



Academic Council: 11/06/2013, R.No. (2)

Executive Council: 15/06/2013, R.No. (3)

F.Y. B.B.A

SR. No.	Paper No.	Name of the Paper	Total Marks	Passing Standard
1	101	Fundamentals of Management	100	40 Marks
2	102	Fundamentals of Economics	100	40 Marks
3	103	Principles and Practice of Accountancy	100	40 Marks
4	104	Computer Applications in Business	100	40 Marks
5	105	Business Communication	100	40 Marks
6	106	Quantitative Techniques Application In Business	100	40 Marks
7	107	Business Law	100	40 Marks



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Paper – 101 Fundamentals of Management

Total Marks: 100

Unit-1

Nature of Management: Various definitions of Management Schools of Management Thought (with focus on Management Process School, Systems School and Contingency School) " Initial contributors to the Management thought: Henry Fayol and F. W. Taylor; and their contributions. Management as an art and science. Management as a profession. Management skills at various levels of Management.

Unit-2

Decision Making: Process of Decision Making, Approaches to Decision Making, Types of Decision, Decision Making under certainty, risk and uncertainty, Quantitative and qualitative techniques of Decision Making.

Unit-3

Planning: " Meaning and nature, planning premises and constraints; planning process; Typology of plans; Forecasting: meaning, significance; M.B.O. Significance and Process.

Organizing: Definition; process, principles; Departmentation; Delegation of authority; Centralization and Decentralization; Organization chart; Types of Organization.

Unit-4

Staffing: "Importance and need for proper staffing, recruitment, selection, training and development.

Leading: Motivation: Meaning, Importance, Motivation models of Maslow, Hertzberg, and Douglas McGregor.

Unit-5

Leadership: Meaning, Importance, Theories of Leadership: Trait, Situational and Contingency Styles of leadership Communication: Meaning, Importance, process, principles of effective communication, Barriers to effective communication.

Controlling: Meaning and Importance of controlling, process of controlling, Techniques of controlling, Introductory idea of MIS.

Reference Books:

1. Management, Stoner & Freeman
2. Essentials of Management, Koontz & Weihrch
3. Principles of Management, Tripathy & Reddy



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Paper No: 102: Fundamentals of Economics

Total Marks: 100

Unit - 1

Definition, Nature and Scope of Economics, Difference between micro and macro economics, positive and normative economics.

Demand Analysis and Elasticity of Demand: Meaning of demand, Law of demand, Concept of elasticity: Price, income and cross elasticity of demand, Significance of the concept.

Unit - 2

Supply analysis: The law of supply, Elasticity of Supply.

Cost Concepts: Distinction between main cost concepts, Actual and Opportunity costs, Private and social costs, Direct and Indirect costs, Difference between Accountants' and Economists' Cost concepts.

Unit - 3

Theory of Distribution: Marginal productivity theory of distribution, Critical evaluation of the theory, Modern theory of distribution.

National Income: Some concepts of national income, like GNP, NNP, etc. Methods of calculating national income, Difficulties in calculating national income. Usefulness of National Income.

Unit - 4

Theory of income and employment: The classical theory of income and employment, Say's law of markets, a critical evaluation of the classical theory, Keynesian theory of income and employment. The controversy over equality of saving and investment, Role of investment, Keynesian theory - A critical appraisal.

Business Cycle: Various approaches to the study of business cycle.

Unit - 5

Money: Functions of money, Value of money, various definitions of money supply, The quantity theory of money.

Banking: Functions of Commercial banks, Central Bank, Performance of banking in India.

International Trade: Difference between national and international trade, Reasons for trade, various theories of trade, concept of balance of payment, Equilibrium and disequilibrium in BOP, Exchange rate.

Reference Books:

1. Principles of Economics, M L Sheth
2. Managerial Economics, P L Mehta
3. Managerial Economics, Paul Mote



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Paper No: 103: Principles And Practices of Accountancy

Total Marks: 100

Unit - 1

Nature of Accounting: Definition, objectives and Scope, Conventions and Concepts of Accounting.

Analysis of Business Transactions: Meaning of Business Transactions. Classification of Accounts. Rules of Debit and Credit.

Unit - 2

Accounting Cycle: Journal, Ledger, Subsidiary Books:

Journal: Purpose, Ruling and Recording.

Ledger: Purpose, Ruling, Posting, Balancing.

Subsidiary Books: Purchase Books, Sales Book, Return Books, Cash Book (Triple Column only), Petty Cash Book (Excluding Bills of Exchange example) Preparation of Trial Balance.

Unit - 3

Preparation of Final Accounts: Manufacturing account, Trading account, Profit and loss account and Balance sheet.

Rectification of Errors: Types of Errors. Effects of errors on Final accounts, Suspense accounts. Rectification entries.

Unit - 4

Depreciation: Meaning, objectives for providing depreciation, Causes of depreciation, Methods of Depreciation. Examples based on Straight Line Method, Diminishing Balance Method and Depreciation Fund Method.

Unit - 5

Accounts of non-trading concerns: Distinction between capital and revenue expenses, Distinction between Income and Expenditure Accounts *v/s* Receipt and Payment Accounts, Preparation of Income and Expenditure Account and Balance Sheet from given Receipt and Payment account and other information only.

Accounts from incomplete records: Definition, salient features, Calculation of profit based on capital comparison method, Accounts out of incomplete records (conversion methods), Finding out the missing figures, etc.

Reference Books:

1. Introduction to Accounting , Maheshwari
2. Advanced Accountancy, S. N. Gupta



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Paper No: 104: Computer Application In Business

Total Marks : 100

Unit - 1

Introduction to Computers: Computer Systems: Concepts of Hardware, Software, computer Peripherals of Input device, Output device and Memory.

Analogue Vs Digital Computers, Types of digital computers (based on configuration).

Unit - 2

Introduction to Operating System- Types of operating system, Function of operating system. Study of important internal and external DOS Command.

Unit - 3

Introduction to Internet: Browser, History of Internet, Introduction to Email.

Unit - 4

Introduction to spreadsheet, Study of important commands to generate and manipulate Worksheet, Generate graphs, and generate hard copy using, number processing Programme. Data sorting, filtering and function like: Mathematical, Statistical, Logical, Text and Date. General formatting and printing option.

Unit - 5

Introduction to Word Processing, Study of important commands to generate Reports using Word Processing Programme, Mail Merge, Tables, Formatting of text – font, paragraph, Print option and general option of word processing software.

Introduction to presentation: Introduction of presentation software.

Reference Books:

1. PC Software Made Simple, Taxali TMH
2. Introduction to Microcomputers Chain et at PHI



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Paper – 105 Business Communications

Total Marks: 100

Unit	Detail Syllabus
1	<p>Introduction to Communication</p> <p>Importance of Communication- Meaning and Definition of Communication- Process of Communication- 7 Cs of Effective Communication- Objectives of Communication- Communicative Skills-LSRW.</p> <p>(From: 1)Technical Communication (Principles and Practice)-Meenakshi Raman and Sangeeta Sharma- Oxford University Press, New Delhi. 2)Business Communication – Sathya Swaroop Debasish and Bhagban Das- PHI learning. 3)Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai)</p> <p>Introduction to Modern Communication Media</p> <p>Introduction to Technology based Communication Tools- Telephone and Voicemail- Facsimile Machines- Computers-Internet- Conferencing- Instant Messaging- Emails- Facebook- Blogs- Positive and Negative Impact of Technology enabled Communication- Overcoming Negative Impact.</p> <p>(From: Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai)</p> <p>Modes and Methods of Communication</p> <p>Modes of Communication- Formal and Informal- Oral and Written- Internal and External- Verbal and Non- Verbal Communication- Levels of Communication- Extra personal Communication- Intrapersonal Communication-Interpersonal Communication- Organizational Communication-Flow of Communication-Vertical Communication- Horizontal Communication- Diagonal Communication-Barriers to Communication- Overcoming Barriers to Communication.</p> <p>(From: 1)Business Communication – Sathya Swaroop Debasish and Bhagban Das- PHI learning. 2)Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai .)</p>
2	<p>Cover Letters and Resumes</p> <p>Writing the Cover Letter- Academic and Business Cover Letters- Cover Letters Accompanying Resumes-Resume, Bio data, and Curriculum Vitae- Resume Design and Structure- Types of Resume.</p> <p>(From: 1)Technical Communication (Principles and Practice)-Meenakshi Raman and Sangeeta Sharma- Oxford University Press, New Delhi. 2)Business Communication - SathyaSwaroopDebasish and Bhagban Das- PHI learning. 3)Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai.)</p> <p>Drafting of E-mails</p> <p>Introduction to E-mails- Classification and Purpose- Structure and Layout of E-mail- Style- Advantage and Limitations- Content- E-mail Etiquette- Effectiveness of E-Mail- Security Issues with E-mail- Solutions of Security Issues.</p> <p>(From: 1)Technical Communication (Principles and Practice)-Meenakshi Raman and Sangeeta Sharma- Oxford University Press, New Delhi. 2)Business Communication – Sathya Swaroop Debasish and Bhagban Das- PHI learning.)</p>
3	<p>Listening and Speaking</p> <p>What is Listening?- What is Hearing?- Differences between Listening and Hearing- Types of Listening- Conversations- Types of Conversation- Strategies for Effective Conversation- Telephonic English- Telephonic Conversation and Etiquette.</p> <p>(From:Technical Communication (Principles and Practice)-Meenakshi Raman and Sangeeta</p>



	<p>Sharma- Oxford University Press, New Delhi.)</p> <p>Group Discussion and Interviews</p> <p>Group Discussion- Use of Body Language in Group Communication-Speaking in Group Discussion- GD as Part of a Selection Process- Characteristics of GD- Introduction to Interviews- Objectives of Interviews- Types of Interviews-Job Interviews- Face to Face Interviews-Telephonic Interview- Preparation-Process.</p> <p>(From: 1)Technical Communication (Principles and Practice)-Meenakshi Raman and Sangeeta Sharma- Oxford University Press, New Delhi. 2)Business Communication - SathyaSwaroopDebasish and Bhagban Das- PHI learning. 3)Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai.)</p>
4	<p>Drafting Business Letters</p> <p>Introduction to Business Letter- The 7 Cs of Letter Writing- Layout of Business Letter- Parts of Business Letter- Forms of Business Letter- Use of Punctuations in Business Letter- Purpose of Business Letter- Appearance of Business Letter.</p> <p>(From: 1)Business Communication – Sathya Swaroop Debasish and Bhagban Das- PHI learning. 2)Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai.)</p> <p>Enquiry Letters (Solicited and Unsolicited)- Order Letters- Types of Order Letters- Sales Letters- Complaint Letters- Adjustment Letters- Adjustment Policies- Collection Letters</p> <p>(From: 1) Business Communication – Sathya Swaroop Debasish and Bhagban Das- PHI learning. 2)Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai)</p>
5	<p>Report Writing and Preparing Minutes</p> <p>Introduction- Importance of Reports- Objectives of Report-Characteristics of Report- Types of Report- Drafting Reports- Meaning of Minutes- Importance of Minutes- Preparing Minutes.</p> <p>(From: 1)Business Communication - SathyaSwaroopDebasish and Bhagban Das- PHI learning. 2)Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai.)</p>

Reference Books:

1. Technical Communication (Principles and Practice)-Meenakshi Raman and Sangeeta Sharma- Oxford University Press, New Delhi.
2. Business Communication – Sathya Swaroop Debasish and Bhagban Das- PHI learning.
3. Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai
4. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
5. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
6. Essentials of Business Communication - Rajendra Pal and J.S. Korlhalli - Sultan Chand & Sons, New Delhi.
7. Business Communication – HomaiPradhan, Bhende D.S., Thakur Vijaya
8. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
9. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C.N. Rawal and Prof. RavindraKothavade - Diamond Publications, Pune.
10. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
11. Business Communication and Organisational Management – RohiniAggrawal – Taxman
12. Business Communication Strategies – MonipallyMathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
13. Handbook of Communication – Narula Uma
14. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
15. Business Communication and Organisationaland Management – C.B.Gupta
16. Comprehensive Business Communication – SarojKarnik, P.P.Mehta,- P.V.Kulkarni



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Paper No: 106: Quantitative Techniques Application In Business

Total Marks: 100

Unit - 1

MATHEMATICS:

Set Theory: Fundamental Concepts.

Function: Introduction, Types of functions, some functions in Commerce and Economics, break-even analysis.

Limit and Continuity: Limit of a function, Methods of evaluating limit of a function, some important limits. Continuity of a function, Algebra of Continuous functions, Derivative of a function, Continuity in an interval.

Unit - 2

Derivative: Derivative and differentiation. Basic rules of derivation, first order and second order Derivative, Use of Derivative.

Matrix and Determinant: Definition of Matrix, Types of matrix, Scalar multiplication of matrix. Matrix operation, Transpose of a matrix, Determinants of a square matrix, Adjoin of a square matrix, Inverse of a matrix, Application of matrix algebra.

Permutation and Combination: Arithmetic and geometric Progression.

Unit - 3

STATISTICS:

Measures of Central Tendency and Dispersion: Objectives of averaging, Types of averages, characteristics of a good average, Relationship among mean, Median and Mode. Significance of measuring dispersion, Methods of studying Variation.

Unit - 4

Probability and Probability Distribution: Importance of concept, Calculation of Probability, Theorems of Probability, Conditional Probability, Binomial, Poisson and Normal Distribution.

Unit - 5

Correlation and Regression: Significance, Types of correlation, Methods of studying correlation, Use of regression analysis, Regression lines, and Regression equations.

Sampling: Census V s. Sampling, Probability V s. Non probability samples Basic Concepts to the Hypothesis testing.

Reference Books:

1. Mathematics Sancheti & Kapoor
2. Mathematics for Management Raghavachari
3. Business Statistics: Sancheti & Kapoor



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Paper No: 107: Business Law

Total Marks : 100

Unit - 1

Indian Contract Act:

(Detailed study Sec 1 to 75 and introductory study Sec.124 to 181)

Introduction: Contract, Meaning, Essential Elements, Kinds of Contracts.

Offer and Acceptance: Offer: Meaning, Mode of Offer, Essential requirements, Types of Communication.

Acceptance: Meaning, Mode of Acceptance, Essentials, Communication, Revocation.

Consideration: Meaning, Importance, Kinds of Consideration, Rules, Exceptions to Rules, Stranger to Contract and to Consideration.

Capacity of Parties: Minors, persons of unsound mind, persons disqualified from contracting by any other law.

Unit - 2

Free Consent: Meaning Coercion, Undue influence, Fraud, Misrepresentation, mistake.

Legality of Objects and Consideration: Agreements opposed to public policy, Void Agreement, agreement in restraint of marriage, Agreement in restraint of trade, Trade Combination, Agreements in way of wager, wager and insurance contract.

Contingent Contract: Meaning, Rules, Quasi Contract.

Performance of Contract: Meaning, Offer to perform, Time, place and manner of performance, performance of joint promises, Performance of reciprocal promises, Assignment of Contract.

Unit - 3

Discharge of Contract: Meaning, Modes of Discharge, Breach of Contract, Remedies to Breach of Contract. Meaning and Performance of Identify, Guarantee, Bailment, Pledge, Agency Contracts.

Negotiable Instruments Act-1881: Parties, Presentment, Discharge of Liabilities, Notice of dishonor, Noting and Contract.

Unit - 4

Sale of Goods Act-1930: Formation, Effects, and Performance of Contract.

Unit - 5

Partnership Act-1932: Nature, Relation of Partners, Registration and Dissolution of firm

Reference Books:

1. Mercantile law Singh Eastern Books