Progressive Education Society's

Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune 5

(An Autonomous College Affiliated to Savitribai Phule Pune University)

Syllabus

For

B.B.A.

Choice Based Credit System (CBCS)

Syllabus under National Education Policy (NEP)

To be implemented from Academic Year 2024-2025

Semester I (First Year)

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	ESE	Total
Subject 1 T (2) + (T/P) (2) or T (4)	24BaFinU1101 / 24BaMktU1101	Principles of Finance / Principles of Marketing	4		4		40	60	100
Subject 2 T (2) + (T/P) (2) or T (4)	24BaMktU1101 / 24BaHrmU1101	Principles of Marketing / Principles of Human Resource Management	4		4		40	60	100
Subject 3 T (2)+ (T/P) (2) or T (4)	24BaBbaU1301	Basics of Economics	4		4		40	60	100
IKS T (2)	24CpCopU1901	Generic IKS	2		2		20	30	50
GE/OE (T/P) (2)	24BaBbaU1401	Business Correspondence	2		2		20	30	50
SEC (T) (2)	24BaBbaU1601	Business Mathematics	2		2		20	30	50
AEC T (2)	24CpCopU1701 / 24CpCopU1702	MIL-I (Hindi) / MIL-I (Marathi)	2		2		20	30	50
VEC T (2)	24CpCopU1801	EVS-I	2		2		20	30	50
Total			**22**		**22**				**550**

OE: Open Elective
AEC: Ability Enhancement Course
VEC: Value Education Course
CC: Co-Curricular Course
IKS: Indian Knowledge System
OJT: On Job Training
FP: Field Project
VSC: Vocational Skill Course
CEP: Community Engagement Project
SEC: Skill Enhancement Course

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Modern College of Arts, Science and Commerce (Autonomous)

Shivajinagar, Pune – 5

F. Y. B.B.A. (SEMESTER I)

(2024 Course under NEP 2020)

Course Code: 24BaFinU1101 **Course Name:** Principles of Finance

Course Type: Major Mandatory

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

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

Prerequisites of the Course:

- Students should have basic knowledge of the concept of finance.
- Students should have knowledge of the 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 –

CO No.	Course Outcome	Cognitive Level
CO 1	Understand the concept of finance and financial management	2
CO 2	Find out the role of financial manager in the organization	1
CO 3	Compare the nature and scope of sources of finance	2
CO 4	Calculate and analyze the effect of EPS	4
CO 5	Calculate and determine the effect of weighted average cost of capital in the financial management	5
CO 6	Identify the reasons and consequences of undercapitalization and overcapitalization	3

Course Contents:

Chapter 1	Introduction to Finance, Financial Planning & Forecasting	No. of Lectures
	1.1 Finance: Definition, Nature, and Scope of finance function 1.2 Financial Management: Meaning, Objectives, Functions, Approaches: Traditional, Modern 1.3 Role of Finance Manager 1.4 Financial Planning: Meaning, Objectives, Process and Limitations 1.5 Methods of forecasting: Meaning, Basic considerations & Limitations.	8
Chapter 2	**Sources of Finance**	**No. of Lectures**
	2.1 Long Term Sources of Finance 2.1.1 External Sources: Shares, Debentures, borrowing from banks: meaning, types, advantages, and limitations of these sources 2.1.2 Internal Sources: Reserves and surplus, Bonus shares, retained earnings, Dividend policy, Meaning, advantages and limitations of these sources 2.2 Short Term Sources of Finance: ● Public Deposits ● Cash Credit ● Trade Credit ● Customer Advances ● Bank Overdraft ● Discounting of Bill ● Credit Installments ● Introduction to Money Market Instruments	14
Chapter 3	**Capital Structure**	**No. of Lectures**
	3.1 Capital Structure: Meaning, criteria for determining capital structure 3.2 Factors affecting capital structure 3.3 Capitalization: Meaning 3.4 Over capitalization and Under Capitalization - meaning, causes, consequences, remedies 3.5 Calculation of EPS (Earnings Per Share)	14
Chapter 4	**Cost of Capital**	**No. of Lectures**
	4.1 Time Value of Money 4.2 Cost of Equity Capital 4.3 Cost Preference Capital 4.4 Cost of Term Loan 4.5 Cost of Debt	14

	4.6 Calculation of weighted average cost of capital (WACC)	
	Experiential Learning	**No. of Lectures**
	Students can choose any finance related topic with the guidance of a subject teacher, study its relevance by visiting appropriate institution, understand its application and submit a report.	4
	Case Study	
	● EPS EBIT Analysis ● Time Value of Money	6
	Total No. of Lectures	**60**

Experiential Learning:

1. Students are encouraged to participate in live industry projects, or attend guest lectures by industry experts, so they can connect their theoretical knowledge to practical applications.

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

Areas of Practical Problems:

1. Earnings Per Share
2. Cost of Equity
3. Cost of Debt
4. Cost of Preference Share
5. Cost of Term Loan
6. Calculation of weighted average cost of capital

Recommended Books:

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

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

F. Y. B.B.A. (SEMESTER I)

(2024 Course under NEP 2020)

Course Code: 24BaMktU1101 **Course Name:** Principles of Marketing

Course Type: Major Mandatory

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

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

Prerequisites of the Course:

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

Course Objectives:

1. To study the basic concepts of marketing, it's general nature, scope and importance.
2. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.
3. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.

Course Outcomes:

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

CO. No.	Course Outcome	Cognitive Level
CO 1	Understand the concept of marketing.	2
CO 2	Develop basic and essential skills related to marketing.	3
CO 3	Develop the knowledge about 4 P's/ 7P's strategy for product & service	3
CO 4	Understanding the concept of market environment.	1
CO 5	Understand & learn how to segment the market.	1, 4
CO 6	Able to create a new product based on 7 p's.	5

Course Contents:

Chapter 1	Introduction to the concept of Marketing	No. of Lectures
	1.1 Marketing: Definitions, Concept, Objectives, Importance of Marketing **1.2 Functions of marketing**: On the basis of exchange, On the basis of physical supply and facilitating functions **1.3 Approaches** to the study of Marketing **1.4 Marketing manager**: Qualities and Responsibilities of marketing manager **1.5** Changing profile and challenges faced by a Marketing Manager	9
Chapter 2	**Marketing Mix**	**No. of Lectures**
	2.1 Marketing Mix: Meaning and importance of Marketing mix, Components of marketing mix **2.2 Product Mix**: Meaning, Definition & Characteristics of product, Product Levels and classification of products. PLC, Product simplification, product elimination, product diversification, new product development **2.3 Price mix:** Meaning, element, importance of price mix, factors influencing pricing, pricing methods and recent trends **2.4 Place mix**: Meaning and concepts of channel of distribution, types of channels 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 **2.5 Promotion mix**: Meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion **2.6 7 P's of services marketing**: Definition and characteristics of service, Importance of services marketing **Extended marketing Mix**: People, Process Physical Evidence.	21
Chapter 3	**Marketing Environment**	**No. of Lectures**
	3.1 Marketing Environment – Meaning, Importance of marketing environment **3.2 Internal & external factors influencing Marketing Environment**: political, social, economic, international, technological multi-cultural environment.	10
Chapter 4	**Market Segmentation**	**No. of Lectures**

	4.1 Market Segmentation: Meaning, Definition of marketing segmentation **4.2 Importance** of Market segmentation **4.3 Essentials** of effective Market Segmentation **4.4 Types** of Market segmentation	10
	Case Study	**No. of Lectures**
	Case study on marketing mix strategy for different brands	5
	Experiential Learning	**No. of Lectures**
	Development of a new product and creating 4 P's / 7 P's of the same	5
Total No. of Lectures		**60**

Experiential Learning:

1. Students will create a product or a service and its branding aspect.
2. Students will create a marketing mix (**4 P’s or 7 P’s)** for the product.
3. Students will create a report & present in the classroom.

Recommended Books:

1. Marketing Management - Philip Kotler, Kevin Keller by Pearson India Educations Services
2. Marketing Management Cravens by Hills – Woodruff
3. Marketing – A Managerial Introduction by Gandhi
4. Marketing Information System by Davis – Olsan
5. Principles and practice of Marketing by John Frain
6. Principles of Marketing Management by S.Chand

Progressive Education Society's

Modern College of Arts, Science and Commerce (Autonomous)

Shivajinagar, Pune – 5

F. Y. B.B.A. (SEMESTER I)

(2024 Course under NEP 2020)

Course Code: 24BaHrmU1101 **Course Name:** Principles of Human Resource Management

Course Type: Major Mandatory

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

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

Prerequisites of the Course:

- Basic people management skills and problem solving.
- Effective Interpersonal skills

Course Objectives:

1. This curriculum will cover the basic concepts and principles of HRM and guide to understand the philosophy and practice of the organizations and particularly focus on the human capital.
2. This will help students to understand people planning and people management, policy to set the long-term goals and to formulate the strategy.
3. This course endeavours to develop managers and professionals who can contribute to the organization's success.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Understand the concept and importance of Human Resource Management in the organization.	1
CO 2	Describe the concept of job analysis and relate findings of job analysis to support various HRM functions.	1, 2
CO 3	Summarize different HRM functions and apply them in achieving organizational goals	2, 3
CO 4	Analyze the importance of employee training and development in supporting organizational objectives.	4
CO 5	Comparing and understanding difference between personnel management and Human resource management.	5
CO 6	Elaborate on the role of HR manager in performing different HR functions.	6

Course Contents:

Chapter 1	Introduction to Human Resource Management	No. of Lectures
	1.1 Definition-Concept and Scope of Human Resource Management 1.2 Difference between Personnel Management and Human Resource Management 1.3 Importance and Functions of Human Resource Management 1.4 Role of HR Department	8
Chapter 2	**Job Analysis and Job Design**	**No. of Lectures**
	2.1 Meaning, Concept and Uses of Job Analysis, Process of Job Analysis, Methods of Data Collection for Job Analysis 2.2 Job Description – Concept 2.3 Job Specification – Concept 2.4 Job Enrichment – Concept 2.5 Job Enlargement – Concept 2.6 Job Rotation – Concept 2.7 Job Simplification – Concept 2.8 Job Evaluation – Concept and Techniques of Job Evaluation 2.9 Job Design – Concept and Techniques of Job Design	16
Chapter 3	**Human Resource Planning, Recruitment and Selection**	**No. of Lectures**
	3.1 Concept, Definition and Objectives of Human Resource Planning, Factors influencing in estimating human resource planning 3.2 Recruitment: Concept, Definition and Types of recruitment and Process of recruitment 3.3 Interview – Concept and Types of Interviews, Etiquettes of Interview - Do's and Don'ts 3.4 Selection- Concept and selection process 3.5 Placement of Employees – Concept	15
Chapter 4	**Induction, Training and Development**	**No. of Lectures**
	4.1 Induction – Meaning and Concept 4.2 Training- Meaning and Concept, Objectives and Advantages of training, Identification of training needs, Methods or Types Training, Evaluation / Key. Elements of Effectiveness of training programme. 4.3 Development – Concept and Difference between Training and Development.	15
	Experiential Learning	**No. of Lectures**

	Field Visit and Report writing.	3
	Case Study	**No. of Lectures**
	Case Study relating to HRM -Training & Development, Job Evaluation, Job Techniques	3
Total No. of Lectures		**60**

Experiential Learning:

In Field Visit activity:

1. Students will visit the HR Department of manufacturing or service sector organizations and they will study the nature of the HR Department, how they are functioning so they can get a basic idea of the subject.
2. Students can learn and gain practical knowledge.
3. Students will prepare a short report on field visits.

Case Study:

Students will be assigned a case study related to HRM subject to:

1. Explore the nature of a problem and circumstances that affect a decision or solution.
2. Learn about others' viewpoints and how they may be considered.
3. Learn about one's own viewpoint.
4. Predict outcomes and consequences.

Recommended Books:

1. Personnel & HRM by P. Subba Rao, Himalaya Publishing House
2. HRM by L.M.Prasad, Sultan Chand & Sons
3. Dr.Dilip Patil & Dr.Dilip Devare – Atharva Publications Human Resource Management
4. HRM by K.Aswathappa, Tata McGraw Hill
5. Personnel Management and Industrial Relations by Ratnorm & Srivastava, Tata McGraw Hills
6. Human Resource Management by A.Ghanekar, Everest Publishing
7. Human Resource Management by M.S.Saiyadain, Tata McGraw Hills
8. Human Resource Management -Dr.C.B.Gupta-Sultan & Sons
9. Dynamics of Industrial Relations – Dr.C.B.Memoria, Dr.Satish Memoria and S.V.Gankar – Himalaya Publishing House

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Shivajinagar, Pune – 5

F. Y. B.B.A. (SEMESTER I)

(2024 Course under NEP 2020)

Course Code: 24BaBbaU1301 **Course Name:** Basics of Economics

Course Type: Minor (Paper 1 Theory)

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

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

Prerequisites of the Course:

- Understanding how goods and services are traded, along with the basics of supply, demand, and price, forms the foundation of economic knowledge.
- The ability to analyze and evaluate information critically will assist students in interpreting economic arguments, evaluating policies, and understanding economic models.
- A basic understanding of current global and national economic.

Course Objectives:

1. Introduce students to basic economic principles such as supply and demand, scarcity, opportunity cost, market equilibrium, and economic decision-making.
2. Provide students with methods for analyzing economic issues and policies and evaluating the effects of economic decisions on individuals and society.
3. Present essential microeconomics concepts including consumer behavior, production by firms, pricing strategies, and the operation of competitive and non-competitive markets.

Course Outcomes:

On completion of the course, students will be able to -

CO No.	Course Outcome	Cognitive Level
CO 1	Understand Economics Fundamentals: Definition of economics as a social science.	1, 2
CO 2	Recognize the fundamental economic problem of Scarcity and opportunity cost: How scarcity affects decision-making and understand the concept of opportunity cost in allocating resources.	5
CO 3	Understand the different classifications of economic systems, including capitalism and socialism and their historical development.	4
CO 4	Understanding nature and characteristics of human wants and learn to classify human wants into different categories. Understand concept of utility and learn different types of utility.	3
CO 5	Analyze and interpret economic data using statistical techniques like variables, functions, equations, graphs, curves.	6

CO 6	Understand how factor prices are determined by the interaction of factor demand & supply.	2

Course Contents:

Chapter 1	Nature and Scope of Economics	No. of Lectures
	1.1.Economics -Meaning, Definition Nature and scope of economics - economic systems –Capitalist, Socialist and Mixed. 1.2.Economics, Arts or Science 1.3.Types of Economics-Positive Economics and Normative Economics, Microeconomics and Macro Economics. 1.4.Meaning and Concept of Wealth, Growth, Welfare, and Scarcity - Modern concept of economics. 1.5.Economic Problems of Scarcity, Choice and Opportunity Cost – Production Possibility Frontier.	14
Chapter 2	**Human Wants, Consumption and Utility**	**No. of Lectures**
	2.1. Human Wants: i) Meaning and definition of Human Wants ii) Characteristics of Human Wants iii) Classification of Human Wants **2.2 Consumption:** i) Meaning and definition of Consumption ii) Types of Consumption iii) Engel's law of Consumption **2.3 Utility:** i) Meaning, Characteristics of Utility & Classification and Measurement of Utility-Cardinal Utility and Ordinal Utility. Total Utility and Marginal Utility ii) Law of Diminishing Marginal Utility-Meaning -Assumptions -Criticism iii) Indifference Curve – Meaning - Properties of Indifference Curve iv) Consumer Surplus and Consumer Equilibrium - Concept and Meaning.	18
Chapter 3	**Tools in Economics**	**No. of Lectures**
	3.1. Tools used in economics – Introduction and its importance. **3.1.1. Variables**: i) Meaning & Concept ii) Types of variables: Endogenous & Exogenous 3**.1.2 Functions:** **i) Meaning & concept** **ii)Types of Functions:** • Production Function • Cost Function • Utility Function	12

	• Demand Function • Supply Function **3.1.2. Equations:** i)Meaning & Concept ii) Types of Equations **3.1.4. Slopes**: i)Meaning & concept ii)Linear & Non-Linear slope **3.1.5. Graphs** i)Meaning & concept ii)Types of Graphs **3.1.6. Line:** i)Meaning & concept **3.1.7. Curves** i)Meaning & concept	
Chapter 4	**Factor Pricing**	**No. of Lectures**
	4.1. Marginal Productivity Theory of Distribution **4.2. Rent:** Meaning 4.2.1. Ricardian Theory of Rent, 4.2.2. Modern Theory of Rent, 4.2.3. Concept of Quasi Rent. **4.3. Wages:** **4.3.1. Meaning and types of wages:** (a) Minimum Wages (b) Money wages (c) Real Wages (d) Subsistence Wages (e) Fair wages **4.3.2**. Backward Bending Supply curve of Labour **4.3.3.** Role of Collective Bargaining in Wage Determination. **4.4. Interest: Meaning** **4.4.1**. Loanable Fund Theory, **4.4.2.** Liquidity Preference Theory **4.5. Profit: Meaning** **4.5.1.** Risk and Uncertainty Theory of Profit, **4.5.2.** Dynamic Theory of Profit, **4.5.3.** Innovation Theory of Profit.	13
	Experiential Learning	
	Real-life economic situations will be simulated, allowing students to participate and improve their decision-making skills.	3
Total No. of Lectures		**60**

Experiential Learning:

- Students will do a market survey to analyze and understand the demand, price, and competitive aspects of different products.
- Students will submit a detailed project report as per the format prescribed by the subject teacher.
- Students will submit multiple assignments to ensure complete understanding of the topic taught in class.

Recommended Books:

1. Principles of Economics by Dr.S.R.Myneni by Allahabad Law Agency
2. Business Economics – Theory & Application – Dr.D.D.Chaturvedi, Dr.S.L.Gupta
3. Micro Economics – M.L.Seth
4. Introduction to Positive Economics – Richard G.Lipsey.

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Shivajinagar, Pune – 5

F. Y. B.B.A. (SEMESTER I)

(2024 Course under NEP 2020)

Course Code: 24BaBbaU1401 **Course Name:** Business Correspondence

Course Type: Open Elective (OE)

Teaching Scheme: TH: 2 Lectures/Week **Credits:** 2

Examination Scheme: CIA: 20 Marks **End Sem:** 30 Marks

Prerequisites of the Course:

- 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, students will be able to -

CO No.	Course Outcome	Cognitive Level
CO 1	Express himself/herself well using verbal and non-verbal communication methods	6
CO 2	Listen more carefully once they are familiar with important listening skills	2
CO 3	Understand how to prepare for interviews	3
CO 4	Improve their writing skills	6
CO 5	Enhance communication skills with help of the techniques taught in this subject	4
CO 6	Use better communication skills to enhance their overall personality.	5

Course Contents:

Chapter 1	Introduction to Communication	No. of Lectures
	1.1 Introduction to Communication: Meaning, Definition, Objectives and Importance of Communication, Process of Communication 1.2 Principles of Good Communication 1.3 Barriers to Communication, Overcoming Barriers	6
Chapter 2	**Types & Media of Communication**	**No. of Lectures**
	2.1 Types of Communication 2.2 Oral Communication: Meaning, Nature, Scope, Advantages and Disadvantages, Principles of Effective Oral Communication 2.3 Written Communication: Meaning, Advantages and Disadvantages. 2.4 Non-verbal Communication and Body Language: Forms of non-verbal communication, Interpreting body language, Kinesics; Proxemics, Touch, Signsand Symbols, Paralinguistic, Effective use of body language. 2.5 Principles of Good Listening, Barriers to Listening, Techniques to Improve Listening 2.6 Media of Communication: Introduction, Meaning and Importance of Technology in Communication. 2.7 Meaning, Advantages and Disadvantages of: Voice Mail, Teleconferencing, Video Conferencing, Dictaphone, SMS, MMS, Internet, and Social Media Sites.	8
Chapter 3	**Business Correspondence**	**No. of Lectures**
	3.1 Reading Skills: Meaning, Scope, and Importance of Reading 3.2 Business Correspondence: Need, Functions, Component and Layout of Business letter. 3.3 Drafting of Letters: Enquiry letter, Purchase order, Complaint and follow up letter, Sales letter, Circulars, Notices, Agenda, Minutes of a meeting, Memo, Email etiquettes, Application for employment and Resume.	12
	Experiential Learning	**No. of Lectures**
	Students will be asked to prepare an application letter and CV of their own based on the learnings of the subject so that they can communicate their candidature to the company while applying for the job	4
Total No. of Lectures		**30**

Experiential Learning:

Students are encouraged to draft an application and CV; it will help the students to utilize their theoretical learnings for drafting a well-formulated application and CV as per job description and requirement.

It will help them with 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 Essentials of Business Communication: Rajendra Pal & J. S. Korlhalli- Sultan Chand &Sons, New Delhi
2) Media and Communication Management: C.S.Raydu - Himalaya Publishing House, Mumbai
3) Professional Communication: Aruna Koneru- Tata McGraw Hill Publishing Co. Ltd, New Delhi
4) Creating a Successful CV: Siman Howard - Dorling Kindersley
5) Business Communication skills: Dr. G. M. Dumbre, Dr.Anjali Kalkar, Dr. P. N. Shende, Dr. S. D. Takalkar, Success Publication, Pune
6) Effective Documentation and Presentation: Urmila Rai & S.M. Rai – Himalaya Publishing House, Mumbai
7) Principles Practices of Business Communication: Aspi Doctor & Rhoda Doctor – Sheth Publishers Pvt. Ltd.
8) Business Communication: Concepts, Cases and Applications – P.D. Chaturvedi, Mukesh Chaturvedi, 2nd Edition (2013)

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Shivajinagar, Pune – 5

F. Y. B.B.A. (SEMESTER I)

(2024 Course under NEP 2020)

Course Code: 24BaBbaU1601 **Course Name:** Business Mathematics

Course Type: Skill Enhancement Course (SEC)

Teaching Scheme: TH: 2 Lectures/Week **Credits:** 2

Examination Scheme: CIA: 20 Marks **End Sem:** 30 Marks

Prerequisites of the Course:

- 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 problems & applications in the business world.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Demonstrate and analyze mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics.	2, 4
CO 2	Understand the key role Mathematics plays in all facets of the business world.	2
CO 3	Make use of equations, formulae, and mathematical expressions	3
CO 4	Examine critical thinking, modelling, and problem-solving skills.	5
CO 5	Develop formulation skills in transportation models and finding solutions.	3
CO 6	Understand the basics in the field of assignment problems	1

Course Contents:

Chapter 1	Shares and Dividend	No. of Lectures
	1.1 Concept of Shares 1.2 Stock Exchange 1.3 Face Value, Market Value, Dividend, Equity Shares, Preference Shares, Bonus Shares, Examples	8
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	8
Chapter 3	**Transportation Problem (T.P.) & Assignment Problem**	**No. of Lectures**
	3.1 Statement and meaning of T.P. 3.2 Methods of finding an initial basic feasible solution by: 3.2.1 North West Corner Rule 3.2.2 Matrix Minimum Method and 3.2.3 Vogel's Approximation Method Simple numerical problems 3.2.4 Hungarian Method and numerical problems	8
	Experiential Learning	**No. of Lectures**
	Budget Tracking, Students track their spending and earnings over a given period, Applications of LPP	6
Total No. of Lectures		**30**

Experiential Learning:

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

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

Recommended Books:

1. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain
2. Operations Research by V.K. Kapoor - Sultan Chand & Sons Operations Research by Dr. J. K. Sharma – Sultan Chand & Sons
3. Business Mathematics by V. K. Kapoor - Sultan Chand & Sons, Delhi
4. Business Mathematics by Bari - New Literature Publishing Company, Mumbai
5. A. V. Rayarikar and P. G. Dixit: Business Mathematics and Statistics : Nirali Publishers, Pune

Semester II (First Year)

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	ESE	Total
Subject 1 T (2) + T/P (2) or T (4)	24BaFinU2101 / 24BaMktU2101	Business Accounting / Basics of Digital Marketing	4		4		40	60	100
Subject 2 T (2)+ T/P (2) or T (4)	24BaMktU2101 / 24BaHrmU2101	Basics of Digital Marketing / Functions of Human Resource Management	4		4		40	60	100
Subject 3 T (2)+ T/P (2) or T (4)	24BaBbaU2301	Business Economics (Micro)	4		4		40	60	100
GE / OE (T/P)(2)	24BaBbaU2401	Personality Development	2		2		20	30	50
SEC T(2)	24BaBbaU2601	Business Statistics	2		2		20	30	50
AEC T(2)	24CpCopU2703	English Communication Skills I	2		2		20	30	50
VEC T(2)	24CpCopU2801	Democracy, Election and Governance	2		2		20	30	50
CC (2)	24CpCopU2001/ 24CpCopU2011 / 24CpCopU2021 / 24CpCopU2031 / 24CpCopU2041 / 24CpCopU2051 / 24CpCopU2061 / 24CpCopU2071	**Physical Education** / Cultural Activities / NSS / NCC / Fine Arts /Applied Arts / Visual Arts / Performing Arts	2		2		20	30	50
Total			**22**		**22**				**550**

OE: Open Elective
AEC: Ability Enhancement Course
VEC: Value Education Course
CC: Co-Curricular Course
IKS: Indian Knowledge System
OJT: On Job Training
FP: Field Project
VSC: Vocational Skill Course
CEP: Community Engagement Project
SEC: Skill Enhancement Course

Progressive Education Society's

Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5

F. Y. B.B.A. (SEMESTER II)

(2024 Course under NEP 2020)

Course Code: 24BaFinU2101 **Course Name:** Business Accounting

Course Type: Major Mandatory

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

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

Prerequisites of the Course:

- 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 the knowledge about recording of transactions and preparation of final accounts of sole proprietorship.
3. To acquaint the students about accounting software packages i.e., Tally ERP9.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Enable the students to acquire sound knowledge of basic concepts of accounting.	1
CO 2	Impart the knowledge about recording of transactions and preparation of final accounts of sole proprietorship.	2
CO 3	Acquaint the students about accounting software packages i.e., Tally ERP9.	2
CO 4	Read and interpret financial statements as per Companies Act.	3
CO 5	Understand the concepts and preparation of Bank Reconciliation Statement	1, 4
CO 6	Understand the concept and methods of depreciation	1, 3

Course Contents:

Chapter 1	Introduction to Accounting	No. of Lectures
	1.1 Introduction to bookkeeping and accountancy 1.2 Financial Accounting-definition and Scope, objectives, Basic Accounting Terminologies 1.3 Accounting concepts, principles, and Conventions 1.4 Accounting Standards - AS1, AS2, AS3, AS21	8
Chapter 2	**Accounting Transactions and Final Accounts**	**No. of Lectures**
	2.1 Voucher system; Accounting Process, Journals, Ledger, Cash Book, Subsidiary Books, Trial Balance 2.2 Bank Reconciliation Statement: Meaning and importance, Preparation of Bank Reconciliation Statement 2.3 Depreciation - Meaning, Importance and Methods	18
Chapter 3	**Final Account of Sole Proprietorship**	**No. of Lectures**
	3.1 Proforma of Trading Account, Profit and Loss Account, Balance Sheet 3.2 Accounting treatment in final account of various financial transactions 3.3 Preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)	16
Chapter 4	**Company Final Accounts and Computerized Accounting**	**No. of Lectures**
	4.1 Company Final Accounts/ Financial Statements of a Company, The Companies Act 2013 Format under Revised Schedule III 4.2 Computerized Accounting: Computers and Financial application, Accounting Software packages. 4.3 Introduction to Tally.ERP9	8
	Experiential Learning	
	Study and submission of one of the company's financial statements (i.e., company's profit & loss account and balance sheet)	4
	Tutorials (Refer to the list of tutorials mentioned below)	6
Total No. of Lectures		**60**

Experiential Learning:

To get a more relevant understanding of the statements, students are asked to download, study, and submit financial statements of one of the companies to gain more valuable work experience while they are still studying in college.

Areas of Practical Problems:

1. Journals
2. Cash Book
3. Final Accounts of Sole Proprietorship
4. Bank Reconciliation Statement **

Tutorials will be conducted on 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:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Business Accounting: Dr. G. M. Dumbre, Dr. Kishor Jagtap, Dr. A. H. Gaikwad, Dr. N. M. Nare- Success Publication, Pune
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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F. Y. B.B.A. (SEMESTER II)

(2024 Course under NEP 2020)

Course Code: 24BaMktU2101 **Course Name:** Basics of Digital Marketing

Course Type: Major Mandatory

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

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

Prerequisites of the Course:

- Students should have a clear understanding of the concept of the internet, website and the basics of marketing.

Course Objectives:

- To provide students with the basic understanding of various aspects of digital marketing.
- To get a basic understanding of different digital marketing tools.
- To help the students realize the importance of digital marketing for any business in today's era.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Define and identify various aspects related to Digital Marketing.	1
CO 2	Relate and apply the techniques of keyword optimization.	2
CO 3	Build a website and develop a digital marketing strategy.	6
CO 4	Display skills related to search engine optimization.	3
CO 5	Adapt the concept of web analytics and the tools used for the same.	5
CO 6	Explain the concept of search engine optimization.	4

Course Contents:

Chapter 1	Introduction to Digital Marketing	No. of Lectures
	1.1 Introduction to Digital Marketing: definition and meaning of digital marketing 1.2 Difference between traditional marketing and digital marketing. Significance of digital marketing 1.3 Techniques of digital marketing, Application aspects of Digital Marketing	14
Chapter 2	**Digital Marketing with Web Technology**	**No. of Lectures**
	2.1 Digital Marketing with Web technology: Basics of Creating a website, process to build a basic website using WordPress 2.2 Significance of creating websites for brand engagement 2.3 skills of adding content in the website and skill of optimizing websites for traffic generation	14
Chapter 3	**Search Engine Optimization**	**No. of Lectures**
	3.1 Role of Search Engine: Optimization, Definition, its importance 3.2 Strategies to optimize a web page for traffic generation and revenue 3.3 On page optimization, off page optimization, Keywords, using google ad words and google analytics	14
Chapter 4	**Web Analytics**	**No. of Lectures**
	4.1 Web Analytics: Introduction to the concept of Web analytics 4.2 Importance of Web Analytics, Essential steps for Web analytics 4.3 Types of Web analytics	12
	Experiential Learning	**No. of Lectures**
	Students will do research to study digital marketing campaigns of different brands and create a report.	4
	Case Study	
	Case studies (classroom discussion) to study the digital marketing campaigns of successful brands.	2
Total No. of Lectures		**60**

Experiential Learning:

1. There will be classroom discussion on successful digital marketing campaigns of different brands.
2. The students will then do research and create a report on the digital marketing cases of brands not covered in the class.
3. The students will then present their report in the class.

Case Study:

1. Students will be engaged in classroom discussion of digital marketing Case studies of different brands.
2. This will help students get practical insights into successful and unsuccessful digital marketing campaigns.
3. Students will analyze the cases and brainstorm to find the pros and cons of a particular campaign.

Recommended Books:

1. Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry (Publisher: John wiley & sons; 2nd edition)
2. Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker (Published by Pearson Education; 2009, 5th edition)
3. The social media Bible: Tactics, Tools, & Strategies for Business Success by Lon Safko
4. Web Analytics 2.0 – Avinash Kaushik (Published by Sybex, 2009)
5. Search Engine Land's Guide to SEO – Search Engine Land the Referral Engine – John Jantsch
6. Art of SEO (3rd edition) by Eric Enge

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F. Y. B.B.A. (SEMESTER II)

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Course Code: 24BaHrmU2101 **Course Name:** Functions of Human Resource Management

Course Type: Major Mandatory

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

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

Prerequisites of the Course:

Effective Interpersonal skills.
Basic management skills and problem-solving ability.

Course Objectives:

1. To help the students to develop an understanding of the concept and essential functions of human resource management.
2. To gain the knowledge of Career Planning and development.
3. To learn about Employee Welfare and Grievance Handling
4. To develop awareness of Human Resource mobility

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Defining the concept of Performance Appraisal in the organization.	1
CO 2	Understand and analyze the effectiveness of different performance appraisal methods in achieving organizational goals.	2, 4
CO 3	Interpret the significance of career planning in aligning individual aspirations with organizational goals,	2
CO 4	Understand the concept of employee welfare and Apply knowledge of grievance handling procedures to identify the employee grievances accurately.	2, 3
CO 5	Explain the purpose and significance of promotion, transfer, and separation in organizational management and employee career development.	5
CO 6	Solve the problems related to labor turnover rates within the organizations.	6

Course Contents:

Chapter 1	Performance Appraisal System	No. of Lectures
	1.1 Reasons for Measuring Performance 1.2 Objectives of Performance Appraisal 1.3 Need for Performance Appraisal 1.4 Purpose of Performance Appraisal 1.5 Use of Performance Appraisal data 1.6 Process of Performance Appraisal 1.7 Methods of Performance Appraisal 1.7.1 Traditional Methods of Performance Appraisal 1.7.2 Modern Methods of Performance Appraisal 1.8 Rating Error 1.9 Concept of Employee Relation 1.10 Importance of Employee Relations	15
Chapter 2	**Career Planning and Development**	**No. of Lectures**
	2.1 Definition of Career Planning and Career Development 2.2 Process of career planning and career development 2.3 Career stages / Career Life Cycle 2.4 Career Counseling 2.5 Concept of Succession Planning 2.6 Importance of Succession Planning 2.7 Succession Planning Process	10
Chapter 3	**Employee Welfare, Discipline and Grievance Handling**	**No. of Lectures**
	3.1 Concept 3.2 Importance 3.3 Health and Safety 3.4 Social Security 3.5 Grievance Redressal and its Procedure 3.6 Causes of Grievance 3.7 Employee Participation 3.8 Disciplinary Procedures and Actions 3.9 Workers Participation in Management 3.10 Concept, Objectives, Forms & Level of Participation 3.11 Workers Participation in India 3.12 Collective Bargaining: Importance, Principles	15
Chapter 4	**Human Resource Mobility**	**No. of Lectures**
	4.1 Promotion: Meaning, Policy, Basis, Types 4.2 Demotion: Meaning, Policy, Basis, Types 4.3 Transfer: Meaning, Policy, Types 4.4 Separation: Lay-Off, Retrenchment, Discharge, VRS 4.5 Labor Turnover: Meaning, Measurement of Labor Turnover, Methods, Causes, Effects, and control measures 4.6 Employee Retention 4.7 Absenteeism: Meaning, Causes, Measures to Control	12
	Experiential Learning	**No. of Lectures**

	Interview of HR manager of any one medium OR large-scale manufacturing and service sector company to understand the range of HR functions.	4
	Case Study	**No. of Lectures**
	HRM Caselets	4
Total No. of Lectures		**60**

Experiential Learning:

1. Students are encouraged to take up live projects in any industry or industry experts are invited to conduct guest lectures to acquaint students to align their theoretical knowledge and its application.
2. 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.

Case Study:

Students are assigned a case study analysis so that they can:

Explore the nature of a problem and circumstances that affect a decision or solution.

1. Learn about others' viewpoints and how they may be considered.
2. Learn about one's own viewpoint.
3. Make one's own decisions to solve a problem.
4. Predict outcomes and consequences.

Recommended Books:

1. Personnel & HRM by P. Subbarao, Himalaya Publishing House
2. HRM & Human Relations by V.P. Michael, Himalaya Publishing House
3. HRM by L.M. Prasad, Sultan Chand & Sons
4. Human Resource Management, Text & Cases by K. Aswathappa
5. HRM by K. Aswathappa, Tata McGraw Hill
6. Personnel Management & Industrial Relations by Ratnorm & Srivastava, Tata McGrawHills
7. Human Resource Management by A. Ghanekar, Everest Publishing
8. Human Resource Management by M S Saiyadain, Tata McGraw Hills

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F. Y. B.B.A. (SEMESTER II)

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Course Code: 24BaBbaU2301 **Course Name:** Business Economics (Micro)

Course Type: Minor **(**Paper II Theory**)**

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

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

Prerequisites of the Course:

1. Students should have basic knowledge of economics.
2. Students should understand different concepts of micro economics.
3. Students should apply economics in decision making.

Course Objectives:

1. Students will demonstrate their knowledge of the fundamental and technical concepts of economics.
2. Students will apply the basic theories of economics in critical thinking and problem solving.
3. Students will demonstrate an awareness of their role in the global economics environment.
4. Students will be able to make decisions wisely using cost-benefit analysis.

Course Outcomes:

On completion of the course, students will be able to -

CO No.	Course Outcome	Cognitive Level
CO 1	Define basic concept and to know the importance of study of business economics.	1, 5
CO 2	Apply the knowledge of mechanics of supply and demand to know working of markets.	3
CO 3	Discuss relationship between production and costs.	6
CO 4	Explain key characteristics and consequences of different forms of markets.	4
CO 5	Classify the markets and how determine prices in different markets.	5, 1
CO 6	Solve problems regarding cost and revenues.	6

Course Contents:

Chapter 1	Introduction of Business Economics, Demand Analysis and Demand Forecasting	No. of Lectures
	1.1 Meaning and definition of Business Economics 1.2 Scope of Business Economics 1.3 Importance of Business Economics 1.4 Demand Function– Concept of Demand 1.5 Law of Demand 1.6 Changes and shifts in demand 1.7 Types and measurements of elasticity of demand (Price, income cross and promotional) 1.8 Significance of elasticity of demand 1.9 Nature of Demand curve under different markets 1.10 Demand Estimation and forecasting: Meaning and significance. 1.11. Methods of demand estimation 1.12 Supply Function-Determinants of supply 1.13 Market demand and market supply	20
Chapter 2	**Production Decisions and Revenue and Cost Analysis**	**No. of Lectures**
	2.1 Production function: 2.1.1 Concept and types of production Function 2.1.2 Production Function with two variable inputs. 2.1.3 Theory of short run Analysis -Law of Variable Proportions 2.1.4. Long Run Production function- Laws of Returns to Scale, 2.1.5 Economies and diseconomies of Scale 2.1.6 Economies of Scope. 2.1.7 Ridge Lines 2.1.8 Isoquants 2.2 Concept of Revenue 2.2.1 Total Revenue 2.2.2. Average Revenue and 2.2.3. Marginal Revenue and their relationship. Analysis: Meaning and types of costs – Accounting cost and economic cost Implicit and explicit cost. . social cost and private cost . Historical cost and replacement cost . Sunk cost, incremental cost, opportunity cost. . Fixed and variable cost. . Total, Average and Marginal cost. 2.3.8. Short Run Cost and Long Run Cost. 2.3.9. Learning curve and Break-Even Analysis.	12
Chapter 3	**Market Structures**	**No. of Lectures**
	3.1. Perfect competition Features. 3,1.1. Profit Maximization 3.1.2. Short run and long run Equilibrium of a firm and industry.	15

	3.2. Monopoly – 3.2.1 Monopoly features 3.2.2 Sources of Monopoly power. 3.2.3 Price Discrimination 3.2.4 Monopolistic Competition: Features 3.2.5 Role of advertising 3.5 Oligopolistic Market: 3.3.1 Key attributes of oligopoly- 3.3.2 Collusive and non-collusive oligopoly 3.3.3 Price Rigidity 3.3.4 Cartels and Price leadership models.	
Chapter 4	**Pricing Techniques**	**No. of Lectures**
	4.1. Pricing: Concept of Pricing. 4.1.1 Objectives of pricing 4.1.2 Factors affecting pricing. 4.1.3 Pricing Techniques: Oriented pricing methods 4.1.4 Cost –plus/ full cost/mark-up pricing. 4.1.5 Marginal cost pricing 4.1.6 Mark up pricing. 4.1.7 Discriminating pricing. 4.1.8 Multiple product pricing and 4..1.9 Transfer pricing. (Case studies on how pricing methods are used in business world)	10
	Experiential Learning	
	Market Analysis, Consumer Surveys	3
	Total No. of Lectures	**60**

Experiential Learning:

Market Analysis and Consumer Survey

Objectives:

1. Students should understand market equilibrium and explain how the changes in demand and supply affect equilibrium prices and quantities.
2. Students should understand various markets i.e. Perfect Competition, Monopoly and Monopolistic competition.

Recommended Books:

1 Principles of Microeconomics - N. Gregory Mankiw
2 Economics – Paul A. Samuelson, William D. Nordhaus
3 Prices and Quantities: Fundamentals of Microeconomics - Rakesh V. Vohra
4 Micro Economics – M. L. Seth Laxmi Narayan Agarwal, Educational Publishers
5 Microeconomics - Paul Krugman and Robin Wells
6 Micro Economics: D. M. Mithani – Himalaya Publishing

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F. Y. B.B.A. (SEMESTER II)

(2024 Course under NEP 2020)

Course Code: 24BaBbaU2401 **Course Name:** Personality Development

Course Type: Open Elective (OE)

Teaching Scheme: TH: 2 Lectures/Week **Credits:** 2

Examination Scheme: CIA: 20 Marks **End Sem:** 30 Marks

Prerequisites of the Course:

- Basic understanding of the concept of Personality.

Course Objectives:

1. To make the students aware about the dimensions and importance of effective personality.
2. To introduce the "self-concept" to the students to enable them to become conscious and responsible.
3. To develop soft skills and good mannerisms in the personality of the students.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Develop and exhibit the correct sense of self and how to perform self-assessment for personality development.	3
CO 2	Understand the concept of personal motivation.	2
CO 3	Acquire knowledge about good attitudes, habits and manners	1
CO 4	Develop team skills and build a positive personal image.	3
CO 5	Understand and create mind map for explaining any piece of information	1, 5
CO 6	Understand and learn how to overcome failure	1, 4

Course Contents:

Chapter 1	Introduction to Personality Development	No. of Lectures
	1.1 Introduction: Meaning and Definition of Personality **1.2 Factors affecting Personality Development**: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations **1.3 Attitude:** Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude **1.4** Understanding body language, projecting positive body language. Manners and etiquettes. Proper dressing for varied occasions	8
Chapter 2	**Self-Concept & Pillars of Personality Development**	**No. of Lectures**
	2.1 Self Concept: Meaning, definition and development **2.2** Self Esteem: Concept, significance of Self-esteem, types (positive, negative) **<u>Pillars of Personality Development:</u>** **2.3** Self-Introspection: Meaning, importance and techniques **2.4** Self-Assessment: Meaning, importance and techniques **2.5** Self Appraisal: Meaning, importance, tips for self-appraisal **2.6** Self Development: Meaning & process, Self-Development Techniques **2.7** Self Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination	8
Chapter 3	**Ego Management, Failure and Success**	**No. of Lectures**
	3.1 Sigmund Freud's theory of personality: ID, EGO and SUPEREGO Concepts **3.2** Ego Management: meaning, importance Managing Egoistic insults **3.3** Mind mapping **3.4** Defining Success Real or Imaginative, obstacles to success, factors, and qualities that make a person successful **3.5** Concept of Failure, Reasons for failure, Techniques to overcome failure	8
	Experiential Learning	**No. of Lectures**
	Mind Map Creation/Read book on 7 habits	6
	Total No. of Lectures	**30**

Experiential Learning:

The students will create a mind map on a topic relevant to them. This activity will:

1. Help students to learn the concept of deep and explorative thinking.
2. Give a better understanding of conscious thinking, analysing, planning and decision making in their personal life.

<u>OR</u>

1. Student to read the book "The 7 Habits of Highly Effective People" (Author: Stephen Covey)
2. Post-reading the students will create a report with a summary of all the habits as mentioned in the book.

Recommended Books:

1. You Can Win – Shiv Khera
2. Three Basic Managerial Skills for All – Hall of India Pvt Ltd New Delhi
3. Hurlock Elizabeth B Personality Development Tata McGraw Hill New Delhi
4. Understanding Psychology: By Robert S Feldman (Tata McGraw Hill Publishing)
5. The 7 Habits of Highly Effective People (Author: Stephen Covey)
6. Personality Development and Soft Skills, 2nd edition (Oxford University Press)
7. The Power of a Positive Attitude: Your Road to Success (Fingerprint! Publishing)

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F. Y. B.B.A. (SEMESTER II)

(2024 Course under NEP 2020)

Course Code: 24BaBbaU2601 **Course Name:** Business Statistics

Course Type: Skill Enhancement Course (SEC)

Teaching Scheme: TH: 2 Lectures/Week **Credits:** 2

Examination Scheme: CIA: 20 Marks **End Sem**: 30 Marks

Prerequisites of the Course:

● Basic concepts of Statistics.

Course Objectives:

1. To understand the basics of statistics.
2. To understand and calculate several types of averages and variations.
3. To understand Correlation and use of regression analysis to estimate the relationship between two variables and their applications.
4. To understand the concept - Time Series and its applications in business.

Course Outcomes:

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

CO No.	Course Outcome	Cognitive Level
CO 1	Understand and Determine Mean, Median and Mode of a set of data.	1, 5
CO 2	Calculate the Range, Standard Deviation and Quartile Deviation of a data set, and recognize its limitations in fully describing the behavior of a data set.	3, 5
CO 3	Understand the application of Statistics in real life situations.	2
CO 4	Develop logical and analytical ability.	3, 4
CO 5	Interpret the Time series data.	5
CO 6	Apply the statistical methods in business decision making and economic analysis	3

Course Contents:

Chapter 1	Population & Sample, Measures of Central Tendency & Dispersion	No. of Lectures
	1.1 Introduction to Population and Sample 1.2 Criteria for good measures of central tendency 1.3 Arithmetic mean, Median, and Mode for grouped and ungrouped data, combined mean 1.4 Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation	8
Chapter 2	**Correlation and Regression (For grouped data & ungrouped data)**	**No. of Lectures**
	2.1 Concept of correlation, positive & negative correlation 2.2 Scatter Diagram, Karl Pearson's Coefficient of Correlation 2.3 Spearman's Rank Correlation Coefficient Meaning of regression, Two regression equations, Regression coefficients, and properties (Statements Only).	8
Chapter 3	**Time Series**	**No. of Lectures**
	3.1 Definitions and Utility of Time Series Analysis; Components of Time Series: Secular Trend, Seasonal Variation, Cyclic Variation, Irregular or Erratic Variations 3.2 Measurement of Trend: Freehand or Graphic Method, Method of Semi-averages, Moving Average Method, Method of Least Squares	8
	Experiential Learning	**No. of Lectures**
	Practical activities on data collection, presentation, and basic data Analysis.	6
Total No. of Lectures		**30**

Experiential Learning:

1. Students are encouraged to take up live projects in any industry, or industry experts are invited to conduct guest lectures to acquaint students to align their theoretical knowledge and its application.
2. Industry-based live projects allow students to gain valuable work experience while they are still studying in college. They pave the way for self-empowerment through skillbuilding and hands-on- training.

Recommended Books:

1. Fundamentals of Statistics; S.C. Gupta, Sultan Chand & Sons, Delhi
2. Business Statistics by N. D. Vohra – Tata McGraw Hill
3. Fundamentals of Mathematical Statistics by V.K. Kapoor -Sultan Chand & Sons, Delhi
4. Business Mathematics and Statistics; A. V. Rayarikar and P. G. Dixit Nirali Publishers, Pune.