



**M. C. E. Society's**

**Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

**Syllabus for F.Y.B.B.A.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

|                            |   |
|----------------------------|---|
| <b>Course/ Paper Title</b> | <b>Business Organisation and System</b> |
| <b>Course Code</b>         | <b>21CBBA121</b>                        |
| <b>Semester</b>            | <b>II</b>                               |
| <b>No. of Credits</b>      | <b>3+1= 4</b>                           |

**Objectives of the Course**

| <b>Sr. No.</b> | <b>Objectives</b>  |
|----------------|--|
| <b>1.</b>      | To understand role and functions of modern business                      |
| <b>2.</b>      | To develop right understanding regarding business environment            |
| <b>3.</b>      | To study how a business institution functions in a given economic set up |

**Course Specific Outcomes**

| <b>Sr. No.</b> | <b>Learning Outcome</b>  |
|----------------|--|
| <b>1.</b>      | Students will understand the meaning of various concepts and trends in business and their relevance.     |
| <b>2.</b>      | Students will develop an understanding about the types of business organisations and their significance. |
| <b>3.</b>      | Students will learn about the factors involved in setting up a business enterprise.                      |

**Syllabus**

| <b>Unit No</b> | <b>Title with Contents</b>              | <b>No. of Lectures</b> |
|----------------|---|------------------------|
| <b>Unit I</b>  | <b>Nature and evolution of business</b> | <b>15</b>              |

|                 |  |           |
|-----------------|--|-----------|
|                 | 1. Concept of business and its characteristics, Objectives of business and prerequisites of a successful business  | 4         |
|                 | 2. Development and evolution of Trade, Commerce and Industry   | 3         |
|                 | 3. Recent Trends in Modern Business  |           |
|                 | i. Start-ups   |           |
|                 | ii. Business Process Outsourcing and Knowledge Process Outsourcing   | 8         |
|                 | iii. Entrepreneur & Homepreneur  |           |
|                 | iv. Online trading   |           |
|                 | v. Digital marketing   |           |
|                 | vi. Payment methods  |           |
| <b>Unit II</b>  | <b>Forms of Business Organisation</b>  | <b>14</b> |
|                 | 1. Forms of Business Organisation and its selection  | 3         |
|                 | 2. Meaning, characteristics, advantages and Limitations of   | 8         |
|                 | i. Sole proprietorship   |           |
|                 | ii. Partnership Firm   |           |
|                 | iii. Limited Liability Partnership Firms and private company   |           |
|                 | iv. Joint Stock Company  |           |
|                 | v. Virtual Business Organisations  |           |
|                 | vi. Boundary less Organisations  |           |
|                 | vii. OPC (One Person company)  |           |
|                 | 3. Meaning and types of Business Combinations  | 3         |
| <b>Unit III</b> | <b>Setting up of a business enterprise</b>   | <b>13</b> |
|                 | 1. Identification of ideas and opportunities, Influencing factors while setting up of business enterprise  | 2         |
|                 | 2. Feasibility report of a business enterprise   | 2         |
|                 | 3. Size and location of a business enterprise  | 1         |
|                 | 4. Licensing and basic legal formalities to start a new business enterprise  | 3         |
|                 | 5. Recent Government policies in India – Special Economic Zone, Maharashtra Industrial Development Corporation, Maharashtra Small Industries Development Corporation, Khadi and Village Industries Commission. Introduction to | 5         |

|                |   |           |
|----------------|---|-----------|
|                | Startup India, Standup India                      |           |
| <b>Unit IV</b> | <b>Domestic and Foreign Trade</b>                 | <b>12</b> |
|                | 1. Levels of Distribution Channels and their role | 4         |
|                | 2. Domestic Trade:                                | 4         |
|                | i. Concept of Domestic Trade                      |           |
|                | ii. Whole selling and Retailing                   |           |
|                | 3. Foreign Trade:                                 | 4         |
|                | i. Concept of Export and Import                   |           |
|                | ii. Export and Import Procedure                   |           |

**References:**

- Kaul, V. K. (2012). *Business Organisation and management: Text and cases*. Delhi: Pearson/Dorling Kindersley.
- Jain, K. S, Sherlekar, S.A & Jain, A.V. (2018). *Business Organisation*. Himalaya Publishing House.
- Sherlekar, S. A., & Sherlekar, V. S. (2018). *Modern Business Organisation and Management - System approach*. Himalaya Publishing House.
- Maheshwari, R. P. & Mahajan, J.P. (2012). *Business Organisation*. International Book House.
- Vasishth, N. (2008). *Business Organisation*. Taxmann Publications.
- Jagdish, P. (2009). *Business Organisation and Management*. Kitab Mahal.



**M. C. E. Society's**

## **Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

### **Syllabus for F.Y.B.B.A.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

|                            |                                |
|----------------------------|--------------------------------|
| <b>Course/ Paper Title</b> | <b>Principles of Marketing</b> |
| <b>Course Code</b>         | <b>21CBBA122</b>               |
| <b>Semester</b>            | <b>II</b>                      |
| <b>No. of Credits</b>      | <b>3</b>                       |

#### **Objectives of the Course**

| <b>Sr. No.</b> | <b>Objectives</b>   |
|----------------|---|
| <b>1.</b>      | To develop understanding regarding marketing environment in the country.                      |
| <b>2.</b>      | To develop appropriate conceptual understanding of basic marketing concept.                   |
| <b>3.</b>      | To develop new understanding regarding services, rural marketing and new trends in marketing. |

#### **Course Specific Outcomes**

| <b>Sr. No.</b> | <b>Learning Outcome</b>  |
|----------------|--|
| <b>1.</b>      | Students will understand the concepts and functions of marketing.                                    |
| <b>2.</b>      | Students will develop an understanding about the environment and segmentation in the Indian context. |
| <b>3.</b>      | Students will develop a complete understanding about types of markets in developing economy.         |

#### **Syllabus**

| <b>Unit No</b> | <b>Title with Contents</b>                     | <b>No. of Lectures</b> |
|----------------|--|------------------------|
| <b>Unit I</b>  | <b>Introduction and Functions of Marketing</b> | <b>14</b>              |

|                 |  |           |
|-----------------|--|-----------|
|                 | 4. Marketing concepts  | 2         |
|                 | 5. Objectives and Importance   | 2         |
|                 | 6. Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging etc. | 5         |
|                 | 7. Various approaches to marketing   | 2         |
|                 | 8. Challenges and opportunity of marketing manager in international market   | 3         |
| <b>Unit II</b>  | <b>Marketing Environment and marketing segmentation</b>  | <b>12</b> |
|                 | 1. Marketing environment   | 2         |
|                 | 2. Meaning Internal and external factors influencing marketing environment   | 2         |
|                 | 3. Political, social economical international, technological multicultural environment   | 2         |
|                 | 4. Segmentation: Concepts, importance and its types of segmentation  | 4         |
| <b>Unit III</b> | <b>Constituents of marketing mix</b>   | <b>14</b> |
|                 | 1. Marketing mix - meaning   | 1         |
|                 | 2. Scope and importance of marketing mix   | 2         |
|                 | 3. Concept of a product mix  | 2         |
|                 | 4. Product characteristics - Intrinsic and extrinsic   | 2         |
|                 | 5. Price mix - meaning, element, importance of price mix, factors influencing pricing, pricing methods   | 2         |
|                 | 6. Place mix - Place mix meaning and concepts of channel of distribution   | 1         |
|                 | 7. Promotion mix - meaning, definitions, importance and limitations  | 1         |
|                 | 8. People mix - meaning, concepts, elements and importance   | 1         |
|                 | 9. Process mix - stages  | 1         |
|                 | 10. Physical evidence - meaning, importance and components   | 1         |
| <b>Unit IV</b>  | <b>Classification &amp; types of market</b>  | <b>14</b> |
|                 | 4. Conventional classification of markets  | 3         |
|                 | 5. Services marketing its main features, importance and growth functions – 7P's of Service Marketing   | 3         |
|                 | 6. Rural marketing features and its contribution to Indian   | 3         |

|  |                               |   |
|--|-------------------------------|---|
|  | economy                       |   |
|  | 7. Recent Trends in Marketing | 5 |
|  | i. Green Marketing concepts   |   |
|  | ii. Digital Marketing         |   |
|  | iii. Virtual Marketing        |   |
|  | iv. Hybrid Marketing          |   |

**References:**

- Kotler, P., & Keller, K. L. (2016). *Marketing management*. Pearson.
- Ramaswamy. (2013). *Marketing management*. Tata McGraw-Hill Education.
- S.Neelamegham. (2012). *Marketing in India, cases and readings - (4th ed.)*. Vikas Publishing House.
- Baines, P., Fill, C., & Page, K. (2013). *Marketing*. Oxford HED.
- Fahy, J., & Jobber, D. (2019). *Foundations of marketing*. Tata McGraw-Hill Education.



**M. C. E. Society's**

**Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

**Syllabus for F.Y.B.B.A.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

|                            |                              |
|----------------------------|------------------------------|
| <b>Course/ Paper Title</b> | <b>Principles of Finance</b> |
| <b>Course Code</b>         | <b>21CBBA123</b>             |
| <b>Semester</b>            | <b>II</b>                    |
| <b>No. of Credits</b>      | <b>3</b>                     |

**Objectives of the Course**

| <b>Sr. No.</b> | <b>Objectives</b>  |
|----------------|--|
| 1.             | To develop foundation of basic concepts in the area of Finance, Money and various financial instruments.   |
| 2.             | To develop proper understanding of various sources of external and internal Sources of finance and their roles in business.                              |
| 3.             | To understand concept of capital structure and Capitalizations and their relevance.  |
| 4.             | To list out various terms used in stock market and its overall procedure and functioning of stock market for live trading from investment point of view. |

**Course Learning Outcomes**

| <b>Sr. No.</b> | <b>Learning Outcome</b>   |
|----------------|---|
| 1.             | To understand role and importance in business Ability and the implication of finance on business.   |
| 2.             | To understand the role and need of source of finance, determinants of size and type of business, Sources of business finance and to learn about important features and their applications considering their requirements in business. |
| 3.             | To Understand how basic financial structure is designed, to know the constituents of a financially sound business units and the ability to understand implications of various constituents of capital units.                          |

|    |   |
|----|---|
| 4. | To understand new and emerging trends in business finance and to understand about current issues related with new trends in business finance. |
|----|---|

### Syllabus

| Unit No.        | Title with Contents  | No. of Lectures |
|-----------------|--|-----------------|
| <b>Unit I</b>   | <b>Basic concepts in Finance</b>   | <b>12</b>       |
|                 | 1. Finance:<br>i. Definition, Nature and Scope<br>ii. Finance function viz. Financing Decisions, Investment Decisions and Dividend decisions.                            | 4               |
|                 | 2. Financial Management:<br>i. Meaning<br>ii. Approaches: - Traditional & Modern<br>iii. Role of finance manager.  | 4               |
|                 | 3. Goal of Financing Management:<br>i. Profit Maximization<br>ii. Wealth Maximization<br>iii. Profit Maximization vs. Wealth Maximization                                | 4               |
| <b>Unit II</b>  | <b>Sources of Finance</b>  | <b>14</b>       |
|                 | 1. External Sources:<br>i. Shares- Meaning, Types, Advantages and Limitations<br>ii. Debentures- Meaning, Types, Advantages and Limitations<br>iii. Borrowing from banks | 11              |
|                 | 2. Internal Sources:<br>i. Reserves and surplus<br>ii. Retained earnings.  | 3               |
| <b>Unit III</b> | <b>Capital Structure</b>   | <b>14</b>       |

|                |   |                       |
|----------------|---|-----------------------|
|                | 1. Capital structure<br>i. Meaning and determining capital structure<br>ii. Factors influencing capital structure<br>2. Capitalization:<br>i. Theories of Capitalization<br>ii. Optimum/Fair Capitalization<br>iii. Over capitalization- Meaning, Causes, Advantages and Disadvantages and its effect<br>iv. Under Capitalization- Meaning, Causes, Advantages and Disadvantages and its effect | 4<br><br><br>10       |
| <b>Unit 1V</b> | <b>Recent Trends in business finance</b>  | <b>14</b>             |
|                | 1. Venture Capital- Meaning, Features and Types<br>2. Leasing - Meaning, Features and Types<br>3. Microfinance - Overview<br>4. Mutual Fund – Meaning, Features and Types<br>5. Stock market operation  | 3<br>3<br>2<br>3<br>3 |

#### **References:**

- Prasanna Chandra (2011), *Financial management – Theory and Practice*, Tata McGraw Hill Education.
- IM Pandey (1999), *Financial Management*, Vikas Publishing House.
- Rajiv Shrivastava, Anil Mishra (2012), *Financial Management*, Oxford University Press.
- PV Kulkarni BG Satyaprasad (2015), *Financial Management*, Himalaya Publishing House.
- James C. Van Horne, John M. Wachowicz, JR (1990), *Fundamentals of Financial Management*, Prentice Hall of India Pvt. Ltd.



**M. C. E. Society's**

**Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

**Syllabus for F.Y.B.B.A.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

|                             |                                  |
|-----------------------------|----------------------------------|
| <b>Course/ Paper Title:</b> | <b>Basics of Cost Accounting</b> |
| <b>Course Code:</b>         | <b>21CBBA124</b>                 |
| <b>Semester</b>             | <b>II</b>                        |
| <b>No. of Credits:</b>      | <b>3</b>                         |

**Objectives of the Course**

| <b>Sr. No.</b> | <b>Objectives</b>  |
|----------------|--|
| 1.             | To develop rational understanding regarding concept of cost expenditure in business. |
| 2.             | To develop understanding about how overheads influence the Cost structure.           |
| 3.             | To develop skills for computation of total cost for a particular product.            |

**Course Specific Outcomes**

| <b>Sr. No.</b> | <b>Learning Outcome</b>   |
|----------------|---|
| 1.             | To understand importance of costing in decision making  |
| 2.             | To understand how to prepare a cost statement and analyze implication of elements of cost on total cost.    |
| 3.             | To be able to distinguish different types of overheads as it influences the total cost in a given situation |
| 4.             | To understand role of contract costing in ascertaining cost of a particular project or activity.            |
| 5.             | To know how cost is ascertained for different types of processes.   |

## Syllabus

| <b>Unit No.</b> | <b>Title with Contents</b>  | <b>No. of Lectures</b> |
|-----------------|---|------------------------|
| <b>Unit I</b>   | <b>Introduction to Cost Accounting</b>  | <b>8</b>               |
|                 | 1. Concept of Cost  | 2                      |
|                 | 2. Meaning & Definition of-Costing, Cost Accounting, Cost Accountancy                 | 2                      |
|                 | i. Origin of Cost Accounting  |                        |
|                 | ii. Objectives of Cost Accounting   |                        |
|                 | 3. Difference between Financial and Cost Accounting                                   | 2                      |
|                 | 4. Cost Unit & Cost Centre  | 2                      |
| <b>Unit II</b>  | <b>Elements of Cost and Cost Sheet</b>  | <b>15</b>              |
|                 | 1. Elements of cost   | 3                      |
|                 | i. Material cost  |                        |
|                 | ii. Labour cost   |                        |
|                 | iii. Other Expenses   |                        |
|                 | 2. Classification of cost – Element wise, Function wise, Variability, Controllability | 4                      |
|                 | 3. Preparation of Cost Sheet  | 8                      |
| <b>Unit III</b> | <b>Overheads</b>  | <b>15</b>              |
|                 | 1. Meaning and Definitions of overheads   | 3                      |
|                 | 2. Classification of Overheads  | 4                      |
|                 | 3. Collection, Allocation, apportionment and reapportionment of overheads             | 4                      |
|                 | 4. Under and over absorption of overheads.  | 4                      |
| <b>Unit 1V</b>  | <b>Methods of costing</b>   | <b>16</b>              |
|                 | 1. Methods of Costing,  | 2                      |
|                 | 2. Contract Costing   | 7                      |
|                 | i. Meaning and features of contract costing   |                        |
|                 | ii. Works certified and uncertified   |                        |
|                 | iii. Escalation clause  |                        |
|                 | iv. Cost plus contract  |                        |
|                 | v. Work in progress   |                        |
|                 | vi. Profit on incomplete contract.  |                        |
|                 | 3. Process Costing  | 7                      |

|  |   |  |
|--|---|--|
|  | i. Meaning and Features of Process costing<br>ii. Preparation of process costing<br>iii. Normal and Abnormal Loss/Gains |  |
|--|---|--|

**References:**

- Khan, M. Y. (2013). *Management accounting: Text, problems and cases*. McGraw-Hill Education.
- BANERJEE, B. (2014). *Cost accounting theory and practice*. PHI Learning Pvt.
- Saxena, V. K., & Vashist, C. D. (1994). *Cost accounting: Textbook*. Sultan Chand & Sons
- P.C., T. (2008). *Practical costing*. S. Chand Publishing
- Rathnam, P. V. (1984). *Rathnam's cost and management accounting: Problems & solutions*. Kitab Mahal.

**Note: The breakup of marks in the Examination will be as follows:**

| Component           | Percent |
|---------------------|---------|
| Theory              | 40%     |
| Practical/ Problems | 60%     |

**Area of practical problems:**

1. Preparation of Cost Sheet
2. Process Costing
3. Contract Costing



**M. C. E. Society's**

**Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

**Syllabus for F.Y.B.B.A.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

|                            |                            |
|----------------------------|----------------------------|
| <b>Course/ Paper Title</b> | <b>Business Statistics</b> |
| <b>Course Code</b>         | <b>21CBBA125</b>           |
| <b>Semester</b>            | <b>II</b>                  |
| <b>No. of Credits</b>      | <b>3</b>                   |

**Objectives of the Course**

| <b>Sr. No.</b> | <b>Objectives</b>   |
|----------------|---|
| <b>1.</b>      | To enrich students' knowledge and train them in Business Statistics.                      |
| <b>2.</b>      | To present the importance of Statistics in various business situations to the students.   |
| <b>3.</b>      | To acquaint students with some basic concepts in Statistics                               |
| <b>4.</b>      | To familiarize students with elementary statistical methods of analysis of data           |
| <b>5.</b>      | To develop skills related with basic statistical technique.                               |
| <b>6.</b>      | To acquaint students with the correlation and regression analysis and data interpretation |

**Course Specific Outcome**

| <b>Sr. No.</b> | <b>Learning Outcome</b>   |
|----------------|---|
| <b>1.</b>      | Students will be acquainted with the importance of Statistics in business processes.                    |
| <b>2.</b>      | Students will become aware about the reasonable working knowledge of Statistics in the business set-up. |
| <b>3.</b>      | Students will be acquainted with the basic data analysis tools and interpretation of the results.       |

## Syllabus

| Unit No         | Title with Contents   | No. of Lectures |
|-----------------|---|-----------------|
| <b>Unit I</b>   | <b>Frequency Distribution</b>   | <b>10</b>       |
|                 | 1. Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.   | 2               |
|                 | 2. Classification- Concept and definition of classification, objectives of classification, types of Classification.   | 2               |
|                 | 3. Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.  | 3               |
|                 | 4. Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram Sub-divided bar diagram.  | 3               |
| <b>Unit II</b>  | <b>Measure of Central Tendency</b>  | <b>12</b>       |
|                 | 1. Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.   | 2               |
|                 | 2. Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem.   | 2               |
|                 | 3. Determination of Mode and Median graphically.  | 2               |
|                 | 4. Empirical relation between mean, median and mode.  | 2               |
|                 | 5. Combined Mean.   | 2               |
|                 | 6. Numerical Problems   | 2               |
| <b>Unit III</b> | <b>Measure of Dispersion</b>  | <b>10</b>       |
|                 | 1. Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion.  | 2               |
|                 | 2. Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). | 4               |
|                 | 3. Combined Standard Deviation.   | 2               |

|                |   |           |
|----------------|---|-----------|
|                | 4. Numerical Problems   | 2         |
| <b>Unit IV</b> | <b>Correlation &amp; Regression</b>   | <b>12</b> |
|                | 1. Concept and meaning of Correlation, Types of correlation (for ungrouped data).   | 1         |
|                | 2. Methods to study Correlation: Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with ties and without ties). | 3         |
|                | 3. Numerical Problems on Correlation.   | 2         |
|                | 4. Regression- Concept and meaning of regression, line of regression equation of Y on X (Y-Dependent variable, X-Independent variable).                     | 3         |
|                | 5. Regression coefficients, properties of regression coefficients.  | 1         |
|                | 6. Numerical problems on Regression   | 2         |
| <b>Unit V</b>  | <b>Index Numbers</b>  | <b>10</b> |
|                | 1. Concept and meaning of Index Number, Notations.  | 2         |
|                | 2. Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number          | 4         |
|                | 3. Uses of Index Number.  | 2         |
|                | 4. Numerical Problems.  | 2         |

### TEXT BOOK:

#### 1. Mathematical Statistics-J.N. Kapur and H.C. Saxena S. Chand Publication 20th Edition, New Delhi

Unit I: Chapter1.

Unit II: Chapter2.

Unit III: Chapter3.

Unit IV: Chapter10.

### References:

- J.N. Kapur and H.C. Saxena S. Mathematical Statistics. Sultan Chand and Sons Publishers, New Delhi
- Girish Phatak. Business Statistics. Tech – Max Pune
- Dr. S. K. Khandelwal. Statistics for Business. International Book House New Delhi
- J.K. Sharma. Fundamentals of Business Statistics. Pearson New Delhi
- G.C. Beri. Business Statistics. McGraw-Hill companies New Delhi
- R.S. N. Pillai Bagavathi. Statistics Theory and Practice. Sultan Chand and Sons

Publishers, New Delhi.

- Dr. S. K. Khandelwal. Statistics for Managerial decision Making. International BookHouse New Delhi
- Ken Black. Business Statistics For Contemporary Decision Making. Wiley India EditionNew Delhi

## REFERENCE WEBSITES:

1. [www.stats.unipune.ac.in](http://www.stats.unipune.ac.in)[100DatasetsforStatisticsEducation by Dr. Anil P. Gore, Dr. Mrs. S. A. Paranjpe and Madhav B. Kulkarni availablein ISPS folder)].
1. [www.freestatistics.tk](http://www.freestatistics.tk)(NationalStatisticalAgencies)
2. [www.psychstat.smsu.edu/sbk00.htm](http://www.psychstat.smsu.edu/sbk00.htm)(Onlinebook)
3. [www.statweb.calpoly.edu/bchance/stat-stuff.html](http://www.statweb.calpoly.edu/bchance/stat-stuff.html)
4. [www.amstat.org/publications/jse/jse-data-archive.html](http://www.amstat.org/publications/jse/jse-data-archive.html)(International journalonteachingand learning ofstatistics)
5. [www.amstat.org/publications/chance](http://www.amstat.org/publications/chance)(Chancemagazine)
6. [www.statsci.org/datasets.html](http://www.statsci.org/datasets.html)(Datasets)
7. [www.math.uah.edu/stat](http://www.math.uah.edu/stat)(VirtuallaboratoriesinStatistics)
8. [www.amstat.org/publications/stats](http://www.amstat.org/publications/stats)(STATS:themagazineforstudentsofStatistics)
9. [www.stat.ucla.edu/cases](http://www.stat.ucla.edu/cases)(CasestudiesinStatistics).
10. [www.statsoft.com](http://www.statsoft.com)
11. [www.statistics.com](http://www.statistics.com)
12. [www.indiastat.com](http://www.indiastat.com)
13. [www.stat.stanford.edu](http://www.stat.stanford.edu)
14. [www.statpages.net](http://www.statpages.net)
15. [www.censusindia.gov.in](http://www.censusindia.gov.in)
16. [www.statisticsofindia.in](http://www.statisticsofindia.in)
17. [www.nationmaster.com](http://www.nationmaster.com) (Population studies)



**M. C. E. Society's**

**Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

### **Syllabus for F.Y.B.B.A.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

|                            |                                  |
|----------------------------|----------------------------------|
| <b>Course/ Paper Title</b> | <b>Fundamentals of Computers</b> |
| <b>Course Code</b>         | <b>21CBBA126</b>                 |
| <b>Semester</b>            | <b>II</b>                        |
| <b>No. of Credits</b>      | <b>4</b>                         |

#### **Aims & Objectives of the Course**

| <b>Sr. No.</b> | <b>Objectives</b>   |
|----------------|---|
| <b>1.</b>      | To understand basics of Computer, Internet and Networking.                          |
| <b>2.</b>      | To develop skills and ability to handle different applications in business process. |
| <b>3.</b>      | To develop understanding regarding cautions while using net-based services.         |
| <b>4.</b>      | Create awareness about current trends in Information Technology.                    |

#### **Expected Course Specific Learning Outcomes**

| <b>Sr. No.</b> | <b>Learning Outcome</b>  |
|----------------|--|
| <b>1.</b>      | Students will be able to understand components, general classification of computer and application of computers in business operations.<br>Have knowledge about peripheral and storage devices.                                  |
| <b>2.</b>      | To develop understanding regarding usage, functionality and services provided by operating system in business processes.<br>To understand structure and model of computer networking and data communication in business process. |

|           |  |
|-----------|--|
|           | To develop understanding regarding need, structure and working of computer networking in business operations.  |
| <b>3.</b> | To learn the process for usage of different computer application in business processes.<br>To develop skills and ability to handle different applications in business process. |
| <b>4.</b> | To understand cautions and steps to be taken and net based services.<br>Ability to handle various software and programmes with due cautions and care.                          |
| <b>5.</b> | Develop understanding in Current trends in Information technology.   |

### Syllabus

| <b>Unit No.</b> | <b>Title with Contents</b>  | <b>No. of Lectures</b> |
|-----------------|---|------------------------|
| <b>Unit I</b>   | <b>Introduction to Computers</b>  | <b>12</b>              |
|                 | 1. Introduction to Computers-Characteristics of Computers, Types of computers Block diagram of computer, Booting Process. | 2                      |
|                 | 2. Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages,                            | 2                      |
|                 | 3. Data Organization, Drives, Files, Directories,   | 1                      |
|                 | 4. Storage Devices, Primary Memory, RAM, ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive                          | 2                      |
|                 | 5. Input/ Output Device- Monitor and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters       | 3                      |
|                 | 6. Number Systems-Introduction to Binary, Octal, Hexadecimal system   | 2                      |
| <b>Unit II</b>  | <b>Basics of Computer Networks and Internet</b>   | <b>12</b>              |
|                 | <b>1. Operating systems:</b>  |                        |
|                 | i. Concept, Functions and Types of O.S.   | 1                      |

|                 |  |           |
|-----------------|--|-----------|
|                 | ii. Overview of Windows O.S., Android O.S., iOS  | 3         |
|                 | <b>2. Introduction to Networking</b>   |           |
|                 | i. Basics of Computer networks- Definition, Goals, Applications, Components  | 2         |
|                 | ii. Topology- Types of Topology  | 1         |
|                 | iii. Types of Network- LAN, MAN, WAN   | 1         |
|                 | iv. Modes of Transmission/ Communication- Simplex, Half duplex, full duplex  | 1         |
|                 | v. Transmission media- Twisted pair, coaxial cable, fibre optic cable  | 1         |
|                 | vi. Network Connectivity devices- Hubs, Repeaters, Bridges, Switches, Gateways, Routers  | 2         |
| <b>Unit III</b> | <b>Introduction to Spreadsheet Software and Presentation Software</b>  | <b>10</b> |
|                 | 1. <b>MS-Excel-</b> Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel  | 5         |
|                 | 2. <b>MS–PowerPoint-</b> Animation Effects, Transition Effects, Slide Show Setting   | 5         |
| <b>Unit IV</b>  | <b>Introduction to Internet and Cyber security</b>   | <b>12</b> |
|                 | 1. WWW, Internet, Internet Service Providers (ISP), Services Provided by the Internet: e-mail, search engine   | 3         |
|                 | 2. Information security overview – Background and current scenario.  | 3         |
|                 | 3. Overview of security Threats- Types of Attacks, Goals of security, Weak / Strong passwords and password cracking, Insecure Network connections, Digital signature | 6         |
| <b>Unit V</b>   | <b>Current Trends in Information Technology</b>  | <b>8</b>  |
|                 | 1. Mobile apps: Mobile banking, digital payment  | 2         |
|                 | 2. Block chain data  | 2         |
|                 | 3. Augmented reality into financial services   | 2         |
|                 | 4. Chatbots  | 1         |

|  |   |   |
|--|---|---|
|  | 5. Role of Data Officers in Business organisation | 2 |
|--|---|---|

**References:**

- Anjaneyulu, G. (2015). *Computer organisation*. Himalaya Publishing House.
- Bishop. (2006). *Introduction to computer security*. Pearson Education India.
- Rajaraman, V., & Adabala, N. (2014). *Fundamentals of computers* (3rd ed.). PHI Learning Pvt.
- Sinha, P. K., & Sinha, P. (2004). *Computer fundamentals*. BPB Publications.

**Web References:**

- <https://www.presentation-process.com/powerpoint-2010-2007-tutorials.html>
- <https://www.seminaronly.com/computer%20science/chatbot-for-business-organization.php>