

DEPARTMENT OF BBA
INTERNAL MARKS

The scheme of examination for BBA- I year shall be divided in two parts

1. Semester and examination - 40 Marks
2. Internal Assessment - 10 marks

The allocation of 10 marks shall be on the following basis:

- a) One home assignment submission : 03 marks
- b) Active class participation and attendance : 04 marks
- c) Seminar presentations with ICT : 03marks

Total : 10 marks

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VIVEKANAND COLLEGE (AUTONOMOUS) , KOLHAPUR.

BBA Part- I CBCS Syllabus with effect from June, 2018

Semester: I

Principles of Management Paper I CC-1362A

Syllabus

Duration: 2 hours

Marks: 40

Teaching hours: 60(75 lecture)

Credit-4

Module	Title	Teaching hours	Credit	Justification
Module I	Introduction to Management: Meaning and Definition of Management, Nature and importance of Management, Management and Administration. Management-as a Science and An Art Brief review of basic Functions of Management- planning.- organizing,- staffing, Leading and controlling, Levels of Management	15	1	-
Module II	Contribution towards Management Thought- Scientific Management by F.W. Taylor, Contribution of Henry Fayol-14 principles of Management Contributions by Max-weber	15	1	-
Module III	Planning- Meaning and importance, <u>objectives</u> of planning Steps in planning process. Decision making- importance of Decision making Process of Decision making-effective decision making.	15	1	-
Module IV	a)Organizing- Meaning and Definition, objectives and importance, organizing process,formal and informal organization., types of organizations. B)Staffing meaning, nature and importance of staffing	15	1	In this module students should get the knowledge about formal and and informal organization.and about the staffing.

Books Recommended:

1. Organisation and Management- Dr. C.B. Gupta
2. Business Organisation and Management –M.C.Shukla
3. Essentials of Management- Koontz and O’ Donnell
4. Management: Stoner
5. Management- Peter Drucker

6. Principles and Practice of Management- L.M. Prasad
7. Management: Moshal
8. Principles of Management- P.C. Tripathi and P.H.Reddy
9. Management- Principles and practice- Shriniwas & Chunawala
10. Principles of management: Terry,G.R.and Stephen Franklin

Structure of Question Paper

Written Examination			Total Marks
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q.No	Nature of Question	Marks	40 Marks
Q.1	A) Essay type question answer OR B)Essay type question	10 Marks	
Q.2	A) Essay type question answer OR	10 Marks	
	B)Essay type question		
Q.3	Short Answer (any 2 out of 3)	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
	Total Marks	40 Marks	
Internal Evaluation			10 Marks
Grand Total			50 Marks

Vivekanand College (Autonomous) Kolhapur
BBA part I SEM II
Principles of management paper II
Syllabus

Duration: 2 hours
60

marks: 40

teaching hours:

Module	Title	Teaching hours	Credit	justification
Module I	Motivating – Meaning and importance- Theories of motivation- Maslow’s Hierarchy of needs Theory, - Herzberg’s Two- factor Theory, McGreger’s Theory ‘x’ and Theory ‘y’ Financial and Non-financial incentives	15	1	
Module II	Leading - Meaning of Leadership- Functions and qualities of Leader, Leadership styles. Likert’s four systems of leadership Charismatic Leadership	15	1	
Module III	Controlling - meaning and importance of controlling - controlling process, - controlling Techniques, Traditional and Modern.	15	1	
Module IV	a)Communication- Meaning, Importance, merit of comm.. barriers to communication, types of communication, b) Need for change, resistance to change, and their overcomings,	15	1	Student have to know about importance of communication in organization.

Books Recommended:

- 1.Organisation and Management- Dr. C.B. Gupta
- 2Business Organisation and Management –M.C.Shukla
- 3.Essentials of Management- Koontz and O’ Donnell
- 4.Management: Stoner
- 5.Management- Peter Drucker
- 6.Principles and Practice of Management- L.M. Prasad
- 7.Management: Moshal
- 8.Principles of Management- P.C. Tripathi and P.H.Reddy

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Internal Evaluation			10 Marks
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VIVEKANAND COLLEGE (AUTONOMOUS) , KOLHAPUR.
BBA Part- I CBCS Syllabus with effect from June, 2018
Semester: I
Financial Accounting Paper I CC-1363A
Syllabus

Duration: 2 hours
Credit-4

Marks: 40

Teaching hours: 60(75 lecture)

Module	Title	Teaching hours	Credit	Justification
Module I	Introduction to Accounting- A) Meaning, objective and functions of Accounting Book keeping and financial Accounting – uses and users of Accounting Information - Accounting concepts and Conventions – Accounting Terms B) GAAP , IFRS,AS (Theoretical)	15	1	- Students should get the knowledge about accounting standards and their principles
Module II	Financial Accounting Process Classification of Accounting Transactions and Accounts- Rules of Debit and Credit as Per Double Entry System- Journal Entries- Ledger posting - subsidiary book: types of subsidiary book.	15	1	-
Module III	a)Preparation of Trial Balance , concept of trial balance	15	1	.
Module IV	Final Accounts of sole proprietorship- Preparation of Trading Account, profit and Loss A/C and Balance Sheet (with Basic Adjustments)	15	1	-

Books Recommended:

- 1-Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, New Delhi.
- 2- Shukla M.C. Grewal T.S. and Gupta S.C. – ‘Advanced Accounts’ S.Chand and company, New Delhi.
3. Agarwala A.N. Agarwala K.N.- ‘Higher Science of Accountancy’ Kitab Mahal Allahabad.
4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.

Nature of question
Financial Accounting

Questions	Nature of questions	Marks
Q.1	A)Problem	16 marks
Q.2	Attempt any 2 A)separate problem 08 marks B) separate problem 08 marks C)Separate problem 08 marks D)Short answer	16 marks
Q.3	Short notes (any 2 out of 4)	08marks
	Total	40marks

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Vivekanand College (Autonomous) Kolhapur

BBA part I SEM II

Financial accounting paper II

Syllabus

**Duration: 2 hours
60**

Marks: 40

teaching hours:

Module	Title	Teaching hours	Credit	Justification
Module I	Management Information System (MIS)- Concept and Nature- Electronic Data Processing – Accounting Information System-Concept & Nature of Accounting System	15	1	-
Module II	Depreciation: Concept- Causes for Depreciation- Basis for Depreciation- Methods of Depreciation- Straight Line Method – Written Down Value Method- Change of Depreciation Method	15	1	-
Module III	Accounting Packages : Introduction to tally, features of tally, creation of company, accounts only and accounts with inventory	15	1	Tally is need of market so students should aware about practicals of tally.
Module IV	Final Accounts of Partnership Firm Fixed and fluctuating capital Method (with Advance Adjustments)	15	1	-

Books Recommended:

1-Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, New Delhi.

2- Shukla M.C. Grewal T.S. and Gupta S.C. – ‘Advanced Accounts’ S.Chand and company, New Delhi.

3. Agarwala A.N. Agarwala K.N.- ‘Higher Science of Accountancy’ Kitab Mahal Allahabad.

4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.

5. S.N. Mheswari – ‘Advanced Accountancy’

6.computerised financial accounting using tally-Rajan chougule

Nature of question
Financial Accounting

Questions	Nature of questions	Marks
Q.1	A)Problem	16 marks
Q.2	Attempt any 2 A)separate problem 08 marks B) separate problem 08 marks C)Separate problem 08 marks D)Short answer	16 marks
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VIVEKANAND COLLEGE (AUTONOMOUS) , KOLHAPUR

BBA Part- I CBCS Syllabus with effect from June, 2018

Semester: I

Marketing Management Paper I CC-1365A

Syllabus

Duration: 2 hours

Marks: 40

Teaching hours: 60(75 lecture)

Credit-4

Module	Title	Teaching hours	Credit	Justification
Module I	Introduction to Marketing- Meaning and Definition ,Importance of Marketing Understanding core concepts- Needs,Wants,Demands,Value and Satisfaction, Exchange and transactions. Difference between selling and marketing	15	1	-
Module II	Types of marketing Telemarketing, E-marketing, service marketing, retail marketing, rural marketing, green marketing. Basic concept, advantages,disadvantages and classification .	15	1	Students have to get knowledge about different types of marketing for selling the product.
Module III	Consumer behavior –meaning and importance of consumer behavior , factors affecting consumer behaviors.	15	1	-
Module IV	Market Segmentation- Meaning and Importance of market segmentation. Basis for market segmentation. Requisites of sound market segmentation. Target Marketing Positioning.	15	1	-

- 1) S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
- 2) Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
- 3) Marchand & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
- 4) Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
- 5) Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi.
- 6) Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
- 7) Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007
- 8) Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009
- William I. Stanton, Ajay Pandit-Marketing Concepts & Cases,- The McGraw Hill companies Ltd.
New Delhi

Structure of Question Paper

Written Examination			Total Marks
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q.No	Nature of Question	Marks	40 Marks
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Internal Evaluation			10 Marks
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Vivekanand College (Autonomous) Kolhapur

BBA part I SEM II

Marketing management paper II

Syllabus

Duration: 2 hours

marks: 40

teaching

hours: 60

Module	Title	Teaching hours	Credit	Justification
Module I	Marketing MIX- Concept, Brief understanding of 7 Ps of Marketing MIX- Product, price. Promotion and place.	15	1	-
Module II	Product Decisions and Pricing Decisions Concept of Product, levels of product, Product MIX decisions, product line decisions. Importance of pricing Factors influencing pricing decisions, Methods of pricing	15	1	-
Module III	Promotion and place- Elements of promotion Mix- Advertising, personal selling, Sales promotion, publicity and Public Relations. Meaning and Importance of Channels of Distribution. Factors affecting choice of distribution channel	15	1	-
Module IV	Customer relationship management Meaning, importance, advantages and disadvantages, E-CRM concept.	15	1	Students should aware about how to maintain customer relationship.

Books recommended

- 1 .S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
2. Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
3. Marchand & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
4. Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
5. Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi.
6. Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi. Arun
7. Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd. Ed. 2007
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VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR.

BBA Part- I CBCS Syllabus with effect from June, 2018

Human Resource Management Paper I Semester: I

GEC-1367A

Syllabus

Duration: 2 hours

Marks: 40

Teaching hours: 60(75 lecture)

Credit-4

Module	Title	Teaching hours	Credit	Justification
Module I	Human Resource Management (HRM)- Meaning Nature, Importance of HRM-Role of HR Manager, Characteristics & Qualities HR Manger, Functions of HR Manger.	15	1	-
Module II	Human Resource Planning- Meaning Importance & Factors affecting Human Resource Planning. Human Resource Planning Process.	15	1	-
Module III	Recruitment & Selection- Objectives, Sources of recruitment Factors affecting recruitment & election Selection procedure Training & Development – Training Methods, advantages of training, Development- Concept of Management Development.	15	1	-
Module IV	International HRM: Concept, importance, challenges of International HRM, emerging trends in HRM, impact of globalization on HRM	15	1	Students should have awareness about knowledge management and various emerging trends in HRM.

Reference Book:-

Human Resource Management and Industrial Management – Aswathappa

Human Resource Management – S.S. Khankar

Human Resource Management –Biswajeet Patnaya

Structure of Question Paper

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Internal Evaluation			10 Marks
Grand Total			50 Marks

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VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR.
BBA Part- I CBCS Syllabus with effect from June, 2018
Semester: II
Human Resource Management Paper I
GEC-1367A
Syllabus

Duration: 2 hours
Credit-4

Marks: 40

Teaching hours: 60(75 lecture)

Module	Title	Teaching hours	Credit	Justification
Module I	Performance Appraisal- Need/Purpose and HR Audit, Methods of Performance Appraisal	15	1	-
Module II	Promotion, Transfer & Demotion- Meaning & importance, Employee separation- Exit Policy, V R S , Lifetime employment without guarantee Lay- off – retrenchment	15	1	-
Module III	Compensation Management- Components of Remuneration, factors effecting wage & Salary levels, Variable compensation, incentive schemes	15	1	-
Module IV	Employee relations Industrial relations, meaning, role of government, management and trade unions, industrial disputes, grievance management	15	1	Students should have deep knowledge about employee relation.

Reference Book:-

Human Resource Management – Ian Breadsevace and len Holden
 Human Resource Management – S.S. Khankar
 Human Resource Management –Biswajeet Patnayak
 Human Resource Management and Industrial Management – Aswathappa
 Management of Human Recourse – R.S. Diwivedi

Structure of Question Paper

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VIVEKANAND COLLEGE (AUTONOMOUS) , KOLHAPUR.
BBA Part- I CBCS Syllabus with effect from June, 2018
Semester: I Business Economics Paper I CC-1364A

Syllabus

Duration: 2 hours

Marks: 40

Teaching hours: 60(75 lecture)

Credit-4

Module	Title	Periods	Credits
Module -I	Unit I - Introduction of Economics	(15)	1
	1) Definitions, Nature, Scope and Significance of Economics.		
	2) Difference between Micro and Macro Economics.		
	3) Basic Economic Problems.		
	4) Business Economic and Business Decisions.		
Module -II	Unit - II Consumer Behaviour	(15)	1
	1) Concept of Consumer Behavior and Utility		
	2) Law of Diminishing Marginal Utility		
	3) Law of Equi-Marginal Utility		
	4) Consumer’s surplus.		
	5) Indifference Curve Analysis – Features, Price-line, Consumers Equilibrium.		
Module - III	Unit – III Demand Analysis	(15)	1
	1) Concepts of Demand, Types of Demand		
	2) Demand Function and the Law of Demand		
	3) Elasticity of Demand : Types, Methods of Measurement, Determinants and Significance Of Elasticity of Demand.		
Module - IV	Unit - IV – Production and Cost	(15)	1
	1) Concept of Production Function.		
	2) Concepts of Real, Opportunity and Social, Short-run and Long-run Cost Curves.		
	3) Law of Variable proportions, Laws of Returns to scale, Internal & External Economics of Scale.		
	4) Revenue Curves – Total, Average and Marginal Revenue, Revenue curves in perfect Competition and Monopoly.		

Reference Books and Periodicals for Business Economics Paper-I & Paper- II of Semester – I & II	
1.	Stonier and Hauge : A Textbook of Economic Theory, Orient Longmans Ltd. (Latest edition)
2.	Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green : Micro Economic Theory, Oxford University Press, New York, 1985
3.	J. M. Henderson and Richard E. Quandt, Micro economic Theory, Mcgraw Hill Company, New York, 1971
4.	M. L. Seth : Micro Economics, Laxmi – Narayan Agarwal, Agra. 1979
5.	Managerial Economics – D.Gopalkrishna .
6.	Managerial Economics – Dr. M.N.Shinde
7.	Business Economics – O.M.Agarwal&R.Narayan.
8.	Advanced Economic Theory – P.N. Chopra.

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Vivekanand College (Autonomous), Kolhapur B.B.A. – I
Semester – I **Core Course -I**
Business Economics (Micro), Paper – II

Syllabus

Duration 2 Hours

Marks 50

Teaching hours 60

Module	Title	Periods	Credits
Module -I	Unit I - Introduction of Economics	(15)	1
	1) Definitions, Nature, Scope and Significance of Economics.		
	2) Difference between Micro and Micro Economics.		
	3) Basic Economic Problems.		
	4) Business Economic and Business Decisions.		
Module -II	Unit - II Consumer Behaviour	(15)	1
	1) Concept of Consumer Behavior and Utility		
	2) Law of Diminishing Marginal Utility		
	3) Law of Equi-Marginal Utility		
	4) Consumer's surplus.		
	5) Indifference Curve Analysis – Features, Price-line, Consumers Equilibrium.		
Module - III	Unit – III Demand Analysis	(15)	1
	1) Concepts of Demand, Types of Demand		
	2) Demand Function and the Law of Demand		
	3) Elasticity of Demand : Types, Methods of Measurement, Determinants and Significance of Elasticity of Demand.		
Module - IV	Unit - IV – Production and Cost	(15)	1
	1) Concept of Production Function.		
	2) Concepts of Real, Opportunity and Social, Short-run and Long-run Cost Curves.		
	3) Law of Variable proportions, Laws of Returns to scale, Internal & External Economics of Scale.		
	4) Revenue Curves – Total, Average and Marginal Revenue, Revenue curves in perfect competition and Monopoly.		

Reference Books and Periodicals for Business Economics Paper-I & Paper- II of Semester – I & II

1.	Stonier and Hauge : A Textbook of Economic Theory, Orient Longmans Ltd. (Latest edition)
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2.	Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green : Micro Economic Theory, Oxford University Press, New York, 1985
3.	J. M. Henderson and Richard E. Quandt, Micro economic Theory, Mcgraw Hill Company, New York, 1971
4.	M. L. Seth : Micro Economics, Laxmi – Narayan Agarwal, Agra. 1979
5.	Managerial Economics – D.Gopalkrishna .
6.	Managerial Economics – Dr. M.N.Shinde
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VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR

B.B. A. Part-I (CBCS) Syllabus with effect from June 2018

SEM II , AECC Paper I

AECC: English for Business Communication-1361 A

Theory –Hours 60 (75 Lectures) Credits: 4

Semester- I

		Teaching hours	credits
Module 1	Introduction to Communication: Basic types of communication- Reading, Writing, Listening, Speaking; Purpose of Communication; Process of Communication; Importance of Communication in Business; Barriers to Communication; Measures to Overcome the Barriers to Communication.	15	1
Module 2	Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine.	15	1

Module 3	Writing Memos, Circulars and Notices: Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo; Circulars- Guidelines for writing a circular- Languages and	15	1
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	<p>writing style of a circular- Format of a circular;</p> <p>Notices- Purpose- Format- Important points to remember while writing a notice</p> <p>Writing Business Letter: Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.</p>		
Module 4	<p>Employment Communication –</p> <p>Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters</p> <p>Employment Communication –</p> <p>Job Interview: Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview</p>	15	1

B.B. A. Part-I (CBCS) Syllabus with effect from June 2018

SEM II , AECC Paper II

AECC: English for Business Communication-1361 B

Theory –Hours 60 (75 Lectures) Credits: 4

Semester- II

		Teaching hours	credits
Module 1	Oral Communication Nature, characteristics, Principles of effective oral communication Speech -prepared speech, public speech and extempore speech Media of Oral communication- face to face communication, teleconferences, press conferences	15	1
Module 2	Seminar, Conferences, Group Discussion and Effective Presentation Seminar- preparing, conducting and organizing seminar conferences - Group discussion- opening of topic, discussion, summary, observer's comments -Presentation- introduction, purpose of presentation, tools for effective presentation	15	1
Module 3	Report Writing: Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report-Characteristics of writing a good report-Importance of communication in report writing;	15	1

	Guidelines for Report Writing; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.		
Module 4	Application of Communication Skills Group Decision-Making - Conflict and Negotiations - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).	15	1

Recommended Books:

- 9) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 10) Business Communication-Prakash Herekar
- 11) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 12) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 13) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 14) Business Communication -Smt. Leelawati Patil, Kumar Prakashan
- 15) Elements of Business Communication-P. R. Chadha & Sangeeta Magan, International Book House Pvt. Ltd
- 16) Business Communication -N. S.Pradhan, Himalaya Publishing House

Intended Outcomes: After completion of the course, student will be able to:

- Understand the various concepts, processes and importance of communication;
- Understand how to appear in an interview successfully;
- Develop the skills related to writing reports;
- Write professional written documents effectively.

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Salunkhe**

**A. Part-I (CBCS) Syllabus with effect from June 2018
AECC: English for Business Communication-1361**

Theory –Hours 60 (75 Lectures) Credits: 4

Semester I & Semester II	Theory/ semester-end exam	Practical/Internal Evaluation		Credits
AECC I & II	40+40 marks	10+10 marks		8
		Home assignment Per module (manual/online)	4	
		Field trip/visits	2	
		Group discussion/debates	2	
		Seminars/ projects/paper presentation	2	

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VIVEKANAND COLLEGE (AUTONOMOUS) , KOLHAPUR.
BBA Part- I CBCS Syllabus with effect from June, 2018
Semester: I
Batcher of Business Administration -Paper- I

Computer application in business-I GEC –1366A

Module	Title	Teaching Hrs.	Credit
Unit -I	<p>Introduction to Computer Hardware: Computer Characteristics, Evolution of computer and Generations of Computer ,Types of Computer, Input Devices, Output Devices Storage Devices and Memory. Personal Computers and its main components, hardware configuration. Factors influencing on PC performance, Advanced hardware devices</p>	15	1
Unit –II	<p>Introduction to Computer Software: Software – System and Application Software, Operating system- Functions and types of O.S. Computer Languages- Lower level language and Higher level language, compiler and Interpreter, Characteristics of Good Language. Introduction to Windows , Basic commands in Windows.</p>	15	1

Module	Title	Teaching Hrs.	Credit
Unit -III	<p>Introduction to MS Office:</p> <p>a) Word Processing : Introduction to MS Office components, Introduction and working with MS Word , Word basic commands, Formatting- text and documents, sorting Tables, introduction to mail-merge.</p> <p>b) Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.</p>	15	1
Unit – IV	<p>Introduction to Information Technology and I.T. as Business Tool</p> <p>A) Introduction to IT and its development, Impact and Future of IT in Business Organizations. Recent I.T. Trends. Overview of the following: - 4GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, Internet of Things(IOT)</p> <p>B) Strategic use of I.T. in Business. Information Super Highways,</p>	15	1

	<p>Mobile communication system. Effective techniques and tools of I.T to enhance business Performance</p>		
		<p>Total Teaching Hrs. = 60</p>	<p>Total Credit=4</p>

Recommended Reference Books:

- 1) Fundamentals of Computer by P.K.Sinha
- 2) Computer Today – Basundara
- 3) Fundamentals of Computer by V.Rajaraman
- 4) MS-Office BPB Publication
5. IT Infrastructure & Management by Manish Mahajan

Structure of Question Paper

Written Examination			Total Marks
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q.No	Nature of Question	Marks	40 Marks
Q.1	A) Essay type question answer OR B)Essay type question	10 Marks	
Q.2	A) Essay type question answer OR B)Essay type question	10 Marks	
Q.3	Short Answer (any 2 out of 3)	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
	Total Marks	40 Marks	
Internal Evaluation			10 Marks
Grand Total			50 Marks

“Education for Knowledge, Science and Culture.”
 - Shikshanmaharshi Dr.Bapuji Salunkhe
 Shri Swami Vivekanand Shikshan Sanstha’s
VIVEKANAND COLLEGE (AUTONOMOUS) , KOLHAPUR.
BBA Part- I CBCS Syllabus with effect from June, 2018
Semester: II

Batcher of Business Administration -Paper- II

Computer application in business-II GEC –1366B

Module	Title	Teaching Hrs.	Credit
Unit -I	<p>Introduction to computer Network:</p> <p>Topology Basic idea of Local Area Networks and Wide Area Networks, Intranet and Internet, Basic Requirements for internet connection, Internet Access, VOIP, Telnet-mail, Discussion groups, Search tools, Web utilities, Social networking,</p>	15	1
Unit –II	<p>Unit – II Introduction to Spread Sheets and Computerized Audit Tools</p> <p>a) Working with EXCEL- formatting, functions, chart features, working with graphics in Excel. Excel as GST Reporting Tool</p> <p>b) Computer Assisted Audit Techniques</p> <p>Introduction to CAAT Data Analysis and Audit Techniques Introduction to Idea and Excel as Audit tool</p>	15	1

Module	Title	Teaching Hrs.	Credit
Unit -III	<p>Introduction to Accounting and taxation</p> <p>Packages:</p> <p>Presentation of vouchers, invoice, Maintenance of inventory records, Maintenance of accounting books and final accounts, Financial report generation.</p> <p>Practical using tally accounting software.</p> <p>Introduction to Government tax (ITR, GST, E-way Bill) and its submission through various tools Like Winman, taxman etc.</p>	15	1
Unit –IV	<p>Introduction to Business Process Reengineering (BPR)</p> <p>Definition, Change in Management effect ,The need for BPR, Advantages, Constraining Factors, Challenges in BPR , BPR Governance , BPR Implementation Stages, BPR Total Quality Management, Risk Management, Organizational Structures, BPR Project Success failure reasons ,</p>	15	1
		Total Teaching Hrs. = 60	Total Credit= 4

Recommended Reference Books:

- 2) Fundamentals of Computer by P.K.Sinha
- 3) Computer Today – Basundara
- 4) Fundamentals of Computer by V.Rajaraman
- 5) MS-Office BPB Publication
5. IT Infrastructure & Management by Manish Mahajan
6. Information Technology : Peter Zorkosky .(East- West Press)
7. Business Process Reengineering by R. Shrinivasan

Structure of Question Paper

Written Examination			Total Marks
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q.No	Nature of Question	Marks	40 Marks
Q.1	A) Essay type question answer OR B)Essay type question	10 Marks	
Q.2	A) Essay type question answer OR B)Essay type question	10 Marks	
Q.3	Short Answer (any 2 out of 3)	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
	Total Marks	40 Marks	
Internal Evaluation			
Grand Total			50 Marks

