> |
|------------------|---|------------------------|
|                  | 1.1 Introduction to book keeping and accountancy<br>1.2 Financial Accounting-definition and Scope, objectives, Basic Accounting Terminologies<br>1.3 Accounting concepts , principles and Conventions<br>1.4 Accounting Standards | <b>04</b>              |
| <b>Chapter 2</b> | <b>Accounting Transactions and Final Accounts</b>   | <b>No. of Lectures</b> |
|                  | 2.1 Voucher system; Accounting Process,   |                        |

|                  |   |                        |
|------------------|---|------------------------|
|                  | Journals, Ledger, Cash Book ,<br>subsidiary books ,Trial Balance<br>2.2 Preparation of Final Accounts of Sole<br>Proprietorship(Trading and Profit &<br>Loss Account and Balance Sheet )  | <b>17</b>              |
| <b>Chapter 3</b> | <b>Bank Reconciliation Statement</b>  | <b>No. of Lectures</b> |
|                  | 3.1 Meaning , importance<br>3.2 Preparation of Bank Reconciliation<br>Statement   | <b>08</b>              |
| <b>Chapter 4</b> | <b>Depreciation</b>   | <b>No. of Lectures</b> |
|                  | 4.1 Meaning, need, importance<br>4.2 Methods of charging depreciation –<br>Written Down Value, Straight Line<br>Method  | <b>08</b>              |
| <b>Chapter 5</b> | <b>Company Final Accounts and<br/>Computerized Accounting</b>   | <b>No. of Lectures</b> |
|                  | 5.1 Company Final Accounts/ Financial<br>Statements of a Company, The<br>Companies Act 2013 Format<br>under Revised Schedule VI<br>5.2 Computerized Accounting: Computers<br>and Financial application, Accounting<br>Software packages<br>5.3 Introduction to Tally.ERP9 | <b>10</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>  | <b>No. of Lectures</b> |
|                  | Refer the tutorials   | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>  | <b>48</b>              |

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### **Areas of Practical Problems:**

- i. Journal
- ii. Cash Book
- iii. Final Accounts of Sole Proprietorship
- iv. Bank Reconciliation Statement

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

1. List out all Accounting Standards.
2. Collect and paste three sample vouchers.
3. Collect and study Financial Statements of any listed company.
4. Class assignment on Depreciation.
5. List out various Accounting Software Packages.
6. Class assignment on Cash Book.

**Recommended Books: (Year not mentioned)**

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

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

**Course Code:** 19BaBBAU104

**Course Name:** Business Economics (Micro)

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

**Credit:** 03

**Examination Scheme: CIA:** 40 Marks

**End-Sem:** 60 Marks

**Prerequisite Courses:**

- Basic principles of economics.
- Importance of economics in day to day life.

**Course Objectives:**

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.
- To use economic reasoning to problems of business.
- To provide a foundation for further study in economics.

**Course Outcomes:**

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

- Application of economic principles for business problem solving.
- Development of economic intuition.

**Course Contents**

| <b>Chapter 1</b> | <b>Introduction</b>   | <b>No. of Lectures</b> |
|------------------|---|------------------------|
|                  | 1.1 Meaning, Scope of Business Economics – Micro and Macro<br>1.2 Basic Economic Problems<br>1.3 Circular Flow of Income and Expenditure<br>1.4 Scarcity and trade off; Challenge of Resource allocation<br>consumer choice | <b>07</b>              |
| <b>Chapter 2</b> | <b>DEMAND and SUPPLY ANALYSIS</b>   | <b>No. of Lectures</b> |
|                  | 2.1 Concept of Demand and Supply<br>2.2 Determinants of an individual demand, the demand  | <b>09</b>              |

|                  |  |                        |
|------------------|--|------------------------|
|                  | <p>schedule, the demand curve, ceteris paribus, market demand; shift of demand curve versus movement along demand curve</p> <p>2.3 Consumer Behavior :a) Marginal Utility Approach – Limitations, b) Indifference Curve Analysis - Concept – Characteristics - Consumer Equilibrium</p> <p>2.4 Elasticity of Demand and their types</p> <p>2.5 Factors Affecting Supply</p> <p>2.6 Concept and Law of Supply</p>   |                        |
| <b>Chapter 3</b> | <b>REVENUE AND COST ANALYSIS</b>   | <b>No. of Lectures</b> |
|                  | <p>3.1 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship</p> <p>3.2 Types of costs – i) Opportunity Cost, ii) Accounting Costs and Economic Costs iii) Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs iv) Long Run Cost Analysis: Long Run Average and Marginal Cost Curves</p> <p>3.3 Law of variable proportion and Returns to scale</p> <p>3.4 Economies and diseconomies of scale</p> | <b>10</b>              |
| <b>Chapter 4</b> | <b>PRICING UNDER VARIOUS MARKET CONDITIONS</b>   | <b>No. of Lectures</b> |
|                  | <p>4.1 Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition</p> <p>4.2 Monopoly - Price Determination under Monopoly</p> <p>4.3 Monopolistic Competition – Non- price competition, Price and Output. Determination under Monopolistic Competition</p> <p>4.4 Duopoly and Oligopoly – Meaning and characteristics</p>   | <b>10</b>              |
| <b>Chapter 5</b> | <b>DISTRIBUTION</b>  | <b>No. of Lectures</b> |
|                  | <p>5.1 Rent: Modern Theory of Rent</p> <p>5.2 Wages: Marginal Productivity Theory of Wage Determination</p> <p>5.3 Interest: Liquidity Preference Theory of Interest</p> <p>5.4 Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits</p>   | <b>11</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>   | <b>No. of Lectures</b> |
|                  | Real life economic situations will be simulated and students will be asked to perform decision making roles  | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>   | <b>48</b>              |

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**Recommended Books: (year not mentioned)**

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. Managerial Economics- Theory and Application- D.M.Mithani
5. Micro Economics Theory and Application D. N. Dwivedi Second Edition PEARSON

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

**Course Code: 19BaBBAU105**  
**Course Name: Business Mathematics**

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

**Credit: 03+02 (Tutorial)**  
**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Knowledge of basic mathematical concepts and calculations.

**Course Objectives:**

1. To understand the concept and application of profit and loss in business.
2. To understand the concept and application of interest in business.
3. To use L.P.P. and its application in business.
4. To understand the concept of transportation problems and assignment problem & its applications in business world.
5. To understand the concept of shares & share market.

**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**

| <b>Chapter 1</b> | <b>Shares and Dividend</b>   | <b>No. of Lectures</b> |
|------------------|--|------------------------|
|                  | 1.1 Concept of Shares<br>1.2 Stock Exchange<br>1.3 Face Value, Market Value, Dividend<br>1.4 Equity Shares, Preference Shares,<br>Bonus Shares, Examples | <b>08</b>              |
| <b>Chapter 2</b> | <b>Interest</b>  | <b>No. of Lectures</b> |
|                  | 1.1 Simple interest<br>1.2 Compound Interest (reducing balance<br>and flat rate of interest)<br>1.3 Equated Monthly Installments (EMI)                   | <b>09</b>              |

|                  | Examples   |                        |
|------------------|--|------------------------|
| <b>Chapter 3</b> | <b>Profit and Loss</b>   | <b>No. of Lectures</b> |
|                  | 1.1 Terms and formula, Trade discount, cash Discount<br>1.2 Introduction to Commission and brokerage, problems on commission and brokerage<br>1.3 Concept and Treatment of depreciation  | <b>09</b>              |
| <b>Chapter 4</b> | <b>Linear Programming Problem (L.P.P.)</b>   | <b>No. of Lectures</b> |
|                  | 1.1 Meaning of L.P.P.<br>1.2 Formulation of L.P.P.<br>1.3 Solution by Graphical Method   | <b>10</b>              |
| <b>Chapter 5</b> | <b>Transportation Problem (T.P.) &amp; Assignment Problem</b>  | <b>No. of Lectures</b> |
|                  | 1.1 Statement and meaning of T.P.<br>1.2 Methods of finding initial basic feasible solution by:<br>1.2.1 North West Corner Rule<br>1.2.2 Matrix Minimum Method and<br>1.2.3 Vogel's Approximation Method<br>Simple numerical problems (Concept of degeneracy is not expected)<br><b>Assignment Problems</b><br>Introduction, Mathematical Formulation, Hungarian Method for solving assignment problem | <b>11</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>   | <b>No. of Lectures</b> |
|                  | A bank visit to understand various kinds of interest calculations such as loan, recurring deposit, fixed deposit, etc.   | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>   | <b>48</b>              |

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

1. Interest
2. Transportation and Assignment Problem

**Recommended Books: (year not mentioned)**

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain
- 2) Business Mathematics by Padmalochan Hazarika – Sultan Chand & Sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai
- 4) Operations Research by V.K. Kapoor - Sultan Chand & Sons
- 5) Operations Research by Dr. S. D. Sharma – Sultan Chand & Sons
- 6) Operations Research by Dr. J. K. Sharma – Sultan Chand & Sons
- 7) Business mathematics – Dr.Anwar Shaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi- Success Publication, Pune

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

**Course Code: 19BaBBAU106**

**Course Name: Business Demography & Business Environment**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Basic understanding of geography of India.
- General awareness about characteristics of Indian population and its issues.

**Course Objectives:**

- To develop knowledge base for understanding demographic components.
- To make students understand impact of demographic changes on business.
- To create awareness about environment of business.
- To give students insight into application of demographic knowledge in framing development of policies.

**Course Outcomes:**

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

- Understand the structure of human population.
- Apply demographic knowledge to business decisions.

**Course Contents**

| Chapter 1 | Introduction of Demography  | No. of Lectures |
|-----------|---|-----------------|
|           | 1.1 Meaning, Definition, Scope, Importance<br>1.2 Interdisciplinary approach of demography<br>1.3 Business Demography: Meaning, Definition, Need, Variables of Business Demography<br>1.4 Demographic changes, Impact of demographic changes on business<br>1.5 Components of demography<br>(a) Fertility | <b>08</b>       |

|                  |  |                        |
|------------------|--|------------------------|
|                  | (b) Mortality<br>(c) Migration   |                        |
| <b>Chapter 2</b> | <b>Population Studies</b>  | <b>No. of Lectures</b> |
|                  | <p>2.1 Population: Definition, Characteristics, Population Composition: Age and Sex, Rural-urban and economic (Concept of sex ratio, types of sex ratio, factors affecting sex ratio, concept of Age &amp; Sex Pyramid, Types of age and sex pyramid, age and sex pyramids of different countries )</p> <p>2.2 Sources of Population Data: Census, National Sample Survey, Sample Registration Survey, NFHS, DLHS data, Demographic surveys and other sources</p> <p>2.3 Population distribution and population density</p> <p>2.4 Concepts of over, optimum and under population</p> <p>2.5 Population Growth, Population growth in India since 1901</p> <p>2.6 Demographic Transition Model, Demographic Transition in developing and developed countries</p> <p>2.7 Population Policies in India</p> <p>2.8 Concept of Demographic Dividend</p> <p>2.9 Population as resource</p> <p>2.10 Concept of Literacy, Literacy Rate in India, Govt. initiatives to improve literacy</p> <p>2.11 Schemes for Skill Development in India</p> | <b>14</b>              |
| <b>Chapter 3</b> | <b>Urbanization</b>  | <b>No. of Lectures</b> |
|                  | <p>3.1 Meaning, definitions of urbanization, Behavioral concept, structural concepts and demographic concept of urbanization</p> <p>3.2 factors responsible for urbanization and problems of urbanization, impact of urbanization on environment</p> <p>3.3 Measures for managing urbanization</p> <p>3.4 Smart Cities Mission</p>   | <b>08</b>              |
| <b>Chapter 4</b> | <b>Business Environment</b>  | <b>No. of Lectures</b> |
|                  | <p>4.1 Meaning and definition of environment</p> <p>4.2 Types of Environment: (Social, Cultural, Technological, Economic, Natural, Political, Legal, Educational), Components of environment</p> <p>4.3 Environmental Analysis: Approaches, stages, techniques, types</p> <p>4.4 Business potential and opportunities in various Indian States and Union territories- Respective State Government Policies to mobilize resources</p> <p>4.5 Inter-state trade and commerce</p>   | <b>08</b>              |
| <b>Chapter 5</b> | <b>International Business Environment</b>  | <b>No. of Lectures</b> |
|                  | <p>5.1 Borderless world</p> <p>5.2 Changing Scenario of international business – production, Marketing, HRM and finance</p>  | <b>09</b>              |

|                  |  |           |
|------------------|--|-----------|
|                  | 5.3 Competitive advantage in global setting<br>5.4 Cultural Transformation<br>5.5 Introduction to IMF and WTO  |           |
| <b>Chapter 6</b> | <b>Experiential Learning</b>   |           |
|                  | Group of students will be given a particular country/state/region and they will carry out a detailed demographic analysis to identify various challenges and business opportunities in that country/state/region | <b>01</b> |
|                  | <b>Total No. of Lectures</b>   | <b>48</b> |

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Students are encouraged to take up live projects in an industry or industry experts are invited for conducting guest lectures in order to acquaint students to align their theoretical knowledge and its application.

Industry based live projects allow students to gain valuable work experience while they are still studying in college. They pave way for self-empowerment through skill building and hands-on-training.

### **Recommended Books: (year not mentioned)**

1. Population Geography: R.C. Chandana, Lyall Book Depot/ Kalyani Publishers
2. Population Geography: Qazi, S. Shah, Shargi Qazi, APH Publishing Corp. New Delhi
3. Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan
4. Geography of India: Majid Hussain Tata McGraw Hill
5. Population Geography: I Singh: Alfa Publication
6. Business Environment, Text and Cases: Francis Cherunilam, Himalaya Publishing House
7. Principles of Population Studies: Asha A. Bhende, Tara Kanitkar, Himalaya Publishing House
8. International Business: Dr. C.B.Gupta, S.Chand Publishing
9. International Business: Charles W.L. Hill, Arun Kumar Jain, McGraw Hill Education

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

**Course Code: 19BaBBAU201**

**Course Name: Principles and Practices of Management**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Basic Communication Skills & Comprehensive ability.
- Planning and Time Management Skills.

**Course Objectives:**

- The study of this subject enables students to demonstrate their knowledge of business and management principles, their critical-thinking and problem solving skills.
- Develop an awareness of the global environment in which businesses operate and the ability to recognize when change is needed, adapt to change as it occurs, and lead change.
- It traces the historical evolution of management thought and focuses on the contemporary challenges faced by managers.

**Course Outcomes:**

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

- Apply the knowledge about management in the real life business situation.
- Enhance their managerial ability and professional skills.

**Course Contents**

| <b>Chapter 1</b> | <b>Concept &amp; Nature of Management</b>   | <b>No. of Lectures</b> |
|------------------|---|------------------------|
|                  | <b>1.1</b> Meaning, definition, characteristics, nature, importance, objectives & functions – main & subsidiary<br><b>1.2</b> Management as an Art, Science & Profession –<br>Management as a social System |                        |

|                  |   |                        |
|------------------|---|------------------------|
|                  | <p><b>1.3</b> Concept of Management – Administration - Organization – Universality of management</p> <p><b>1.4</b> Levels of Management, management skills</p> <p><b>1.5</b> Skills of a manager, roles of a manager</p>  | <b>10</b>              |
| <b>Chapter 2</b> | <b>Evolution of Management Thoughts</b>   | <b>No. of Lectures</b> |
|                  | <p><b>2.1</b> Approaches to management – Classical, Neo-classical and Modern: Quantitative / Mathematical, Systems, Contingency, Social Systems, Decision Making / Decision Theory, William Ouchi’s Theory Z, MBO</p> <p><b>2.2</b> Contributions to management thoughts – Taylor and Scientific theory, Fayol and Administrative theory Mayo and Hawthorne Experiments</p> <p><b>2.3</b> Indian Management Thought: Indian perspectives on Functions of Management</p>   | <b>10</b>              |
| <b>Chapter 3</b> | <b>Functions of Management: Part – I</b>  | <b>No. of Lectures</b> |
|                  | <p><b>3.1</b> Forecasting- Meaning, need &amp; techniques</p> <p><b>3.2</b> Planning – Meaning, nature, objectives, types of plans &amp; planning, process, levels of planning, need/importance/advantages, limitations/disadvantages</p> <p><b>3.3</b> Organizing – Meaning, nature, elements of organizing, importance, process, principles, organization structure, types of organizations, delegation of authority – meaning, need, difficulties in delegation, eliminating difficulties, centralization – meaning, advantages &amp; disadvantages, decentralization - meaning, advantages &amp; disadvantages</p> <p><b>3.4</b> Staffing – Meaning, nature, importance, steps in staffing process</p> <p><b>3.5</b> Direction – Meaning, nature, purpose, need, elements, principles, techniques, leadership – meaning, characteristics, styles, qualities &amp; functions of leader</p> <p><b>3.6</b> Controlling – Meaning, need, nature, importance, objectives, process &amp; techniques</p> | <b>14</b>              |
| <b>Chapter 4</b> | <b>Functions of Management: Part –II</b>  | <b>No. of Lectures</b> |
|                  | <p><b>4.1</b> Co-ordination – Meaning, characteristics, need, importance, objectives, principles, techniques</p> <p><b>4.2</b> Motivation – Meaning, characteristics, importance, theories: Maslow’s Need Hierarchy Theory, Herzberg’s two factor theory, McGregor’s Theory X &amp; Y</p> <p><b>4.3</b> Communication – Meaning, types of communication in an organization, importance</p> <p><b>4.4</b> Decision making – Meaning, types, process of rational decision making, techniques of decision making</p>   | <b>07</b>              |
| <b>Chapter 5</b> | <b>Recent Trends in Management</b>  | <b>No. of Lectures</b> |
|                  | <p><b>5.1</b> Introduction</p> <p><b>5.2</b> Management of change</p> <p><b>5.3</b> Management of Crisis</p> <p><b>5.4</b> Total Quality Management</p> <p><b>5.5</b> Stress Management</p>   | <b>06</b>              |

|                  |   |                        |
|------------------|---|------------------------|
|                  | <b>5.6 International Management</b>                   |                        |
| <b>Chapter 6</b> | <b>Experiential Learning</b>                          | <b>No. of Lectures</b> |
|                  | Various team building activities will be incorporated | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>                          | <b>48</b>              |

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Industry based live projects allow students to gain valuable work experience while they are still studying in college. They pave way for self-empowerment through skill building and hands-on-training.

### **Recommended Books: (year not mentioned)**

1. Principles & Practice of Management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
2. Essentials of Management - Harold Koontz and Itenz Wiebritch, McGraw Hill International
3. Principles of Management – P.C. Tripathi, P.N. Reddy, Tata McGraw Hill
4. Management Theory & Practice – J.N. Chandan
5. Principles of Management – T Ramasamy, Himalaya Publishing House

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

**Course Code: 19BaBBAU203**  
**Course Name: Principles of Finance**

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

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

**Prerequisite Courses:**

- Students should have basic knowledge of financial activities.
- Students should have knowledge of difference between accounting and finance.

**Course Objectives:**

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

**Course Outcomes:**

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

- Understand various sources of finance.
- Calculate EPS.
- Calculate Cost of Capital.

**Course Contents**

| <b>Chapter 1</b> | <b>Introduction</b>   | <b>No. of Lectures</b> |
|------------------|---|------------------------|
|                  | 1.1 Finance - Definition - Nature and scope of finance function<br>1.2 Financial Management - Meaning – Approaches:- Traditional, Modern<br>1.3 Role of finance manager | <b>04</b>              |
| <b>Chapter 2</b> | <b>Sources of Finance</b>   | <b>No. of Lectures</b> |
|                  | 2.1 <b>External:</b> - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and  |                        |



|                  |  |                        |
|------------------|--|------------------------|
|                  | limitations of these sources<br>2.2 <b>Internal:</b> - Reserves and surplus, Bonus shares, Retained earnings, Dividend policy; Meaning, advantages and limitations of these sources  | <b>13</b>              |
| <b>Chapter 3</b> | <b>Capital Structure</b>   | <b>No. of Lectures</b> |
|                  | 3.1 Meaning - criteria for determining capital structure<br>3.2 Factors affecting capital structure<br>3.3 Capitalization:- Meaning<br>3.4 Over capitalization and Under Capitalization - meaning, causes, consequences, remedies<br>3.5 Calculation of EPS (Earnings Per Share)         | <b>10</b>              |
| <b>Chapter 4</b> | <b>Cost of Capital</b>   | <b>No. of Lectures</b> |
|                  | 4.1 Cost of Equity Capital<br>4.2 Cost Preference Capital<br>4.3 Cost of Term Loan<br>4.4 Cost of debt<br>4.5 Calculation of weighted average cost of capital  | <b>10</b>              |
| <b>Chapter 5</b> | <b>Financial Planning and Recent Trends in Business Finance</b>  | <b>No. of Lectures</b> |
|                  | <b>Financial Planning:</b><br>5.1 Meaning and objectives<br>5.2 Process<br>5.3 Methods of forecasting<br>5.4 Basic considerations<br>5.5 Limitations<br><b>Recent Trends in business finance and Meaning and Nature of:</b><br>Venture Capital<br>Leasing<br>Microfinance<br>Mutual Fund | <b>10</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>   | <b>No. of Lectures</b> |
|                  | Guest lecture on Mutual Fund by an expert  | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>   | <b>48</b>              |

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**Areas of Practical Problems:**

- i. Earnings Per Share
- ii. Cost of Equity
- iii. Cost of Debt
- iv. Cost of Preference Share
- v. Cost of Term Loan
- vi. Calculation of weighted average cost of capital

**Recommended Books: (year not mentioned)**

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

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

**Course Code: 19BaBBAU202**  
**Course Name: Principles of Marketing**

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

**Credit: 03**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Students should have an understanding of the basic functional areas of Management.
- Students should have an understanding of the demographic characteristics of a market and the concept of demand and supply.

**Course Objectives:**

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

**Course Outcomes:**

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

- Develop basic and essential skills related to marketing.

**Course Contents**

| <b>Chapter 1</b> | <b>Introduction to the concept of Marketing</b>  | <b>No. of Lectures</b> |
|------------------|--|------------------------|
|                  | 1.1 Marketing – Definitions, Concept, objectives, importance of Marketing<br>1.2 Functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions<br>1.2 Approaches to the study of Marketing<br>1.4 Marketing manager: Qualities and Responsibilities<br>1.5 Changing profile and challenges faced by a Marketing manager | <b>08</b>              |
| <b>Chapter 2</b> | <b>Marketing Mix / 7P's of Marketing</b>   | <b>No. of Lectures</b> |

|                  |   |                        |
|------------------|---|------------------------|
|                  | <p>2.1 <b>Marketing Mix</b> : Meaning and importance of Marketing mix, Components of marketing mix</p> <p>2.2 <b>Product Mix</b>: Meaning, Definition &amp; Characteristics of product, Product Levels and classification of products. PLC, Product simplification, product elimination, product diversification , new product development</p> <p>2.3 <b>Price mix</b>: Meaning, element , importance of price mix , factors influencing pricing , pricing methods and recent trends</p> <p>2.4 <b>Place mix</b>: Meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain Process</p> <p>2.5 <b>Promotion mix</b>: Meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion</p> <p>2.6 <b>7P's of services marketing</b>: Definition and characteristics of service, Importance of services marketing,<br/><b>Extended marketing Mix</b>: People, Process &amp;Physical Evidence</p> | 17                     |
| <b>Chapter 3</b> | <b>Marketing Environment and Market Segmentation</b>  | <b>No. of Lectures</b> |
|                  | <p>3.1 <b>Marketing Environment</b> – Meaning, Internal &amp; external factors influencing Marketing environment: political, social, economical, international, technological multi cultural environment</p> <p>3.2 <b>Market Segmentation</b>: Meaning, Definition, Essentials of effective Market Segmentation, and types of segmentation</p>   | 06                     |
| <b>Chapter 4</b> | <b>Types of Markets &amp; Recent trends in Marketing</b>  | <b>No. of Lectures</b> |
|                  | <p>4.1 Rural Marketing: Meaning, feature &amp; importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing</p> <p>4.2 Retail marketing</p> <p>4.3 Tele marketing</p> <p>4.4 E-Marketing</p> <p>4.5 Green marketing</p> <p>4.6 Digital marketing: meaning, importance of digital marketing, Techniques of Digital Marketing</p> <p>4.7 Social Marketing</p>  | 08                     |
| <b>Chapter 5</b> | <b>Marketing Planning &amp; Marketing Research</b>  | <b>No. of Lectures</b> |
|                  | <p><b>Marketing Planning &amp; Marketing Research:</b></p> <p>5.1 <b>Marketing planning</b>: Meaning, scope, importance, essentials and steps in marketing planning ,Importance and difficulties in marketing planning</p>  | 08                     |

|                  |  |                        |
|------------------|--|------------------------|
|                  | 5.2 <b>Marketing Research</b> – Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management |                        |
| <b>Chapter 6</b> | <b>Experiential Learning</b>   | <b>No. of Lectures</b> |
|                  | Development of a new product and creating 4P's / 7P's of the same  | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>   | <b>48</b>              |

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### **Recommended Books: (year not mentioned)**

1. Marketing Management by Philip Kotler
2. Marketing Management Cravens by Hills – Woodruff
3. Marketing – A Managerial Introduction by Gandhi
4. Marketing Information System by Davis – Olsan
5. Consumer Behavior by Schiffman – Kanuk
6. Principles and practice of Marketing by John Frair
7. Principles of Marketing Management by S.Chand

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

**Course Code:** 19BaBBAU204  
**Course Name:** Basics of Cost Accounting

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

**Credit:** 03+02 (Tutorial)

**Examination Scheme: CIA:** 40 Marks

**End-Sem:** 60 Marks

**Prerequisite Courses:**

- Students should have basic knowledge of financial accounting.
- Students should have knowledge of various types of cost elements.

**Course Objectives:**

1. To impart the knowledge of basic cost concepts, element of cost & preparation of Cost Sheet.
2. To provide basic knowledge of important methods of costing.

**Course Outcomes:**

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

- Understand methods of costing.
- Prepare cost sheet.
- Understand primary and secondary distribution of overheads.

**Course Contents**

| <b>Chapter 1</b> | <b>Introduction</b>  | <b>No. of Lectures</b> |
|------------------|--|------------------------|
|                  | 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy<br>1.2 Limitations of Financial Accounting<br>1.3 Origin, Objectives and Features of Cost Accounting<br>1.4 Advantages and Limitations of Cost Accounting<br>1.5 Difference between Financial and Cost Accounting<br>1.6 Conceptual analysis of Cost Unit & Cost Centre | <b>06</b>              |
| <b>Chapter 2</b> | <b>Elements of Cost and Cost Sheet</b>   | <b>No. of Lectures</b> |

|                  |   |                        |
|------------------|---|------------------------|
|                  | 2.1 Material, Labour and other Expenses<br>2.2 Classification of Cost & Types of Costs<br>2.3 Preparation of Cost Sheet<br>2.4 Preparation of Tender Quotation  | <b>12</b>              |
| <b>Chapter 3</b> | <b>Introduction to Overheads</b>  | <b>No. of Lectures</b> |
|                  | 3.1 Meaning and Definitions<br>3.2 Classification of Overheads<br>3.3 Collection, allocation, apportionment and reapportionment of overheads<br>3.4 Under and over absorption – Definition and Reasons  | <b>08</b>              |
| <b>Chapter 4</b> | <b>Methods of Costing</b>   | <b>No. of Lectures</b> |
|                  | 4.1. Job Costing- Meaning, Features, Advantages, Limitations and Problems<br>4.2. Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract<br>4.3. Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains<br>4.4 Service costing – Meaning, Features and application, cost unit –simple and composite, Preparation of cost sheet for transport service | <b>17</b>              |
| <b>Chapter 5</b> | <b>Cost Audit</b>   | <b>No. of Lectures</b> |
|                  | 5.1 Meaning , definition, objectives and scope<br>5.2 Advantages of Cost Audit<br>5.3 Difference between Financial and Cost Audit<br>5.4 Types of Cost Audit  | <b>04</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>  | <b>No. of Lectures</b> |
|                  | Refer the tutorials   | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>  | <b>48</b>              |

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**Allocation of Marks:**

**Theory - 50%**

**Practical problems - 50%**

**Area of Practical problems:**

1. Cost-Sheet and Tender Quotation
2. Job costing
3. Contract Costing
4. Process costing
5. Service costing

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

7. List out examples of simple and composite cost unit
8. Write down proforma of Cost sheet with stock adjustments
9. Class assignment on job costing and service costing
10. Class assignment on preparation of tender quotations
11. Class assignment on reapportionment of overheads

**Recommended Books: (year not mentioned)**

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



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**F.Y. BBA (2019 Course)**

**Course Code: 19BaBBAU205**  
**Course Name: Business Statistics**

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

**Credit: 03+02 (Tutorial)**  
**End-Sem: 60 Marks**

**Prerequisite Courses:**

- Basic concepts of Statistics.

**Course Objectives:**

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

**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<br>1.2 Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of sampling procedures only). Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions<br>1.3 Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie, Subdivided bar | <b>08</b>       |

| <b>Chapter 2</b>             | <b>Measures of Central Tendency &amp; Dispersion</b>  | <b>No. of Lectures</b> |
|------------------------------|---|------------------------|
|                              | 2.1 Criteria for good measures of central tendency<br>2.2 Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean<br>2.3 Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation  | <b>11</b>              |
| <b>Chapter 3</b>             | <b>Correlation and Regression (for ungrouped data)</b>  | <b>No. of Lectures</b> |
|                              | 3.1 Concept of correlation, positive & negative correlation<br>3.2 Scatter Diagram, Karl Pearson's Coefficient of correlation<br>3.3 Spearman's Rank Correlation Coefficient<br>3.4 Meaning of regression, Two regression equations, Regression coefficients and properties (Statements Only)   | <b>11</b>              |
| <b>Chapter 4</b>             | <b>Time Series</b>  | <b>No. of Lectures</b> |
|                              | 4.1 Definitions and Utility of Time Series Analysis; Components of Time Series: Secular Trend, Seasonal Variation, and Cyclic Variation, Irregular or Erratic Variations<br>4.2 Measurement of Trend: Freehand or Graphic Method, Method of Semi-averages, Moving Average Method, Method of Least Squares   | <b>10</b>              |
| <b>Chapter 5</b>             | <b>Index Numbers</b>  | <b>No. of Lectures</b> |
|                              | 5.1 Important definitions of Index Numbers<br>5.2 Characteristics of Index Numbers, Uses of Index Numbers, Types of Index Numbers: Price Index: Laspeyres's, Passche's, Fisher's, Dorbish Bowley, Marshal Edgeworth, Quantity Index, Value Index, numerical problems<br>5.3 Problems in the construction of Index Numbers; Methods of constructing Index Numbers. (Only Application, No Proof required) | <b>07</b>              |
| <b>Chapter 6</b>             | <b>Experiential Learning</b>  | <b>No. of Lectures</b> |
|                              | Practical activities on data collection, presentation and basic data analysis   | <b>01</b>              |
| <b>Total No. of Lectures</b> |   | <b>48</b>              |

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studying in college. They pave way for self-empowerment through skill building and hands-on-training.

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

1. Measures of Central Tendency and Dispersion
2. Correlation & Regression

**Recommended Books: (year not mentioned)**

1. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi
2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad
3. Business Statistics by N. D. Vohra – Tata Mc Graw Hill
4. Fundamentals of Mathematical Statistics by V.K. Kapoor -Sultan Chand & Sons, Delhi

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

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

**Course Code: 19BaBBAU206**  
**Course Name: Business Informatics**

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

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

**Prerequisite Courses:**

- Basic knowledge about computer.
- Basic knowledge about computer networks.

**Course Objectives:**

- To know the basics of Computer.
- To understand the basics of networking.
- To know the basics of internet.
- To know the basics of database.

**Course Outcomes:**

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

- Apply computer knowledge in Business.
- Apply the concept of computer networks in Business.

**Course Contents**

| Chapter 1 | Introduction to Computers   | No. of Lectures |
|-----------|---|-----------------|
|           | 1.1 Introduction<br>1.2 Characteristics of Computers<br>1.3 Block diagram of computer<br>1.4 Types of Programming Languages<br>1.4.1 Machine Languages<br>1.4.2 Assembly Languages<br>1.4.3 High Level Languages<br>1.5 Storage Devices<br>1.5.1 Primary Memory<br>1.5.1.1 RAM<br>1.5.1.2 ROM<br>1.5.2 Secondary Storage Devices - FD, CD,<br>HDD, Pen drive<br>1.6 I/O Devices<br>1.6.1 Monitor and types of monitor | <b>10</b>       |

|                  |   |                        |
|------------------|---|------------------------|
|                  | <ul style="list-style-type: none"> <li>1.6.2 Printer and types of printer</li> <li>1.6.3 Scanners</li> <li>1.6.4 Digitizers</li> <li>1.6.5 Plotters</li> <li>1.7 Types of computers &amp; Features <ul style="list-style-type: none"> <li>1.7.1 Mini Computers</li> <li>1.7.2 Micro Computers</li> <li>1.7.3 Mainframe Computers</li> <li>1.7.4 Super Computers</li> </ul> </li> <li>1.8 Number Systems <ul style="list-style-type: none"> <li>1.8.1 Introduction to Binary, Octal, Hexadecimal system</li> <li>1.8.2 Conversion</li> <li>1.8.3 Simple Addition, Subtraction, Multiplication, Division</li> </ul> </li> </ul>   |                        |
| <b>Chapter 2</b> | <b>Operating System and Services in O.S</b>   | <b>No. of Lectures</b> |
|                  | <ul style="list-style-type: none"> <li>2.1 Definition of operating system</li> <li>2.2 Services provided by OS</li> <li>2.3 Types of OS</li> <li>2.4 Features of Windows and Linux</li> <li>2.5 Files and Directories</li> <li>2.6 Internal and External Commands of DOS</li> <li>2.7 Batch Files</li> </ul>  | <b>08</b>              |
| <b>Chapter 3</b> | <b>Editors and Word Processors</b>  | <b>No. of Lectures</b> |
|                  | <ul style="list-style-type: none"> <li>3.1 Basic Concepts</li> <li>3.2 Examples : MS-Word2007-Word basics <ul style="list-style-type: none"> <li>3.2.1 formatting text &amp; documents</li> <li>3.2.2 working with header, footer</li> <li>3.2.3 tables &amp; sorting</li> <li>3.2.4 working with graphics, templates ,wizards&amp; sample documents</li> <li>3.2.5 Introduction to mail merge</li> </ul> </li> <li>3.3 MS-Excel2007</li> <li>3.4 MS-Access2007 <ul style="list-style-type: none"> <li>3.4.1 Creation of table</li> <li>3.4.2 database creation in MS-Access2007</li> </ul> </li> <li>3.5 MS –PowerPoint2007- <ul style="list-style-type: none"> <li>3.5.1 creating presentation the easy way</li> <li>3.5.2 working text in power Point</li> <li>3.5.3 working with graphics in power point</li> </ul> </li> </ul> | <b>09</b>              |
| <b>Chapter 4</b> | <b>Introduction to Networking</b>   | <b>No. of Lectures</b> |
|                  | <ul style="list-style-type: none"> <li>4.1 Basics of Computer Networks</li> <li>4.2 Definition <ul style="list-style-type: none"> <li>4.2.1 Goals</li> <li>4.2.2 Applications</li> <li>4.2.3 Components</li> </ul> </li> <li>4.3 Topology <ul style="list-style-type: none"> <li>4.3.1 Types of Topology</li> </ul> </li> </ul>   | <b>14</b>              |

|                  |  |                        |
|------------------|--|------------------------|
|                  | (Bus topology, Ring topology, Star topology, Mesh Topology, Tree topology)<br>4.4 Types of Networks<br>4.4.1 (LAN, MAN, WAN)<br>4.5 Concept of Internet, Intranet and Extranet<br>4.6 Web Client<br>4.7 Web Server<br>4.8 WWW<br>4.9 Search Engine<br>4.10 Use of social networks in business networking<br>4.11 Internet Service Providers(ISP)<br>4.12 Internet security threats<br>Trojan<br>Worms<br>Spyware<br>Adware<br>Malware<br>4.13 Antivirus<br>4.14 Hacking<br>4.15 Firewall |                        |
| <b>Chapter 5</b> | <b>Introduction to R.D.B.M.S</b>   | <b>No. of Lectures</b> |
|                  | 5.1 Advantages and Limitations<br>5.2 Normalization<br>5.3 Entity Relationships<br>5.4 Use Of simple SQL Commands involving both single table and joins  | <b>06</b>              |
| <b>Chapter 6</b> | <b>Experiential Learning</b>   | <b>No. of Lectures</b> |
|                  | Computer lab practical on MS word, MS excel, MS access, MS PowerPoint and use of simple SQL commands involving both single table and joins   | <b>01</b>              |
|                  | <b>Total No. of Lectures</b>   | <b>48</b>              |

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### **Recommended Books: (year not mentioned)**

1. Fundamental of Computers – By P. K. Sinha
2. Fundamental of Computers – By V. Rajaraman
3. Computer Applications in Management- By Niranjana Shrivastava
4. MS- Office 2000(For Windows) – By Steve Sagman
5. Data Communications & Networking- Behrouz Ferouzan