Tilak Maharashtra University, Pune  
Syllabus - BBA – Semester I  
71111 - English

**Paper 1**
1. **Grammar**
   - Use of Articles and Prepositions
   - Tense
   - Transformation of Sentences
   - Figures of Speech
   - Idioms and Phrases
   - Vocabulary
     a. Synonyms
     b. Antonyms
     c. One Word Substitution
     d. Homophones & Homonyms

**Paper 2**
- Punctuations
- Commons Errors
- Spellings and phonology in English

2. **Composition**
   - Formal & Informal Writing
   - Précis
   - Essay Writing
   - Report Writing
   - Reading Comprehension
Tilak Maharashtra University, Pune  
Syllabus - BBA – Semester I  
71112 - Principles of Management

**Paper 1**

1. **INTRODUCTION TO MANAGEMENT**
   1.1 Introduction to Management
   1.2 Definitions & Characteristics of Management
      1.2.1 Definitions
      1.2.2 Characteristics of Management
   1.3 Scope of Management
   1.4 Difference between Management and Organization
      Difference between Management and Administration
   1.5 Management – Science or Art?
      1.5.1 Science
      1.5.2 Art
      1.5.3 Is Management Both Science & Art?
   1.6 Functions of Management
   1.7 Development of Management Thought
      1.7.1 Early Management Approach
      1.7.2 Modern Management Approaches
   1.8 Contribution to Management by Various Experts

2. **PLANNING**
   2.1 Introduction to Planning and its Importance
      2.1.1 Definitions
      2.1.2 Benefits / Importance of Planning
   2.2 Nature of Planning
   2.3 Planning Process
   2.4 Types of Planning
      2.4.1 Repeated Use plan
      2.4.2 Single Use Plan

3. **ORGANIZATION**
   3.1 Introduction & Definition
      3.1.1 Introduction
      3.1.2 Definitions of the Term Organization
      3.1.3 Why Study Organizations?
   3.2 Principles of Organization
   3.3 Creating An Organizational Structure
   3.4 Formal Organization
3.5 Informal Organization
3.6 Span of Management
3.7 Centralization and Decentralization
  3.7.1 Centralization
  3.7.2 Decentralization

Paper 2

4. LEADERSHIP
  4.1 Leadership Qualities
  4.2 Characteristics of Leadership
  4.3 Techniques of Leadership / Style / Types
    4.3.1 Autocratic style / Dictatorial Style
    4.3.2 Democratic Leadership
    4.3.3 Free Rein Leadership
    4.3.4 Persuasive Leadership
    4.3.5 Creative Leadership
    4.3.6 Institutional Leadership
  4.4 Co-Ordination
    4.4.1 Essential Features of Co-Ordination
    4.4.2 Importance
    4.4.3 Guidelines for Effective Co-Ordination
    4.4.4 Techniques to achieve Co-Ordination
  4.5 Motivation
    4.5.1 Motivation
    4.5.2 Theories of Motivation

5. STAFFING
  5.1 Recruitment
    5.1.1 Sources of Recruitment
    5.1.2 Evaluation of various Sources of Recruitment
  5.2 Selection
    5.2.1 Steps in Selection Procedure

6. DIRECTION & CONTROLLING
  6.1 Direction
    6.1.1 Characteristics of Direction
    6.1.2 Importance of Direction
    6.1.3 Aspects of Direction
    6.1.4 Principles of Direction
    6.1.5 Techniques of Direction
  6.2 Controlling
    6.2.1 Some Definitions
    6.2.2 Elements of Control
    6.2.3 Essentials of Effective Control
    6.2.4 Characteristics of Control
6.2.5 Process of Control
6.2.6 Types of Managerial Control
6.2.7 Control Techniques

7. Management By Objectives (MBO)
7.1 Characteristics of MBO
7.2 MBO Benefits
7.3 MBO Has Four Basic Step
7.4 Limitations of MBO
7.5 Guidelines for making MBO Effective

Reference Books:

Principles and Practices of Management – Saxena

Principles and Practices of Management – Shejwalkar & Ghanekar

Essentials of Management - Koontz
Tilak Maharashtra University, Pune  
Syllabus - BBA – Semester I  
71113 - Principles of Financial Accounting

**Paper 1**

1. **Introduction**  
   Meaning, scope & Objectives of Accounting

2. **Principles of Accounting**  
   Principles of Accounting : Concepts & Conventions

3. **Journalising Transitions**  
   Journalising Transitions

4. **Ledger and Subsidiary Books**  
   Ledger, Subsidiary Books of Accounts including Cash Book

5. **Bank Reconciliation Statement**  
   Bank Reconciliation of Errors, Trial Balance

**Paper 2**

6. **Trial Balance and Rectification of Errors**  
   Rectification of Errors, Trial Balance

7. **Trial Accounts and Its Preparation**  
   Preparation of Final Accounts : Trading Account, Profit & Loss Account, Balance Sheet, Capital and Revenue Expenditure and Income

8. **Depreciation and Reserve Funds**  
   Depreciation & Reserve Funds

9. **Inventory Valuation**  
   Inventory Valuation

**Reference Books:**  
Book Keeping & Accountancy – J. V. Kotibhaskar
Tilak Maharashtra University, Pune
Syllabus - BBA – Semester I
71114 - Introduction to Business

Paper 1

1. Introduction & Characteristics of Business
   - Introduction Of Business
     Features of Business
   - Types of Business
     i) Industry - (Genetic Industries, Extractive Industries, Manufacturing Industries, Construction Industries)
     ii) Commerce – (Trade and Ancillary services)
   - Objectives of Business
     i) Economic Objectives – (To earn fair profits, To create customers, To undertake innovation.
     ii) Social Objectives.
   - Requisites of a successful business
   - Social Responsibilities of business

2. Individual or Sole Proprietorship, Partnership Organization.
   - Individual or sole proprietorship
   - Merits –
     - Limitations
     - Partnership Organisation
       • Definition
       • Main elements of partnership
       • Basic Features
       • Types of partners
       • Registration of partnerships
       • Rights & duties of partners
       • Dissolution of partnership

3. Objectives of Public Enterprises
   - Definition and objectives
   - Characteristics of public corporation
• Features of Government Companies
• Criticism of Government Companies
• Public enterprise in India
• Problems of public enterprises
• Introduction of public utilities

• Characteristics of public utility concern

• Problems

**Paper 2**

4. Competitive Priorities
   • Basic Layout types and competitive Priorities
   • Objectives of Plant Layout
   • Factors affecting plant layout

• Benefits
• Weaknesses
• Functional layout for process focused systems

5. Company Management
   • Company Management in India
   • New Pattern of company Management

6. Causes of Combination
   • Types of Combination
     i) Horizontal
     ii) Vertical
     iii) Lateral
     iv) Diagonal
   • Forms of Combination
   • Advantages and contribution

7. Introduction to Globalization
   • Globalisation & Kenchi Ohmae’s Theory
   • International Monetary System
   • Balance of payments & Role of IMF
   • GATT
   • WTO

**Reference Books:**
Business Organization – Y. K. Bhushan
Paper 1

1. Introduction
   1.1 What is a computer?
   1.2 Characteristics of Computer
   1.3 Basic Building Blocks
   1.3.1 Input Unit
   1.3.2 Output Unit
   1.3.3 Central Processing Unit (CPU)
   1.3.4 Control Unit
   1.3.5 Arithmetic and Logic Unit (ALU)
   1.3.6 Memory Unit
   1.4 History and Generations of Computer
   1.4.1 History
   1.4.2 Generations of Computers
   1.5 Types of Computers
   1.5.1 Micro Computers
   1.5.2 Minicomputers
   1.5.3 Mainframes
   1.5.4 Supercomputers

2. Hardware
   2.1 Introduction
   2.2 Data Representation
   2.3 Input Devices
      Keyboard
      Mouse
      Magnetic Ink Character Recognition (MCIR)
      Bar Code Scanner
      Optical Character Recognition (OCR)
      Joystick
   2.4 Output Devices
      Monitor
      Printer
      Plotter
   2.5 Memory Devices
      Primary Memory
      Secondary Memory
      Extended and Expanded Memory
   2.6 Multimedia
Components of Multimedia
Multimedia Applications

3. **Software**
   3.1 Introduction
   3.2 Classification of Software
   3.2.1 System Software
   3.2.2 Application Software
   3.3 System Software
   3.3.1 Operating Systems (O.S.)
   3.3.2 Compilers
   3.3.3 Interpreter
   3.4 Programming Languages.
   3.5 Files
   3.5.1 Data Processing
   3.5.2 Files and Records
   3.5.3 Files Organizing
   3.6 Operating Systems DOS and Windows
   3.6.1 Disk Operating System (DOS)
   3.6.2 Windows O.S.
   3.6.3 Booting Process
   3.6.4 Device Drivers
   3.6.5 System Files

**Paper 2 – Exam II**

4. **Operating System**
   4.1 Introduction
   4.2 Functions of an Operating System
   4.3 Types of Operating Systems
   4.3.1 Batch Operating Systems
   4.3.2 Multiprogramming
   4.3.3 Multitasking (Time – Sharing)
   4.3.4 Multiprocessing
   4.3.5 Multithreading
   4.3.6 Real-Time
   4.3.7 Multi-user Operating System

5. **Communication / Networking**
   5.1 Concept of Communication
   5.1.1 Classification
   5.1.2 Communication Media
   5.2 Networking
   5.2.1 Network Goals
   5.2.2 Applications of Networks
   5.2.3 Types of Networks
   5.2.4 Topologies
   5.2.5 Components of Networks
5.2.6 Communication Process
5.2.7 Protocols
5.2.8 OSI Layers
5.2.9 E-mail
5.2.10 Introduction to wireless network

6. **System Security**
6.1 Introduction
6.2 Viruses
6.3 Anti virus software

**Reference Books:**

Computer Fundamental - P. K. Sinha
Fundamental of Computer – V. Rajaram – (Prentice Hall)