

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)

Course/ Paper Title	Principles of Management
Course Code	21CBBA111
Semester	I
No. of Credits	3

Objectives of the Course

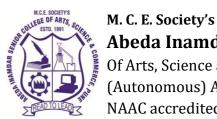
Sr. No.	Objectives
1.	To provide conceptual knowledge to the students regarding nature, complexity and various functions of management.
2.	To understand different approaches to management thoughts and to give historical perspective of management.
3.	To understand various management principles and its roles.
4.	To develop managerial skills among the students.
5.	Students will also gain some basic knowledge on recent trends and international aspects of management.

Sr. No.	Learning Outcome
1.	To develop managerial effectiveness through managerial thinking.
2.	To understand different approaches to management thoughts and philosophy & ability to understand approaches to philosophy of management thinking.
3.	To understand the importance of functions of management and their roles & ability to organize various programs and events.
4.	To know what are the themes in modern management and changes in the business & to learn about new systems and trends in modern management.

		No. of
Unit No.	Title with Contents	Lectures
Unit I	Nature of management.	10
	Meaning, Importance & Functions.	2
	2. Role of Managers.	1
	3. Management as an Art, Science, Profession and a	3
	Social System.	
	4. Concept of Management, Administration,	4
	Organization & Universality of Management.	
Unit II	Evolution of management thoughts.	14
	Concept of Managerial Thoughts.	2
	2. Contribution of :-	6
	i. Frederick Taylor	
	ii. Elton Mayo	
	iii. Henry Fayol	
	iv. Peter Drucker	
	v. Max weber's main contribution to management.	
	3. Various approaches to management: - Indian	6
	management Thought (J.R.D Tata, Dhirubhai	
	Ambani, N. R. Narayana Murthy, Verghese	
	Kurien).	
Unit III	Managerial Functions.	18
	1. Planning:	3
	i. Meaning	
	ii. Need & Importance	
	iii. Types, Levels, Advantages & Limitations.	
	2. Organizing:	
	i. Elements of organizing process	2
	ii. Types of organizations.	
	3. Delegation of authority:	2
	i. Need in delegation	
	ii. Difficulties in delegation –Decentralization.	
	4. Staffing: Meaning & importance.	2
	5. Directing:	

	T	
	i. Nature	
	ii. Principles Communication: Types & Importance	3
	iii. Motivation: Importance	
	iv. Leadership: Meaning, Styles, qualities &	
	functions of leaders.	
	6. Controlling:	
	i. Need, nature	2
	ii. Importance	
	iii. Process & techniques.	
	7. Co-ordination: Need & Importance.	2
	8. Forecasting:	
	i. Meaning	2
	ii. Need Types	
	iii. Methods	
	iv. Advantages, merits & Disadvantages.	
	9. Decision making:	2
	i. Types	
	ii. Process of rational decision making	
	iii. Techniques of decision making.	
Unit 1V	Recent trends in Management.	12
	1. Management of change:	6
	i. Management of Crises	
	ii. Total Quality Management (TQM): Meaning,	
	Merits & Demerits	
	iii. Risk Management: Objectives, Advantages and	
	Disadvantages.	3
	2. Knowledge Management:	
	i. Meaning	3
	ii. Merits & Demerits.	
	3. Outsourcing:	
	i. Meaning	
	ii. Merits & Demerits.	
	1	1

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- *Heinz Weihrich*, *Mark V. Cannice*, *Harold Koontz* (2013), Management: A global, innovative, and entrepreneurial perspective, McGraw hill companies.
- Robert Kreitner, Mamata Mohapatra (2008), Managemen, Biztantra Management For Flat World.
- John R. Schermerhorn (2011), Introduction to Management, Wiley India Pvt. Ltd.
- R. SatyaRaju , A. Parthasarthy (2009), Management Text and Cases, PHI learning Pvt.
 Ltd.
- *H. R. Appannaiah, G. Dinakar, H.A. Bhaskara* (2010), Management (Multi-Dimensional Approach), Himalaya Publishing House.



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Syllabus for F.Y.B.B.A. 2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Communication Skills
Course Code	21CBBA112
Semester	I
No. of Credits	4

Objectives of the Course

Sr. No.	Objectives
1.	To understand the role of communication in personal and business world.
2.	To improve linguistic, non- linguistic and paralinguistic skills.
3.	To develop proficiency in writing business letters and other communications required in business.
4.	Create awareness about current trends in business communication.

Sr.	Learning Outcome
No.	
1.	To understand the basic purpose of communication and comprehend the meaning of different forms of communication.
2.	To understand how to write effective messages and different types of communication, and develop ability to write meaningful, concise and effective messages.
3.	To understand how to make effective Business Correspondence and enable to write precise business letters and understanding about business correspondence.
4.	To understand how modern technology affects Business and how Media-based communication is working in present context. Effects of new media on business is affecting on interpersonal relations and groups. Ability to use different formats of social communication and technology-based communication effectively.

Unit	Tialo mith Contonto	No. of
No.	Title with Contents	Lectures
Unit I	Introduction to Business Communication	12
	Concept of Business Communication	2
	2. Process of communication	1
	3. Need for effective communication	1
	4. Principles of effective communication	2
	5. Barriers to communication and measures to	4
	overcome it.	
	6. Role of Communication in social and economic system.	2
Unit II	Methods and types of Communication	16
	1. Methods of Communications:	
	i. Linguistics, Non- Linguistics, and Para-	6
	Linguistics	
	ii. Art of Listening –	3
	a. Importance of listening,	
	b. Approaches to listening,	
	c. Barriers to effective listening	
	iii. Written communication	4
	a. Forms of written communication.	
	b. Essentials and Constraints in developing	
	effective written communication.	
	2. Types and Channels of Communication:	3
	i. Internal – Vertical, Horizontal, Consensus,	
	Grapevine	
	ii. External- Inward, Outward	
	iii. Merits and Limitations.	
Unit III	Business Correspondence	14
	1. Introduction	
	i. Concept, need and functions of Business	2
	Correspondence,	
	ii. Layout for drafting business letter.	1
	2. Types of Business Letters-	

	i. Sales letter, office circulars, Office Memo	2
	ii. Job application, Reference check, Leave	8
	application letter, business promotion letter,	
	Resignation letter.	
	iii. Complaint, Credit verification, Correspondence	1
	with bank.	
Unit IV	Current trends in Business communication	12
	1. Communication using Internet:	
	i. Groupware	4
	ii. Email	1
	iii. Video Conferencing	1
	iv. Websites	1
	v. Newsletters	1
	vi. Blog	1
	2. Communication using Social Media Network	
	(Twitter, LinkedIn, WhatsApp, YouTube,	3
	Facebook)	

- Bovée, C. L., & Thill, J. V. (2018). Business communication today (14th ed.). Pearson.
- Chaturvedi, P. D. (2011). *Business communication: Concepts, cases, and applications* (2nd ed.) Pearson Education India.
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- R.K., M. (2017). *Business communication* (3rd ed.). Vikas Publishing House.
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Syllabus for F.Y.B.B.A. 2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Accounting
Course Code	21CBBA113
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives	
1.	To enable the students to acquire sound knowledge of concepts of accounting.	
2.	To impart basic accounting knowledge.	
3.	To impart the knowledge about recording of transactions and preparation of final accounts.	
4.	To acquaint the students about accounting software packages.	

Sr. No.	Learning Outcome
1.	To understand the role and importance of accounting in Business and how
	accounting concept can be implemented in business.
2.	To understand how to record different financial transactions and their
	financial implications.
3.	To be able to write different accounting transactions and prepare basic
	financial transactions
4.	To be able to write necessary set of entries in books of accounts i.e. cash
	book and compare them with bank statement to understand their
	implications and effect
5.	To understand growing importance of software and to know how to use

software like tally for writing of accounts.

Unit No.	Title with Contents	No. of Lectures
Unit I	Financial Accounting	12
	Definition and Scope, Objectives,	2
	2. Accounting Principles – Concept and conventions	2
	3. Introduction to Accounting Standards – IAS(Indian Accounting	8
	Standard) & IFRS (International Financial Reporting Standard)	
	i. IAS 1 – Presentation of Financial Statements	
	ii. IAS 2 – Inventories	
	iii. IAS 10- Events after reporting period	
	iv. IAS 18 – Revenue	
Unit II	Accounting Process and Final Accounts	20
	Voucher system	2
	2. Accounting Process	2
	3. Journals	2
	4. Ledger	2
	5. Subsidiary books	2
	6. Cash Book	2
	7. Trial Balance	2
	8. Preparation of Final Accounts of Sole Proprietorship	6
	i. Trading Account	
	ii. Profit & Loss Account	
	iii. Balance Sheet	
Unit III	Bank Reconciliation Statements	14
	1. Meaning	3
	2. Importance	3
	3. Preparation of Bank Reconciliation Statement	8
Unit IV	Computerized Accounting	8

1.	Meaning and Features of Computerized Accounting	2
2.	Role of computers and Financial application	2
3.	Advantages & Disadvantages of Computerized Accounting system,	2
4.	Different Accounting Software packages. (Practical sessions on	2
	Tally ERP)	

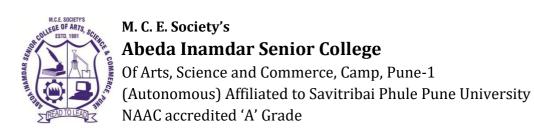
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- Shukla M.C./ Grewal T.S. & Gupta S.C. (2017). Advanced accounts Volume—I (19th Ed.). S. Chand Publishing.
- Tulsian, P. C. (2002). Financial accounting. Pearson Education India.
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Note: The breakup of marks in the Examination will be as follows:

Component	Percent
Theory	40%
Practical/ Problems	60%

Area of practical problems:

- 1. Accounting Process
- 2. Final Accounts
- 3. Bank Reconciliation Statements



Syllabus for F.Y.B.B.A. 2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Economics- Micro
Course Code	21CBBA114
Semester	Ι
No. of Credits	3

Objectives of the Course

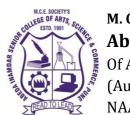
Sr. No.	Objectives
1.	To understand role of economics as it influences society and business
2.	To study how different decisions are taken in relation to price demand and supply
3.	To develop right understanding regarding Monopoly, perfect competition, revenue etc.

Sr. No.	Learning Outcome
1.	Students will understand basic concepts of micro economics and will be able to analyze.
2.	Student will understand variation in demand and supply. How it affects the different economic situations and various factors of production.
3.	Student will understand how the revenue is calculated for different situations and factors determined revenue.
4.	Students will develop a complete understanding how pricing determination is affected by different market players and forces and its impact on market and society.

Unit N o	Title with Contents	No. of Lectures
I	Concept of Business Economics	15
	Meaning & Significance of economics	1
	2. Scope and forms of economy	1
	3. Economic Problems	2
	4. Circular flow of economy	2
	5. Meaning and definition of business economics	2
	i. Scope of business economics	
	ii. Importance of business economics in life	
	6. Central problems of economics	2
	7. Market forces in solving economic problems	2
	8. Five sector model of income and expenditure	3
II	Demand and supply analysis	13
	Concept of demand & supply	1
	2. Concept of determinants of demand	1
	3. Individual demand and market demand	1
	4. Law of demand	1
	5. Elasticity of demand and types of elasticity of demand.	2
	6. Practical implementation of elasticity of demand.	1
	7. Methods of measuring elasticity of demand.	2
	8. Concept of supply	2
	i. Determinants of supply	
	ii. Elasticity of supply.	
	9. Demand Forecasting – Meaning, significance & Methods	2
	of Demand Forecasting	
III	Revenue and cost analysis	14
	Concept and types of revenue	3
	2. Importance of revenue, methods of calculation of revenue	3
	3. Meaning of marginal, total, and average revenue and	
	interrelationship between them.	3
	4. Concept of cost	
	i. Importance of cost	3

	ii. Typology of cost analysis	
	5. Meaning of Marginal costing & Incremental cost	
		2
IV	Pricing under various market conditions	12
	Concept of market and Competition	2
	2. Meaning & types of markets	2
	3. Perfect competition	1
	4. Monopoly-Price discrimination under Monopoly	2
	5. Monopolistic competition-Product Differentiation	2
	6. Duopoly and oligopoly.	1
	7. Price and output determination in different market	2
	conditions.	

- Jhingan, M. L. (2016). *Micro economics* (8th ed.). New Delhi: Vrinda Publications.
- Rob Dransfield (2014). *Business Economics* (1st ed.). Noida New Delhi: Vikas Publishing House.
- Dr. D.D. Chaturvedi, Dr. S. L. Gupta (2010). *Business Economics Theory and Applications*, New Delhi: International Book House Pvt. Ltd.
- Sarangi, S.K. (2017). *Economics for management Text and Cases*, Mumbai: Himalaya Publishing House.
- Gregory Mankiw N. *Economics Principles and Applications*. New Delhi: Cengage Learning India Pvt. Ltd.
- H.L. Ahuja, (1981). Principles of Microeconomics, New Delhi: S.Chand publication
- Lipsey, R., & Chrystal, A. (2020). *Economics* (14^h ed.). Oxford University Press.
- Refer to the below link for recorded video explanation on YouTube:
 https://www.youtube.com/playlist?list=PL4OxnRvuKzQEmwI8oQcgf_HPr012tvSF1



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Syllabus for F.Y.B.B.A. 2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Mathematics
Course Code	21CBBA115
Semester	I
No. of Credits	3

Objectives of the Course

Sr.	Objectives
No.	O SJECU VES
1.	To develop appropriate understanding as how to use mathematic like computationinterest, profit etc.
2.	To cultivate right understanding regaining numerical aptitude to develop logical approach towards analytical approach data.

Sr.	Learning Outcome
No.	
1.	Demonstrate mastery of mathematical concepts that are foundational in business
	mathematics, including functions and their mappings, linear systems and their solutions.
	Demonstrate an understanding of basic marketing mathematics by solving relevant
2.	problems, including trade discounts, cash discounting, and markup and markdown
	calculations.
3.	Apply the principles of simple interest to solve relevant problems in financial applications
3.	such as simple-interest-based loans.
	Use the principles of compound interest to solve relevant problems in financial applications,
4.	for example, those involving annuities, loans and mortgages, bonds and sinking funds, and
	investment decisions.

Unit	Title with Contents	No. of
No.		Lectures
Unit I	Ratio and Proportion	05
	1. Ratio	2
	2. Proportion Continued Proportion, Direct	3
	Proportion, Inverse Proportion.	
Unit II	Trade Discount and Bankers Discount	07
	1. Profit and loss.	1
	2. Discount	2
	3. Commission	2
	4. Brokerage	2
Unit III	Interest	06
	1. Simple Interest	3
	2. Compound Interest	3
Unit IV	Matrices and Determinants	10
	1. Definition of matrices	2
	2. Types of Matrices	2
	3. Algebra of matrices	3
	4. Determinant of matrices	3
Unit-V	Permutation and Combination	08
	1. Permutation	04
	2. Combination	04
Unit-VI	Data Interpretation	09
	1. Bar Chart	02
	2. Line Graph	02

	3. Pie Chart or Circle Graph	02
	4. Mixed Graph	03
Unit-	Linear Programming Problem (LPP) and	09
VII	Transportation Problem	
	1. Concept of LPP	03
	2. Formulation of LPP	03
	3. Solution of LPP by graphical Method	03

Textbooks:

Textbooks:

1. Business Mathematics-Dr. S.M. Shukla, Dr. R.R. Sharma, Sahitya

Bhawan Publications, Agra.

Unit I: Chapter 8, Chapter 9.

Unit II: Chapter 13.

Unit III: Chapter 10, Chapter 11.

Unit IV: Chapter 1, Chapter 3.

Unit V: Chapter 7.

2. The Accredited Guide to Data Interpretation and Data Sufficiency- Anant Ashisha,

Arihant Publications (India) Ltd.

Unit VI: Chapter 3, Chapter 4, Chapter 5, Chapter 6.

3. Operation Research- Prem Kumar Gupta, Dr. D.S. Hira

Unit VII: Chapter 2: Sec. 2.1, 2.2, 2.3, 2.6, 2.9, 2.10.

Reference Books:

 A Textbook of Bussiness Mathematics (for B.Com and BBA courses of all Indian Universities) – Dr. Padmalochan Hazarika, S Chand and Company Limited



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Syllabus for F.Y.B.B.A. 2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Demography
Course Code	21CBBA116
Semester	I
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives	
1.	To give proper understanding of demographic concepts in modern	
	economic setup	
2.	To know the structural changes of population and their impact on	
	business and quality of life	
3.	To analyze the process of urbanization and its social economic	
	implications.	

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome	
1.	Students will understand the meaning of various demographic	
	concepts and their relevance.	
2.	Students will be able to analyze the components of population	
	growth and their interdependence	
3.	Students will be able to describe the population dynamics that leads	
	to the economic development	

Unit No	Title with Contents	No. of Lectures
Unit I	Introduction to Demography	15
	1. Meaning, importance, scope and relevance of demography.	4
	2. Study of demography as an essential discipline of social	2
	economic change	
	3. Components of Demography	3
	4. Factors affecting mortality and fertility rate	3
	5. Methods to calculate fertility and mortality rate.	3
Unit II	Distribution of population and population growth	14
	1. Meaning of population distribution and population density	4
	2. Physical and cultural factors affecting the distribution of	3
	population	
	3. Concept of over, optimum and under population	2
	4. Meaning and definition of population growth and methods of	5
	assessment of population growth	
Unit III	Population as a Human resource	13
	Meaning of resource, types of resources	2
	2. Importance of human resource in the development of a nation	2
	3. India's Demographic Dividend	1
	4. Concept of literacy and its importance in modern society,	2
	Schemes for Skill Development in India	
	5. Concept of sex ratio, age and sex pyramid	3
	6. Ageing and socio-economic consequences	2
	7. Concept of working and dependent population	1
Unit IV	Urbanization and its implications	12
	1. Concept of urbanization	2
	2. Urbanization as a behavioral, structural and demographic	2
	concept	
	3. Factors affecting urbanization and rural population, features and	3
	importance of urbanization	
	4. Various factors responsible for urbanization, problems of	3

urbanization	
5. Overview of urbanization in India since 1991.	1
6. Smart cities mission	1

- Bhende, A. A., & Kanitkar, T. (2019). Principles of population studies (19th ed.).
 Mumbai: Himalaya Publishing House.
- Chandna, R. C. (2009). *Geography of population: Concepts Determinants & Patterns*. Ludhiana (India): Kalyani.
- Government of India Ministry of Housing and Urban Affairs. (n.d.). Retrieved from http://mohua.gov.in/
- Human Development Report 2020 (Rep.). (2020). Retrieved June 18, 2021, from
 United Nations Development Programme website:
 http://hdr.undp.org/sites/default/files/hdr2020.pdf
- Husain, M. (2020). *Geography of India* (9th ed.). Chennai: McGraw Hill Education (India).
- *India Skills Report 2021* (Rep.). (2021). Retrieved June 18, 2021, from https://wheebox.com/india-skills-report.htm
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- 2011 Census Data. (n.d.). Retrieved from https://censusindia.gov.in/2011-common/censusdata2011.html