

Syllabus of Semester I

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

First Year of B.B.A. (IB)
(CBCS under NEP 2024-25)

Course Code: 24BaBibU1101

Course Type: Subject I
Course Name: Indian Business Environment

Teaching Scheme: TH: 4Hours/Week

Credit 04

Examination Scheme: CIA : 40 Marks

End-Sem : 60 Marks

Prerequisite Courses:

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

Course Objectives:

- To analyze the overall business environment and evaluate its various components in business decision making.
- To understand Indian Business Environment in detail, so that student would be able to take the decision of entering in international business.
- To know about the process of creation of a start-up and business plan preparation.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
CO1	Recognize key concepts in Indian & Global Business Environment	1
CO2	Discuss key concepts in Problems for Growth	2
CO3	Identify the different environmental factors affecting the business.	2,3
CO4	Demonstrate skill in problem solving natural resources and sustainability.	3,4
CO5	Analyze and apply information related to Business Practices and Government Policies	4,5
CO6	Develop strategies for Sustainable and Eco Friendly Management of Businesses in India.	6

Course Contents

Chapter 1	INTRODUCTION TO INDIAN & GLOBAL BUSINESS ENVIRONMENT	12 Lectures
	1.1 Indian Business Environment , 1.2 Concept 1.3 Importance 1.4 Need of Environmental Studies for Business 1.5 Types of Environment 1.6 Natural 1.7 Political 1.8 Social 1.9 Technical 1.10 Cultural 1.11 Educational 1.12 Legal 1.13 Cross Cultures 1.14 Globalization & Environment consequences 1.15 WTO's role in environmental pollution, Environmental issues under GATT ,WTO, Multilateral Trading System-WTO, The WTO Ministerial Conferences 1.16 Trade of ecological resources at world level	
Chapter 2	PROBLEMS FOR GROWTH	12 Lectures
	2.1 Problems for Growth – 2.1.1 Unemployment 2.1.2 Poverty , 2.1.3 Regional Imbalance 2.1.4 Social Injustice 2.1.5 Inflation , 2.1.6 Parallel Economy , 2.1.7 Industries Sickness 2.2 Environmental Problems Affecting Growth of Business.	
Chapter 3	Environmental Factors Affecting Business	12 Lectures
	3.1 Physical – 3.1.1 Topography 3.1.2 Climate, 3.1.3 Minerals, 3.1.4 Water resource 3.2 Cultural 3.2.1 Infrastructure, 3.2.2 Technology 3.2.3 Tradition, 3.2.4 Political Set-up, 3.2.5 Social Set up , 3.2.6 Educational Set up	

Chapter 4	Natural Resources and Sustainability	12 Lectures
	4.1 Natural Resources and Sustainability , 4.2 Renewable and Non Renewable Resources 4.3 Limitations of Non Renewable Resources – Need of Renewable Resources , 4.4 Strategy for Conservation of natural resources.	
Chapter 5	Business Practices and Government Policies	12 Lectures
	5.1 Business Practices and Government Policies 5.2 Role of Trade, Commerce and Industry, 5.3 Features of Labour Policy, 5.4 Role of Chambers of Commerce and Industry, Trade Associations and Regulatory Bodies 5.5 Guidance/Discussion on course Specific Experiential Learning through field work Students will visit to Industrial or Commercial Establishment to understand functioning at various levels	
	TOTAL	60 Lectures

Recommended Books:

- 1) Global Economy and Business Environment, Francis Cherunilam, Himalaya Publishing House Text & Cases
- 2) Essentials of Business Environment, K.Aswathappa, Himalaya Publishing House, Millennium Edition.
- 3) Business Environment, By Callaghan, P.M.Ellison, (Edward Arnold, UK)
- 4) Business Environment, By Shaikh Saleem, Pearson Education
- 5) The Manual for Indian Start-ups Vijaya Kumar Ivaturi and Meera Ganesh Penguin Enterprise New Delhi

Websites:

- 1) www.lancaster.ac.uk
- 2) www.weforum.org

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First B.B.A. (IB)
CBCS Under NEP-2024-25

Course Code : 24BaBib1101

Course Type: Subject II
Course Name : Principles of Management

Teaching Scheme: TH: 4 Hours/Week

Credit 04

Examination Scheme: CIA :40 Marks

End-Sem : 60 Marks

Prerequisite Courses:

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

Course Objectives:

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

Course Outcomes:

On completion of the course, student will be able to

CO No	Outcome	Cognitive Level
CO1	To understand basic concepts of Management & its practical implementation	2
CO2	To list the various management principles and their working	1
CO3	To develop managerial skills among the students	3 &6
CO4	To understand management functions	2
CO5	To correlate Scientific Management and its use in day to day life	4
CO6	To explain Recent Trends in Management	2

Course Contents

Chapter 1	Nature Of Management	
	1. Meaning , Definition , Nature , Importance and Functions 2. Management an Art , Science and Profession – Management as a Social System 3. Concept Of Management – Administration Organisation – Universality of Management	10
Chapter 2	Evolution of Management Thoughts	
	2.1 Contribution of F.W.Taylor , Henri Fayol , Elton Mayo	10
Chapter 3	Functions Of Management	
	3.1 Planning – Meaning , Need and Importance, Types , Levels – Advantages and Limitations 3.2 Forecasting – Need and Techniques 3.3 Decision Making – Types – Process of Rational Decision Making and Techniques of Decision Making 3.4 Organising – Elements of Organising and Process Types of Organisations 3.5 Delegation of Authority – Need , Difficulties in Delegation – Decentralisation 3.6 Staffing – Meaning and Importance 3.7 Direction – Nature - Principles 3.8 Motivation – Importance of Theories 3.9 Leadership – Meaning Qualities of Effective Leadership and Functions of Leader 3.10 Co-ordination – Need – Importance 3.11 Controlling – Need , Nature , Importance, Process and Techniques	20
Chapter 4	Strategic Management	
	4.1 Definition 4.2 Classes Of Decisions 4.3 Levels Of Decisions 4.4 Strategy 4.5 Role of Strategic Management and its Benefits 4.6 Strategic Management in India	10
Chapter 5	Recent Trends in Management	
	5.1 Management of Change 5.2 Disaster Management 5.3 Total Quality Management 5.4 Stress Management 5.5 Social Responsibility of Management 5.6 Guidance/Discussion on course Specific Experiential Learning through field work	10

Total No. of Lectures required = 60

Recommended Books :

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

Websites :

- 1 www.extension.harvard.edu
- 2 www.finecomb.com

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First Year of B.B.A. (IB)
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Course Type: Subject III

Course Code : 24BaBibU1301 Course Name : Foreign Language
German – Paper I

Teaching Scheme: TH: 4 Hours/Week

Credit :04

Examination Scheme: CIA : 40 Marks

End-Sem : 60 Marks

Prerequisite Courses:

- There is no prerequisite for the course. German language course is suitable for the beginners.

Course Objectives:

- To Study different vocabulary regarding days, time, free time activities, German food etc.
- To learn the language in the day-to-day situations i.e. Tell and the Name, Address, telephone number ordering food ask about different places in the city etc.
- Focus will be on the aspects of learning German as foreign language, i.e listening and reading, speaking and writing. Have knowledge of basic Grammar
- The course would also provide a primary insight into cultural studies of German speaking countries

Course Outcomes:

After successful completion of this course students will able to:

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Memorize the phrases to introduce themselves and greet somebody and depart	1
CO 2	Enquire about Hobbies, food places in the city	2
CO 3	Compare the free time activities, liking different things	3
CO4	Assess the Information about professions, countries and languages, react on the given information	5
CO5	Form questions and answers, write and tell the information about oneself family and friends etc.	6
CO6	Understand small easy texts	2

Course Contents

Chapter 1	Guten Tag	No. Lectures
	1.1 Grüßen und verabschieden 1.2 Sich und andere vorstellen 1.3 Nach der Befinden fragen und darauf reagieren 1.4 Zahlen bis 20 nennen 1.5 Telefonnummer und E-Mail Adresse nennen 1.6 Über Länder und Sprachen sprechen	16
Chapter 2	Freunde, Kollegen und ich	No. Lectures
	2.1 über Hobbys sprechen 2.2 sich verabreden 2.3 Wochentage benennen 2.4 Über Arbeit, Berufe und Arbeitszeiten sprechen 2.5 Zahlen ab 20 nennen 2.6 ein Formular ausfüllen	15
Chapter 3	In Hamburg	No. Lectures
	3.1 Plätze und Gebäude benennen 3.2 Fragen zu Orten stellen und antworten 3.3 Verkehrsmittel benennen 3.4 nach Dingen fragen 3.5 nach dem Weg fragen und einen Weg beschreiben 3.6 Jahreszeiten und Monate benennen 3.7 Über Hobbys sprechen	15
Chapter 4	Guten Appetit	No. Lectures
	4.1 Einen Einkauf planen 4.2 Gespräche beim Einkauf führen 4.3 Gespräche beim Essen führen 4.4 Über Vorlieben beim Essen sprechen 4.5 Über Essen sprechen	14

Reference books: Netzwerk neu A1Kursbuch and Übungsbuch
 Netzwerk A1 Kursbuch and Arbeitsbuch
 Studio D A1 Kurs- und Übungsbuch and Sprachtraining
 Menschen A1 Kursbuch and Arbeitsbuch
 Lagune A1 Kursbuch and Arbeitsbuch

Websites:

1. <https://www.deutsch-perfekt.com>
2. <https://dw.de>
3. <https://www.goethe.de>
4. <https://mein-deutschbuch.de>

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FIRST YEAR B.B.A. (IB)
CBCS Under NEP-2024-25

Course Code: 24BaBibU1401 **Course Type: : GE/OE**
Course Name: Production & Operations Management

Teaching Scheme: TH: 2Hrs per week

Credit 02

Examination Scheme: CIE - 20 Marks

End-Sem - 30 Marks

Prerequisite Courses:

- Students should have knowledge of basics of Manufacturing industry.
- Students should have an idea about making of an Assembly.

Course Objectives:

- To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
- To understand the Materials Management function starting from Demand Management through Inventory Management

Course Outcomes:

After successful completion of this course students will able to:

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	It will make the students able to define the meaning, functions and types of productions systems and recent trends in production management.	01
CO 2	It will make the students able to summarize the meaning, and importance, factors influencing in location of factory and plant layout and structure of layout.	02
CO 3	It will make the students able to accessing scope, objectives and techniques of Production planning and control.	05
CO 4	Apply knowledge of managing operational performance improvement.	06
CO 5	Apply knowledge of organizing concepts of operations management.	04
CO 6	Plan and implement suitable quality control measures in Quality Circles to TQM.	03

Course Contents:

Chapter 1	Introduction	08 Lectures
	1.1 Meaning and Evolution, Functions of Production Management, 1.2 Role and Responsibility of Production Function in Organization, 1.3 Types of Production System - Continuous and Intermittent, 1.4 Plant layout - Objectives, Types 1.5 Materials Flow Pattern.	
Chapter 2	Product Design & Product Development	10 Lectures
	2.1 Definition, Importance of Product Design 2.2 Factors affecting product Design, role of technology in design 2.3 Product Policy - Standardization, Simplification, 2.4 Production Development - Meaning & Importance, 2.5 Factors Responsible for Development, Stages in developing a new product 2.6 Role of technology in product design & development	
Chapter 3	Production Planning and Control	12 Lectures
	3.1 Meaning & Objectives, 3.2 Scope & Importance 3.3 TOYOTA production system, Procedure of Production Planning 3.4 Routing scheduling Master Production Schedule, 3.5 Production Schedule, time & motion study 3.6 Dispatch, FIFO, LIFO, JIT, KAN-BAN ABC Analysis 3.7 Production Control-Meaning, objectives, 3.8 Factors affecting Production Control. 3.9 Kaizen	
	TOTAL	30 Lectures

Recommended Books:

- 1) Operations Management for Competitive Advantage- Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs
- 2) Production and Operations Management” by Adam and Ebert,
- 3) Operations Management” by William Stevenson,
- 4) Modern Production/Operations Management” by Buffa,
- 5) Production Operation Management by L.C. JHAMB

Recommended Websites:

- 1) [Manufacturing/operations management - Postgrad.com](http://Manufacturing/operations%20management%20-%20Postgrad.com)
- 2) TopMBA.com

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First Year of B.B.A. (IB)
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Course Type:: Skill Paper-1(SEC)
(Theory)

Course Code: 23BaBibU1601

Course Name: Business Accounting

Teaching Scheme: TH: 2 Hours/Week

Credit: 02

Examination Scheme: CIA - 20 Marks

End-Sem - 30 Marks

Prerequisite Courses:

- Students good in numerical ability will enjoy this subject.

Course Objectives:

- To develop right understanding regarding role and importance of monetary and financial transactions in business
- To cultivate right approach towards classifications of different transactions and their implications
- To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Course Outcomes: On successful completion of the course the learner will be able to

CO No	Course Outcomes (COs)	Cognitive level
1	Define objectives, functions and concepts of accounting.	1
2	Explain core accounting principles& rules for solving accounting problems	2
3	Solve problems relating to Profit & Loss A/c	3
4	Correlate financial data required for management.	4
5	Provide solutions for Journal, Ledger and Cash book	6
6	Explain the financial statements	5

Course Contents

Unit 1	Financial Accounting	08 Lectures
	Definition and Scope, objectives, accounting concepts, principles and conventions, Classification of accounts, Concept of Accounting Standards (AS)	
Unit 2	Accounting Transactions and Final Accounts	17 Lectures
	<u>Problems on:</u> Voucher system; Accounting Process, Journals, Ledger, Cash Book, Trial Balance preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)	
Unit 3	Computerized Accounting	05 Lectures
	Role of computers and financial application, Accounting Software packages	

Suggested Text Books:

- Advance Accounting Vol- I, S.N. Maheshwari & S.K. Maheshwari, Vikas Publication, New Delhi
- Advance Accounting Vou- I, M.C. Shukla, T.C. Grewal, S.C. Gupta, S. Chand Publication, New Delhi
- Advanced Accountancy Vol-I, R.L. Gupta, M. Radhaswamy, Sultan Chand & Sons Publication, New Delhi

Ebooks:

PDF Drive

Syllabus of Semester II

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First B.B.A. (IB)
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Course Code: 24BaBibU2101

Course Type: Subject I
Course Name: Principles of Marketing

Teaching Scheme: TH: 4Hours/Week

Credit 04

Examination Scheme: CIA - 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

To Help the students to deal with various basic aspects of Marketing

Course Objectives:

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

Course Outcomes:

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

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Understanding Marketing Strategies and Planning According to the Market Plan.	02
CO 2	Adopting the Marketing Channel and role of Intermediate.	06
CO 3	It will help to student Determine Market Segment.	03
CO 4	It will help to Understand defining the Core Marketing Concept.	01
CO 5	Explaining Social Responsibilities towards Society.	04
CO 6	Highlighting Role and Responsibility of Marketing Manager towards Organization society.	01

Course Contents

Chapter 1	INTRODUCTION	10 Lectures
	1. Marketing – Definition, Concepts Significance & functions of Marketing 2. Holistic Marketing 3. Approaches to the study of Marketing 4. Relevance of Marketing in a Developing economy. 5. Role & functions of Marketing Manager. 6. Core marketing concepts 7. Globalization, Social responsibility	
Chapter 2	TYPES OF MARKETING	10 Lectures
	1. Concept of market, types of market, market place & space, meta-market. 2. Tele Marketing, E-Marketing, Service Marketing, 3. Rural Marketing- feature Importance suggestion for improvement of Rural Marketing, 4. Recent trends in Marketing- concept, features, and importance. 4.1 Green Marketing 4.2 Digital Marketing 4.3 Viral Marketing 5. Marketing Planning & strategies.	
Chapter 3	MARKETING MIX (Product, Price, Place)	12 Lectures
	1. Marketing Mix - Meaning, Definition and Importance Scope. 2. Product mix, Product concept, Product life Cycle, Product concept and Product related strategies 3. Price mix – Factors affecting pricing, Pricing Methods/Strategies, Importance of Pricing. 4. Place mix-meaning, importance, channels of distribution and intermediaries	
Chapter 4	MARKETING MIX (Promotion, People, Process, Physical evidence)	14 Lectures
	1. Promotion mix- meaning, definitions, importance, and limitations. Elements of Promotion Mix, Recent Trends in Promotion. 2. Advertising – Role of Advertising, Advertising Media. Sales Promotion Techniques- Dealers and Consumers. 3. People mix-meaning, concepts, elements, importance and limitations. 4. Process mix-meaning, importance, and limitations. 5. Physical evidence- meaning, importance, components and limitations	

Chapter 5	MARKET SEGMENTATION	14 Lectures
	1. Meaning, Definition, Variables used to Segment markets, Essential of effective 2. Market Segmentation, Distinction between Differential Marketing & Concentrated Marketing, targeting, differentiation and positioning, value proposition and Unique selling proposition 3. Marketing research process, domestic & international research. 4. Introduction to consumer behavior, consumer buyer decision process, Moment Of Truth (MOT)	
	TOTAL	60 Lectures

Recommended Books :

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. Marketing Management 13th edition S.A.Sherlekar Himalaya Publication
7. References Marketing Management 13th edition S.A.Sherlekar Himalaya Publication

Websites:

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

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

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First Year of B.B.A. (IB)
CBCS Under NEP-2024-25

Course Code: 24BaBibU2201

Course Type: Subject II
Course Name: Elements of Human
Resource Management

Teaching Scheme: TH: 2Hours/Week

Credit 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

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

Course Objectives:

- To Identify and analyze the problems in the field of HRM
- To provide innovative solutions to organizational problems
- To be able to identify and appreciate the significance of ethical issues in HR Practices

Course Outcomes:

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

CO	Course Outcome	Cognitive Level
1	Define and understand the basic concepts of Management	1
2	Classify and Explain various functions and principles of management.	2
3	Apply knowledge of Human Resource Planning to practical work life.	3
4	Distinguish between Selection & Recruitment, Training & Development and HRM & HRD	4
5	Support research and analyse information needs to apply current and emerging information technologies to support the human resources function.	5
6	Plan for performance management program	6

Course Contents

Chapter 1	Introduction	6 Lectures
	1.1 Introduction, Development of HRM concept, 1.2 HRD and HRM, 1.3 Role of HR Manager, 1.4 Structure of HRM dept, 1.5 Duties and Responsibilities of HR Manager 1.6 Impact of technology on Human Resource Management	
Chapter 2	Human Resource Planning	6 Lectures
	2.1 Objectives, Need, Importance, Short and Long term, 2.2 Sources of Recruitment, procedure, 2.3 Selection – Definition, Procedure, 2.4 Recruitment Vs Selection 2.5 Role of technology in HRP	
Chapter 3	Human Resource Training & Development	8 Lectures
	3.1 Objectives and Importance of Training, 3.2 Training Methods, 3.3 Evaluation of Training Programme, 3.4 Models of Evaluation, 3.5 Cross-Cultural Training, 3.6 Concept of Management Development 3.7 Technology in Training & Development, gamification.	
Chapter 4	Recent Trends and Problems in HRM	10 Lectures
	4.1 Host Country National, Parent Country National, Third Country National 4.2 Global HRM, Ethnocentric Approach, Polycentric Approach, Regiocentric approach Geocentric Approach (EPRG frame work), Global Workforce. 4.3 Green HRM, 4.4 Employee Empowerment 4.5 HRM Challenges 4.6 Human Resource Accounting	

Total No. of Lectures:30

Recommended Books:

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

Websites:

- www.gnapartners.com
- www.masters-in-human-resources.org

- www.quora.com

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First Year of B.B.A. (IB)
CBCS Under NEP 2024-25

Course Code: 24BaBibU2202

Course Type: Subject II
Course Name : Cost Accounting

Teaching Scheme: TH: 2 Lectures /Week

Credit : 02

Examination Scheme: CIE: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- Students good in numerical ability will enjoy this subject.

Course Objectives:

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

Course Outcomes:

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

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Identity the basic concepts and tools used in Cost Accounting.	01
CO 2	Extending meaning and uses of Cost Accounting.	02
CO 3	Judging various cost concept	03
CO 4	Provide an experimenting of application of Cost Accounting Techniques for determination of cost of Production.	05
CO 5	Prepare estimates of cost of production by preparing cost sheet.	04
CO 6	Able to adopt Cost Accounting principles in preparation of cost records	06

Course Contents

Chapter 1	Introduction of Costing and Elements of Cost	15 Lectures
	1.1 Concept of cost, costing, cost Accounting & Cost Accountancy 1.2. Limitations of Financial Accounting 1.3. Origin and objectives of cost Accounting 1.4. Advantages and Limitations of Cost Accounting 1.5. Difference between Financial and Cost Accounting 1.6. Cost Unit & Cost Center 1.7. Material, Labour and other expenses. 1.8. Classification of Cost & Types of Costs 1.9. Preparation of Cost Sheet	
Chapter 2	Methods of Costing	07 Lectures
	2.1 Job Costing – Meaning, Features, Advantages and Limitation – Theory Only 2.2 Contract Costing – Theory Only 2.3 Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains - Theory Only 2.4 Operating Costing – Meaning, Features & Objectives – Theory Only 2.5 Opportunity Costing - Theory	
Chapter 3	Budget & Budgetary Control	08 Lectures
	3.1 Definition, 3.2 Meaning and objectives of Budgetary control 3.3 Types of Budget (Theory and Problems)	
	Total Lectures	30 Lectures

Books recommended:

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

Websites:

https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper8-Revised.pdf
<https://resource.cdn.icai.org/74744bos60489-cp1.pdf>

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First Year of B.B.A. (IB)
CBCS Under NEP 2024-25

Course Type :Subject III
Course Code : 24BaBibU2301 Course Name : Foreign Language
German Paper II

Teaching Scheme: TH: 4 Hours/Week

Credit :04

Examination Scheme: CIA : 40 Marks

End-Sem : 60 Marks

Prerequisite Courses:

- First semester of BBA-IB with German.

Course Objectives:

- To Study different vocabulary regarding daily routine free time activities, body parts, health etc.
- To learn the language in the day-to-day situations i.e. health, work routine, plan a meeting
- Focus will be on the two main aspects of learning German as foreign language, namely reading, listening, writing, and speaking. Have knowledge of basic Grammar
- The course would also provide a primary insight into cultural studies of German speaking countries

Course Outcomes:

After successful completion of this course students will able to:

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Memorize the vocabulary of timing, free time activities daily routine, different professions etc.	1
CO 2	Enquire about Hobbies, make appointment and/or change appointment, Gather information about health, diseases, medicines etc	2
CO 3	Categories the free time activities, professions	3
CO 4	structure request or give instructions, prepare a telephone conversation	4
CO 5	Write/ answer a letter or E-Mail, invitations etc.	6
CO 6	Understand letters, blogs, small talks and instructions etc.	2

Course Contents

Chapter 1	Alltag und Familie	No. Lectures
	1.1 Die Uhrzeit verstehen und nennen 1.2 Zeitangaben machen 1.3 Über Familie sprechen 1.4 Sich verabreden 1.5 Einen Termin telefonisch vereinbaren 1.6 Sich für eine verspätung entschuldigen und darauf reagieren	15
Chapter 2	Zeit mit Freunden	No. Lectures
	2.1 über Freizeit sprechen 2.2 das Datum verstehen und nennen 2.3 über Geburtstage sprechen, 2.4 eine Einladung verstehen und schreiben 2.5 Essen und Getränke bestellen und bezahlen 2.6 über ein Ereignis sprechen 2.7 veranstaltungstipps im Radio verstehen	15
Chapter 3	Arbeitsalltag	No. Lectures
	3.1 einen Blogbeitrag verstehen 3.2 über den Alltag sprechen 3.3 Gespräche am Arbeitsplatz verstehen 3.4 Ortsangaben machen 3.5 Abläufe beschreiben, Briefe verstehen und beantworten	14
Chapter 4	Fit und Gesund	No. Lectures
	4.1 Aufforderungen verstehen und Ausdrücken 4.2 persönliche Angaben machen 4.3 Körperteile nennen 4.4 Anweisungen wiedergeben 4.5 Gespräche beim Arzt führen 4.6 Anweisungen verstehen und geben 4.7 Gesundheitstipps verstehen und Geben	16

Reference books:

- Netzwerk neu A1Kursbuch and Übungsbuch
- Netzwerk A1 Kursbuch and Arbeitsbuch
- Studio D A1 Kurs- und Übungsbuch and Sprachtraining
- Menschen A1 Kursbuch and Arbeitsbuch
- Lagune A1 Kursbuch and Arbeitsbuch

Websites:

5. <https://www.deutsch-perfekt.com>
6. <https://dw.de>
7. <https://www.goethe.de>
8. <https://mein-deutschbuch.de>

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

First Year of B.B.A. (IB)
CBCS Under NEP 2024-25

Course Code: 24BaCopU2401

Course Type: GE/OE
Course Name: International Economics

Teaching Scheme: 2 Hours per week

Credit: 02

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisite Courses:

- Students must get a brief introduction of International Economics.
- Creating awareness of International trading and EXIM policies is the basic prerequisite.

Course Objectives:

1. To provide a comprehensive understanding of the concepts of international economics
2. To develop theoretical tools to understand current international issues and their impacts on business
3. To study the importance of Inter-regional and International Trade

Course Outcomes:

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

CO No	Course Outcomes (COs)	Blooms Cognitive Level
CO 1	Interpret the relationship between international trade and regional inequality	02
CO 2	Identify the effect of international trade on welfare and income distribution	01
CO 3	Determining price levels, output and exchange rates in the long and short run	03
CO 4	Structuring economic frameworks to interpret current economic issues	04
CO 5	Adopting the policy options available to governments using economic theory	06
CO 6	Commenting how international economic theory has been shaped by real world events	05

Course Contents:

Chapter 1	Introduction	lectures
	1.1 Meaning, Nature and Scope of International Economics importance and significance of international economics 1.2 Inter-regional and International Trade, factor mobility, national policies, problems of BOP, role of IMF,GATT	15
Chapter 2	THEORIES OF INTERNATIONAL TRADE	
	2.1 Adam Smith – Absolute Cost Advantage Introduction ,criticism, illustration, 2.2 Ricardo – Comparative Cost Theory, Assumptions of the theory, Gains from International, trade, critical evaluations 2.3 Huckster – Ohlin Theorem, statements, assumptions, explanations, illustrations, criticisms, comparison, Factors-Price equalization theorem	15
	Total	30 hrs.

Recommended Books:

1. International Economics – Francis Cherunilam, Tata McGraw Hill.
2. International Economics – Salvatore D.L. Prentice Hall.
3. International Economics – Sodersten Bo, Macmillan Press
4. International Economics – Dr. D. M. Mithani
5. International Economics – The New Palgrave Dictionary of Economics

Links:

1. <https://penpoin.com/absolute-advantage/>
2. <https://www.youtube.com/watch?v=nBLw-KBZlpY>
3. <https://www.wallstreetmojo.com/absolute-advantage/>

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Shivajinagar, Pune – 5

First Year of B.B.A. (IB)
CBCS Under NEP 2024-25

Course Code: 23BaBibU2601 **Course Type: Skill Paper(SEC)-II**
Course Name: Personality Development

Teaching Scheme: TH: 2 Hours/Week

Credit : 02

Examination Scheme: CIA: 20 Marks
Marks

End-Sem: 30

Prerequisite Courses: 1) Knowledge of Self Development
2) Art of Listening and obeying others

Course Objectives:

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

Course Outcomes:

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

CO No	Course Outcomes (COs)	Blooms Cognitive level
CO 1	Define and understand the basic concepts of personality.	1
CO 2	Summarize various personality traits, required for professional life.	2
CO 3	Plan for developing positive attitude and pillars of personality.	3
CO 4	Discover Self Development.	4
CO 5	Understand importance of 4C's of personality development	5
CO 6	Built an attitude for self-development & management of insults.	6

Course Contents

Chapter 1	Introduction	6 lectures
	1.1 Meaning and Definition of Personality 1.2 Factors affecting Personality Development: Biological, Home, Environmental and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.	
Chapter 2	Personality Traits and Pillars of Personality	14 lectures
	2.1.1 Meaning and Definition of Personality Traits: 2.1.2 Developing positive Personality Traits 2.1.3 Attitude: Factors that determine attitude. 2.1.4 Benefits of Attitude and consequences of negative attitude. 2.1.5 Steps to build positive Attitude 2.2 Introspection: 2.2.1 Meaning, Importance and Self-Introspection Skills 2.2.3 Self-Appraisal: 2.2.4 Meaning, Importance, Tips for Self-assessment of students. 2.2.5 Self-Development: 2.2.6 Meaning, Technique, Individual Self-Development Plan. 2.2.7 Self-Introduction: Self-Acceptance, Self-Knowledge, Confidence Building, Criticism, to accept Critics, Toughness of Mind	
Chapter 3	Self Esteem	5 lectures
	3.1 Meaning, Definition and Development of Self Esteem 3.2 Significance of Self Esteem 3.3 Managing Egoistic Insults through Stress Management	
Chapter 4	Personality Formation Structure	5 lectures
	4.1 Mind Mapping 4.2 Competency Mapping 4.3 Developing Interpersonal Skills and Group Skills (A person will get recognize around his company) 4.4 4 Cs of Personality: Character, Conduct, Clarity, Communication	
	TOTAL	30 Lectures

Total Lectures for the Course = 30

Recommended Books:

- 1) Personality Development: by DhanShree Ghate: Nirali Prakashan
- 2) The 7 Habits of Highly Effective People' by Steven Covey
- 3) Think and Grow Rich. By Napoleon Hill.
- 4) The Meditations of Marcus Aurelius. By–well, Marcus Aurelius.

Additional Reading Books:

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

Websites/E-Books

https://en.wikipedia.org/wiki/Personality_development