



B. B.A. Part – I, Semester I, CBCS
Syllabus with effect from June, 2018

Semester	I	Total credit	4
Course code	AECC1361A	Credit pattern	L-60 T-- P--
Course title	English for Business Communication		

Course Objective: - The objective of the course is to help students learn and understand different types of communications.

Course Name - Business Communication I AECC-1361A	
CO 1	To enable students to understand different types of communication barriers and to overcome them
CO 2	To acquaint students with different types of communications
CO 3	To enable students to draft notice, memo and circulars effectively
CO 4	To enable students with all soft skills and writing skills essential for job interview

Module		Teaching hours
Module I	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
Module II	Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine.	15
Module III	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- Language and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice	15



Module IV	<p>Employment Communication – 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 – 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
------------------	---	----

Learning Resources		
1	Reference Books	<p>Media and Communication Management - C. S. Rayudu -Himalaya Publishing House,Bombay.</p> <p>Business Communication-PrakashHerekar Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., NewDelhi.</p> <p>Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. RavindraKothavade - Diamond Publications,Pune.</p> <p>Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, NewDelhi.</p> <p>Business Communication -Smt. LeelawatiPatil, Kumar Prakashan</p> <p>Elements of Business Communication-P. R. Chadha&SangeetaMagan, International Book House Pvt.Ltd</p> <p>Business Communication -N. S.Pradhan, Himalaya PublishingHouse</p>

Nature of Question Paper

Day and Date:

Total Marks: 40

Time:

Instructions:

- 1) All questions are compulsory
- 2) Figures to the right indicate full marks

Q. 1.	A.	Broad answer type question (Any one)	08
Q. 2.	A.	Broad answer type question. (Any one)	08
Q. 3.	A.	Letter writing	08
		OR	
Q. 3.	B.	Office drafting. (Notice, Memorandum and circular)	
Q. 4.	A.	Application Letter	08
		OR	
Q. 4.	B.	Broad answer type question	
Q. 5.		Write short notes. (Any 2 of 3)	08



Semester	II	Total credit	4
Course code	AECC1361B	Credit pattern	L-60 T-- P--
Course title	English for Business Communication		

Course Objective: - The objective of the course is to help student learn and understand different types of communications.

	Course Name - Business Communication I AECC-1361B
CO 1	To enable students to understand Seminar, Conferences, Group Discussion and Effective Presentation
CO 2	To acquaint students with different types of communications
CO 3	To enable students to draft Report effectively
CO 4	To enable students with all soft skills and writing skills essential job interview

Module	TITLE	Teaching hours
Module I	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
Module II	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	15
Module III	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 Guidelines for Report Writing; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.	15
Module IV	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



Learning Resources

1	Reference Books	1. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay. 2. Business Communication - Prakash Herekar 3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi. 4. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune. 5. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi. 6. Business Communication - Smt. Leelawati Patil, Kumar Prakashan 7. Elements of Business Communication - P. R. Chadha & Sangeeta Magan, International Book House Pvt. Ltd 8. Business Communication - N. S. Pradhan, Himalaya Publishing House
---	-----------------	---

Nature of Question Paper

Day and Date:

Total Marks: 40

Time:

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q. 1.	A.	Broad answer type question (Any one)	08
Q. 2.	A.	Broad answer type question (Any one)	08
Q. 3.	A.	Report Writing	08
		OR	
Q. 3.	B.	Broad answer type question	
Q. 4.	A.	Broad answer type question (Any one)	08
Q. 5.		Write short notes. (Any 2 of 4)	08



Semester	I	Total credit	4
Course Code	Core Course -CCSubject Code - CC-1362A	Credit pattern	L-60 T-- P--
Course title	Principles of Business Management PaperI		

Course Objective:- The objective of the course is to help student learn and understand Business management concepts with their functions and to apply them in their life and in business organizations.

Course Outcome

	Course Name- Principles of Business Management-I CC -1362A
CO 1	Understand the fundamentals of management.
CO 2	Be able to explain planning process.
CO 3	Understand Contribution Towards Management Thought
CO 4	Know staffing and organizing.

Module	Title	Teaching hours
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
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
Module III	Planning- Meaning and importance, objectives of planning Steps in planning process. Decision making- importance of Decision making Process of Decision making-effective Decision Making.	15
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



I	Reference Books	<ol style="list-style-type: none"> 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- PeterDrucker
---	-----------------	---

Structure of Question Paper

Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A) Essay type Question OR B) Essay type Question	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40

Semester	II	Total credit	4
Course Code	CC-1362B	Credit pattern	L-60 T-- P--
Course title	Principles of Business Management PaperII		

Course Objective:- The objective of the course is to help student learn and understand Business management concepts with their functions and to apply them in their life and in business organizations

Course Outcome

	Course Name- Principles of Business Management-II
CO 1	Have an understanding of the skills, abilities, and tools needed to become a leader.
CO 2	Describe Motivational theories.
CO 3	Understand need for change and resistance to change.
CO 4	understand leadership styles



Module	Title	Teaching hours
Module I	Motivating – Meaning and importance- Theories of motivation- Maslow’s Hierarchy of needs Theory, - Herzberg’s Two- factor Theory, McGregor’s Theory ‘x’ and Theory ‘y’ Financial and Non-financial incentives	15
Module II	Leading- Meaning of Leadership- Functions and qualities of Leader, Leadership styles. Likert’s four systems of leadership Charismatic Leadership	15
Module III	Controlling- meaning and importance of controlling -controlling process, - controlling Techniques, Traditional and Modern.	15
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

Learning Resources		
1	Reference Books	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- PeterDrucker

Structure of Question Paper
Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40



Semester	I	Total credit	4
Course Code	CC-1363A	Credit pattern	L-60 T-- P--
Course title	Financial Accounting Paper I		

Course Objective: - The objective of the course is to help student learn and understand Financial accounting concepts with their problems.

Course Outcome	
CO 1	Describe Management Information System (MIS)
CO 2	Demonstrate calculations of depreciation.
CO 3	Prepare Final accounts of Partnership firm.
CO 4	Understand Accounting Packages.

Module	Title	Teaching hours
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
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
Module III	a)Preparation of Trial Balance , concept of trial balance	15
Module IV	Final Accounts of sole proprietorship- Preparation of Trading Account, profit and Loss A/C and Balance Sheet (with Basic Adjustments)	15

Learning Resources		
1	Reference Books	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



Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

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



Semester	II	Total credit	4
Course Code	CC-1363B	Credit pattern	L-60 T-- P--
Course title	Financial Accounting Paper II		

Course Objective: - The objective of the course is to help student learn and understand Financial accounting concepts with their problems

Course Name- Financial Accounting-II CC -1363B	
CO 1	Describe Management Information System (MIS)
CO 2	Demonstrate calculations of depreciation.
CO 3	Prepare Final accounts of Partnership firm.
CO 4	Understand Accounting Packages.

Module	Title	Teaching hours
Module I	Management Information System (MIS)- Concept and Nature- Electronic Data Processing – Accounting Information System-Concept & Nature of Accounting System	15
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
Module III	Accounting Packages : Introduction to tally, features of tally, creation of company, accounts only and accounts with inventory	15
Module IV	Final Accounts of Partnership Firm Fixed and fluctuating capital Method (with Advance Adjustments)	15

Learning Resources		
I	Reference Books	1. Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, NewDelhi. 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’ KitabMahalAllahabad. 4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, NewDelhi.

Nature of Question Paper Financial Accounting



Duration: 2 Hours Total Marks – 40

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

Semester	I	Total credit	4
Course Code	Core Course -CC Subject Code - CC-1365A	Credit pattern	L-60 T-- P--
Course title	Marketing Management Paper I		

Course Objective- The objective of the course is to help student learn and understand Marketing concepts with their principles and to apply them in business organizations.

Course Name- Marketing Management-I CC -1365A	
CO 1	Explain basic concepts of Marketing
CO 2	Understand the Different types Marketing
CO 3	To get knowledge about consumer behavior
CO 4	Be Able to concepts of segmentation, Targeting ,positioning

Module	Title	Teaching hours
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
Module II	Types of marketing Telemarketing, E-marketing, service marketing, retail marketing, rural marketing, green marketing. Basic concept, advantages,disadvantages and classification .	15
Module III	Consumer behavior –meaning and importance of	15



	consumer behavior , factors affecting consumer behaviors.	
Module IV	Market Segmentation- Meaning and Importance of market segmentation. Basis for market segmentation. Requisites of sound market segmentation. Target Marketing Positioning.	15

Books recommended

Learning Resources		
1	Reference Books	1 .S.A.Sherlekar, "Marketing Management", Himalaya Publishing House, Mumbai. 2. Philip Kotler : Marketing Management, Prentice Hall of India Ltd, NewDelhi. 3. Marchand&B.Vardharajan: An introduction toMarketing, Vikas Publishing House, 5 Ansari Road,NewDelhi. 4.Maurice &Mondell&larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi. 5.MohammadAmanatullah : Principles of Modern Marketing. Kalyani Publications NewDelhi. 6.Dr. C. N. Sontakki :Marketing Management Kalyani Publications NewDelhi.Arun 7. Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007 8.Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009 9. William I. Stanton, Ajay Pandit-Marketing Concepts & Cases,- The McGraw Hill companiesLtd. New Delhi

Structure of Question Paper Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40



Course Code	Core Course –CCSubject Code – CC-1365B	Credit pattern	L-60 T-- P--
Course title	Marketing ManagementPaperII		

Course Objective- The objective of the course is to help student learn and understand Marketing concepts with their principles and to apply them in business organizations.

Course Name- Marketing Management-II CC -1365B	
CO 1	Explain basic concepts Marketing Mix
CO 2	Understand the concept Production and Pricing decision
CO 3	To get knowledge about Promotion and place
CO 4	Able to Understand the concepts of CRM and E-CRM

Module	Title	Teaching hours
Module I	Marketing MIX- Concept, Brief understanding of 7 Ps of Marketing MIX- Product, price. Promotion and place.	15
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
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
Module IV	Customer relationshipmanagement Meaning, importance, advantages and disadvantages, E-CRMconcept.	15

Books recommended

Learning Resources		
1	Reference Books	1 .S.A.Sherlekar, "Marketing Management", Himalaya Publishing House, Mumbai. 5. Philip Kotler : Marketing Management, Prentice Hall of India Ltd, NewDelhi. 6. Marchannd&B.Vardharajan: An introduction toMarketing, Vikas Publishing House, 5 Ansari Road,NewDelhi. 7.Maurice &Mondell&larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi. 5.MohammadAmanatuallh : Principles of Modern Marketing. Kalyani Publications NewDelhi. 6.Dr. C. N.



		Sontakki :Marketing Management Publications NewDelhi.Arun 7. Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007 8.Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009 10. William I. Stanton, Ajay Pandit-Marketing Concepts & Cases,- The McGraw Hill companiesLtd. New Delhi	Kalyani
--	--	--	---------

Structure of Question Paper

Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40

Semester	I	Total credit	4
Course Code	GEC-1367A	Credit pattern	L-60 T-- P--
Course title	Human Resource Management Paper I		

Course Objective- The objective of the course is to help student learn and understand HRM and challenges of International HRM and to apply them in business organizations

Course Name- Human Resource Management-I GEC-1367A	
CO 1	Interpret the concepts of Human resource management and HR manager
CO 2	To get knowledge about Human resource planning
CO 3	Describe the concepts of Recruitment and selection
CO 4	Illustrate International HRM and challenges of International HRM

Module	Title	Teaching hours
--------	-------	----------------



Module I	Human Resource Management (HRM) -Meaning Nature, Importance of HRM-Role of HR Manager, Characteristics & Qualities HR Manger, Functions of HR Manger.	15
Module II	Human Resource Planning - Meaning Importance & Factors affecting Human Resource Planning.Human Resource Planning Process.	15
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
Module IV	International HRM: Concept, importance, challenges of International HRM, emerging trends in HRM, impact of globalization on HRM	15

Learning Resources'		
1	Reference Books	1.Human Resource Management – Ian Breadsevice and lenHolden 2.Human Resource Management – S.S. Khankar 3.Human Resource Management –BiswajeetPatnayak 4.Human Resource Management and 5.Industrial Management –Aswathappa 6.Management of Human Recourse – R.S. Diwivedi

Structure of Question Paper

Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40



Semester	II	Total credit	4
Course Code	GEC-1367B	Credit pattern	L-60 T-- P--
Course title	Human Resource Management Paper II		

Course Objective- The objective of the course is to help student learn and understand HRM and challenges of International HRM and to apply them in business organizations

Course Name- Human Resource Management-II GEC-1367B	
CO 1	Understand the concepts Performance appraisal
CO 2	To get knowledge about Promotion, Transfer, and Demotion
CO 3	Describe the concept of composition management
CO 4	Illustrate Employee relations

Module	Title	Teaching hours
Module I	Performance Appraisal- Need/Purpose and HR Audit, Methods of Performance Appraisal	15
Module II	Promotion, Transfer & Demotion- Meaning & importance, Employee separation- Exit Policy, V R S , Lifetime employment without guarantee Lay- off – retrenchment	15
Module III	Compensation Management- Components of Remuneration, factors effecting wage & Salary levels, Variable compensation, incentive schemes	15
Module IV	Employee relations Industrial relations, meaning, role of government, management and trade unions, industrialdisputes, grievancemanagement	15

Reference Book:-

Learning Resources'		
1	Reference Books	1.Human Resource Management – Ian Breadsevice and lenHolden 2.Human Resource Management – S.S. Khankar 3.Human Resource Management –BiswajeetPatnayak 4.Human Resource Management and 5.Industrial Management –Aswathappa 6.Management of Human Recourse – R.S. Diwivedi



Structure of Question Paper
Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40

Semester	I	Total credit	4
Course Code	Core Course –CCSubject Code – CC-1364A	Credit pattern	L-60 T-- P--
Course title	Business Economics Paper I		

Course Objective: The objective of the course is to helps student learn and understand concepts of Business Economicswith special focus on Micro Economic analysis

Course Name- Business Economics (Micro) Paper- I CC-1364A	
CO 1	Understand concept of economics, business economics and difference between micro and macro economic analysis
CO 2	Know demand function and measures of responsiveness of demand with its determinants.
CO 3	Know production function and various cost
CO 4	To know revenue concepts and their applications

Module	Title	Periods
Module -I	Unit I - Introduction of Economics	



	1) Definitions, Nature, Scope and Significance of Economics.	(15)
	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) 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) 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) 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 Book:-

Learning Resources'		
1	Reference Books	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, McgrawHill Company, New York, 1971 4. M. L. Seth : Micro Economics, Laxmi 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



Structure of Question Paper
Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40



Semester	II	Total credit	4
Course Code	Core Course -CCSubject Code - CC-1364B	Credit pattern	L-60 T-- P--
Course title	Business Economics Paper II		

Course Objective: The objective of the course is to help student learn and understand concepts of Business Economics with special focus on Micro Economic analysis

Course Name- Business Economics (Micro) Paper- II	
CO 1	Understand the causes and consequences of different market structures
CO 2	Apply micro economic analysis to the firm under different market conditions
CO 3	Understand different pricing practices in business
CO 3	The firm under different market conditions

Module	Title	Periods
Module -I	Unit I - Introduction of Economics	(15)
	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) 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) 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) 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 Book:-

Learning Resources'		
1	Reference Books	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, McgrawHill Company, New York, 1971 4. M. L. Seth : Micro Economics, Laxmi 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

Structure of Question Paper
Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40

Semester	I	Total credit	4
Course Code	GEC-1366A	Credit pattern	L-60 T-- P--
Course title	Computer Application in Business-I		



Course Objective: The objective of the course is to help student learn and understand concepts of Computer Hardware , Computer Software and Information Technology

Course Name -Computer Application In Business-I GEC –1366A	
CO 1	Understood the concepts related to computer IT and its use in management
CO 2	Students are able to use word and PowerPoint in fine way
CO 3	Students understood the recent trends in IT internet and IT industry
CO 4	Power Point in fine way

Module	TITLE	Teaching hours
Module –I	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	15
Module -II	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.	15
Module - III	Introduction to MS Office: 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. B)Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.	15
IV	Introduction to Information Technology and I.T. as Business Tool A) Introduction to IT and its development,	15



	<p>Impact and Future of IT in Business Organizations. Recent I.T. Trends.</p> <p>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, Mobile communication system. Effective techniques and tools of enhance business Performance</p>	
--	---	--

Learning Resources'		
1	Reference Books	<p>1.Fundamentals of Computer by P.K.Sinha</p> <p>2.Computer Today –Basundara</p> <p>2Fundamentals of Computer by V.Rajaraman</p> <p>3.MS-Office BPB Publication</p> <p>4. IT Infrastructure & Management by Manish Mahajan</p> <p>5.Information Technology : Peter Zorkosky .(East- West Press)</p> <p>6. Business Process Reengineering by R. Shrinivasan</p>

Structure of Question Paper
Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40



Semester	II	Total credit	4
Course Code	GEC-1366B	Credit pattern	L-60 T-- P--
Course title	Computer Application in Business-II		

Course Objective: The objective of the course is to help student learn and understand concepts of Computer Hardware, Computer Software and Information Technology .

Course Name -Computer Application In Business-II GEC -1366B	
CO 1	Understand the various concepts, processes and importance of computer network and terminology related to it
CO 2	Understand how to write various reports using Excel
CO 3	Understand Computer assisted audit tool for fraud detection and audit purpose its concept with examples
CO 4	Understand BPR process and various terminologies related to it

Module		Teaching hours
Module -I	Introduction to computer Network: 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	15
Module -II	Introduction to Spread Sheets and Computerized Audit Tools A) Working with EXCEL- formatting, functions, chart features, working with graphics in Excel Excel as GST Reporting Tool B) Computer Assisted Audit Techniques Introduction to CAAT Data Analysis and Audit Techniques Introduction to Idea and Excel as Audit tool	15
Module - III	Introduction to Accounting and taxation Packages: Presentation of vouchers, invoice, Maintenance of inventory records, Maintenance of accounting books and final accounts, Financial report generation. Practical using tally accounting software Introduction to Government tax (ITR, GST, E-way Bill) and its submission through various tools Like Winman, taxman etc.	15
Module IV	Introduction to Business Process Reengineering(BPR) Definition, Change in Management effect ,The need for BPR, Advantages, Constraining Factors, Challenges in BPR , BPR Governance , BPR Implementation Stages, BPR Total Quality	15

Management, Risk Management, Organizational Structures, BPR
Project Success failure reasons



Learning Resources'		
1	Reference Books	1.Fundamentals of Computer by P.K.Sinha 2.Computer Today –Basundara 2Fundamentals of Computer by V.Rajaraman 3.MS-Office BPB Publication 4. IT Infrastructure & Management by Manish Mahajan 5.Information Technology : Peter Zorkosky .(East- West Press) 6. Business Process Reengineering by R. Shrinivasan

Structure of Question Paper

Duration: 2 Hours Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

Question	Nature of Question	Marks
Question No 1	A)Essay type Question OR B)Essay type Question	10
Question No 2	A)Essay type Question OR B)Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Question No 4	Short Answer (any 2 out of 3)	10
Total		40

BBA I year

FOR ALL SUBJECTS

INTERNAL MARKS

10 marks

Home assignments

05 marks

Seminars

05 marks


Co-ordinator B B.A
 Vivekanand College
 Kolhapur (Autonomous)