

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester I

Subject Code: BBA 111

Subject Name: Principles of Management

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

The field of management has undergone a sea change and has today assumed the form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

COURSE OBJECTIVE:

1. This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management.
2. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision making) and organizing.
3. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

COURSE OUTCOMES: At the end of the course, the student should have developed:
An appreciation of the principles of management and basic functional areas of management.

COURSE SYLLABUS:

1. Introduction to Management

- Introduction to Management
- Definitions & Characteristics of Management
- Scope of Management
- Difference between Management and Organization Difference between Management and Administration
- Management – Science or Art?
- Functions of Management
- Development of Management Thought
- Contribution to Management by Various Experts

2. Planning

- Introduction to Planning and its Importance
 - Definitions
 - Benefits / Importance of Planning
- Nature of Planning
- Planning Process
- Types of Planning
 - Repeated Use plan
 - Single Use Plan

3. Organisation

- Introduction & Definition
- Principles of Organisation
- Creating An Organisational Structure
- Formal Organisation
- Informal Organisation
- Span of Management
- Centralization
 - Merits of Decentralisation
 - Limitations of Decentralisation
 - Degree of Decentralisation

4. Leadership

- Introduction
- Characteristics of Leadership
- Techniques of Leadership
- Co-ordination
- Theories of Motivation

5. Staffing

- Recruitment
 - Sources of Recruitment
 - Evaluation of various Sources of Recruitment
- Selection

6. Direction & Controlling

- Introduction
 - Characteristics of Direction
 - Importance of Direction
 - Aspects of Direction
 - Principles of Direction
 - Techniques of Direction
- Controlling
 - Definitions of Control
 - Elements of Control
 - Essentials of Effective Control
 - Characteristics of Control
 - Process
 - Types of Managerial Control
 - Control Techniques

7. Management By Objectives (MBO)

- Characteristics of MBO
 - MBO Benefits
 - MBO Steps
- Limitations of MBO
- 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 Vidyapeeth, Pune

Syllabus - BBA – Semester I

Subject Code: BBA 112

Subject Name: Principles of Financial Accounting

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

COURSE OBJECTIVES:

- The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship.
- It also touches upon the various aspects of accounting related to Non-trading Concerns.
- The syllabus also includes computerized accounting using the software TALLY.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

- A thorough understanding of accounting records and how transactions are recorded in them;
- To understand the recording process of depreciation.
- To learn the process of preparation of final accounts.

COURSE SYLLABUS:

1. Introduction

- Meaning, scope & Objectives of Accounting

2. Principles of Accounting

- Principles of Accounting: Concepts & Conventions

3. Journal and Subsidiary Books

- Journalising Transitions

4. Ledger Book

- Ledger, Subsidiary Books of Accounts including Cash Book

5. Bank Reconciliation Statements

- Bank Reconciliation of Errors, Trial Balance

6. Trial Balance and Rectification of Errors

- Rectification of Errors, Trial Balance

7. Final 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

Book Keeping & Accountancy – M. G. Patkar

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Syllabus - BBA – Semester I

Subject Code: BBA15-113

Subject Name: Introduction to Business

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This course on business organization would help the students in getting an outlook of how business organizations function.

COURSE OBJECTIVES:

To enable the students in terms of understanding the various concepts related to Business organizations and administrative aspects.

COURSE OUTCOMES:

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

- Understand management and business concepts.
- Understand day-to-day professional business set-up.
- Understand the basic concepts in commerce, trade and industry
- Understand modern business practices and functioning of various business organizations.

COURSE SYLLABUS:

1. **Introduction of Business**
 - Types of Business
 - Objectives of Business
 - Economic Objectives
 - Social Objectives.
 - Requisites of a successful business
 - Social Responsibilities of business

2. **Individual & Sole Proprietorship**
 - Introduction of Individual or sole proprietorship
 - Merits
 - Limitations
 - Partnership organization
 - Basic features
 - Types of partners
 - Registration of partnership
 - Rights & duties of partners
 - Dissolution of partnership
 - Advantages & disadvantages of partnership
 - Sole proprietorship and partnership in India

3. **Public Enterprises – Objectives, Characteristics**
 - Definition
 - Objective of public enterprises
 - Characteristics of public corporation
 - Government companies
 - Features
 - Criticism
 - Public enterprise in India
 - Problems of public enterprises
 - Introduction of public utilities
 - Characteristics of public utilities
 - Specific problems of public utilities

4. **Competitive Priorities**
 - Competitive priorities
 - Objectives
 - Factors affecting plant layout
 - Benefits
 - Weaknesses
 - Functional layout for process
 - Focused systems

5. **Company Management**
 - Company Management in India

- Shareholders
- Board of Directors
- Chief Executive
- Managing Director
- Manager
- New pattern of company management

6. **Causes of Combination**

- Causes of combination
- Types of combination
- Forms of combination
- Advantages of combination

7. **Introduction of Globalisation**

- Globalisation & Kenchi Ohmaes theory
- International monetary system
- Balance of payment and role of international monetary fund
- General agreement on tariffs and trade (GATT)
- World Trade organization (WTO)
- Global sourcing
- Globalisation : Good or bad

Reference Books:

Business Organization – Y. K. Bhushan

Modern Business Organization – S. A. Sherlekar

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Syllabus - BBA – Semester I

Subject Code: BBA15-114

Subject Name: Fundamentals of Hospitality Management

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

Hospitality Management is the need of the hour, students will gain a basic understanding of the Food and Beverage industry by analyzing the industry's growth and development

COURSE OBJECTIVES:

- Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry's growth and development.
- For reviewing its organizational structure and investigating its relationship with the hotel's other departments,
- And by focusing on industry opportunities and future trends.
- To help to prepare students to meet the challenges associated with the Food and Beverage Industry.

COURSE OUTCOMES:

After completion of the course students will be expected to be able to:

- Develop general knowledge on the origins and development of food service in hotels, restaurants, and institutions.
- Describe the economic impact of the F&B industry.
- Distinguish between commercial and institutional food service facilities.
- Identify trends likely to affect food service in the coming years.
- Describe managerial responsibilities as they relate to food service functions including menu planning, purchasing, storing, preparation, and recipe development.

COURSE SYLLABUS:

	Topics	Marks
Chapter 1	Introduction to Hospitality Industry	(10)
	1.1 Definition and meaning of hospitality	
	1.2 Relation of hospitality industry with other industry	
	1.3 Customer and customer satisfaction	
	1.4 Traits of hospitality professional	
	1.5 Hospitality ethics and standards	
Chapter 2	The Travel Industry	(10)
	1.1 Introduction	
	1.2 History of travel	
	1.3 History of air travel	
	1.4 History of hotel industry	
	1.5 History of travel in India	
Chapter 3	The Tourism Industry	(10)
	1.1 Purpose of travel	
	1.2 Importance and scope of tourism	
	1.3 Tourism infrastructure	
	1.4 Types of Tourism	
Chapter 4	The Hotel Industry	(10)
	1.1 Introduction and origin	
	1.2 Evolution and growth of hotel industry in the world	
	1.3 Star rating of hotels	
	1.4 Revenue generating operational departments and non revenue generating departments	
	1.5 Front of the house areas / Back of the house areas	
Chapter 5	Ancillary industries related to hospitality	(10)
	1.1 Retail industry	
	1.2 Travel agents and tour operators	
	1.3 Transport catering	
	1.4 Industrial catering	

1.5 Institutional catering

Chapter 6 Tourism products

(10)

1.1 Definition of the tourism product

1.2 5 A's of tourism

1.3 Carrying capacity of a destination

1.4 Sustainable tourism development concept

Reference Books

1. Tourism

Author – Sunetra Roday

2. Travel Agency Operations

Author – Dr. Jagmohan Negi

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Syllabus - BBA – Semester I

Subject Code: BBA15-115

Subject Name: Basics of Computer

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

This would ensure that the students get real-time insights into the fundamentals of computers as business tools and how to handle data.

COURSE OBJECTIVES:

- This is an introductory course in basic computer use and to expose the students
- To IT relevant to the immediate needs of managers; Microsoft Office is powerful and popular application software that is used in businesses around the world.
- To enable them to develop proficiency in using certain components of the package includes MS Word, MS Excel, MS Power Point, MS Access and MS project.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

- How to use computers and basic application software packages effectively for different types of work like formal report preparation, making presentations, using excel effectively to have aid in financial and statistical analysis, plan your activity and appointments using outlook and plan project for effective implementation.
- Students will develop basic computer skills in above mentioned area which not only aid them in college studies but also helpful in the industry.

COURSE SYLLABUS:

1. Introduction

- What is a computer?
- Characteristics of Computer
- Basic Building Blocks
 - Input Unit
 - Central Processing Unit(CPU)
 - Output Unit
- Generations of Computers
- Classification of Computers

2. Hardware

- Input Devices
- Output Devices
- Memory Devices
- Multimedia

3. Software

- System Software
- Application Software
- Files
- Operating Systems DOS and Windows

4. Operating System

- Functions of an Operating System
- Types of Operating Systems
- Features of Windows Vista
- Mobile Operating System

5. Communication & Networking

- Types of Communication
- Communication Media
- Networking
- Goals of Computer Networks
- Types of Networks
- Organisational Applications of Networks
- Network Topologies
- Communication Process
- Communication Protocols
- Electronic mail
- Introduction to wireless network

6. System Security

- Introduction
- Viruses
- Anti virus software

Reference Books:

Computer Fundamentals - P. K. Sinha

Fundamental of Computer – V. Rajaram – (Prentice Hall)

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Syllabus - BBA – Semester I

Subject Code: BBA15-116

Subject Name: Introduction to Business English

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

Focuses on communication activities in functional and situational contexts. It encourages students to speak with fluency and accuracy.

COURSE OBJECTIVE:

To enable students to develop the four skills of reading, writing, listening and speaking. The classes will be theme based to provide practice in a meaningful context.

COURSE OUTCOMES:

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

- Understand and communicate with English speakers from different parts of the English speaking world.
- Discuss and plan holidays in English and tell jokes and stories.
- Understand the basic tenets of reading and writing effective English
- Discuss elements of popular culture such as TV, radio and music

COURSE SYLLABUS:

SECTION - I

1. **Types of Articles**
 - Types of Articles
 - Definite Articles
 - Indefinite Articles
 - Use of Definite Articles
 - Use of Indefinite Articles
 - Omission of the Article

2. **Prepositions**
 - Types of Prepositions
 - Prepositions that require special notice
 - Some Special Prepositions

3. **Tenses**
 - Present Tense
 - Simple Present Tense
 - Present Continuous Tense
 - Present Perfect tense
 - Present Perfect Continuous Tense
 - Past Tense
 - Simple Past tense
 - Past Continuous Tense
 - Past Perfect Continuous Tense
 - Future Tense
 - Simple future tense
 - Future Continuous Tense
 - Future Perfect Tense
 - Future Perfect Continuous Tense

4. **Parts of Speech**
 - Definition of various parts of speech

5. **Transformation of Sentences**
 - Direct & Indirect Speech
 - Active and Passive Voice
 - Exclamatory and Assertive Sentences
 - Transformation of sentence change of Degree

6. **Idioms and Phrases**
 - List of commonly used idioms

7. **Phrasal verbs**
 - Phrases

8. **Vocabulary**
 - Synonyms
 - List of commonly used synonyms
 - Antonyms
 - One word substitution
 - Homonyms
 - Words often confused
9. **Sentence**
 - Types and Analyses of sentences
 - Transformation of sentences
10. **Spellings in English and Phonology**
 - Vowels
 - Consonant
 - Diagraph & Diphthong
11. **Reading skills**
 - Types and Analyses of sentences
 - Transformation of sentences

SECTION – II

12. **Written Communication**
 - Format letters
 - Business letters
 - Essentials of effective letter writing
13. **Report writing**
 - Importance of report writing
 - Types of Report
 - Routine reports
 - Laboratory reports
 - Inspection reports
 - Confidential reports
 - Elements of Structure and Layout of a Report
 - Main body
 - Back matter
14. **Précis and Essay writing**
 - Characteristics of précis writing
 - Method of précis writing
 - Essay writing
 - Classification of essay

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Syllabus - BBA – Semester I

Subject Code: BBA15-117- A

Subject Name: Japanese

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

INTRODUCTION:

The course has been designed for students who wish to begin their study of Japanese at Preliminary level. It is intended to cater only for students with no prior knowledge or experience of the Japanese language, either spoken or written

COURSE OBJECTIVE:

To provide students with opportunities for continued learning and for future employment and experience, both domestically and internationally, in areas such as public relations, commerce, hospitality, education, marketing, international relations, media and tourism.

COURSE OUTCOMES:

- Students who learn another language understand how languages work as systems.
- They become aware of the structure of that language through the analysis of patterns and can apply this knowledge to the learning of other languages.
- By making comparisons between and among languages, students strengthen their command of their first language.
- By engaging with various modes of communication, students develop effective skills in interacting, and understanding and producing texts.

COURSE SYLLABUS:

Course Details –Japanese Alphabets,
Kanji (Pictorial Characters)
Basic grammar
Vocabulary
Basic Communication skills

Book Referred – Minna No Nihongo

Chapter – 1-4

- 1 Self-Introduction+ Hiragana Letters + Vocabulary
- 2 Hiragana Letters + Basic Grammar
- 3 Chapter 1 Grammar + Vocabulary
- 4 Chapter 2 Grammar + Vocabulary
- 5 Chapter 3 Grammar + Vocabulary
- 6 Chapter 4 Grammar + Vocabulary
- 7 Basic Communication

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Syllabus - BBA – Semester I

Subject Code: BBA15-117- B

Subject Name: MS Office

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

INTRODUCTION:

The purpose of this course is to teach students to identify word processing terminology and concepts, create technical documents, format and edit documents, use simple tools and utilities, and print documents.

COURSE OBJECTIVE:

To train students to learn word, excel and PowerPoint.

COURSE OUTCOMES:

Upon successful completion of this course students will be able to:

- Demonstrate correct keyboard fingering techniques independently.
Achieves typing speed goal with accuracy.
- Demonstrate the basic mechanics of creating a PowerPoint presentation.

COURSE SYLLABUS:

1. **Word Processing Basics**
An Introduction to Word processing and its advantages, The word screen , Introduction to Title bar, Menu Bar, Standard tool bar, Ruler, Scroll bar, How to use help?
2. **Entering, Editing Text and inserting picture in document**
Creating a new document, character formatting keyboard shortcuts, moving and copying Text, find function, replace function, autocorrect, formatting text (using font command change font, size, color and style), document checking tools - use of spell and grammar check. Inserting picture from clipart, file, inserting auto-shapes and word art.
3. **Managing Files**
Opening an existing file, saving tabs with tabs dialog box, setting a tab with the ruler Bulleted numbered and multilevel list, Borders and shading.
4. **Paragraph Formatting**
Paragraph dialog box-indentation, paragraph spacing, aligning text, controlling page breaks. Tabs-setting tabs with tabs dialog box, setting a tab with the ruler. Bulleted, numbered and multilevel lists, Borders and shading.
5. **Tables**
Creating tables using table menu- moving around the table, selecting parts of modifying tables- adding cells, rows and columns, deleting cells, rows and columns, moving cells, rows and columns, changing the size of tables (row height and column width). Formatting tables – text, splitting tables, merging and splitting cells, applying borders and shadings.
6. **Printing Word Document**
Different types of page views- normal. Online layout, outline, page layout, master document, print preview and full screen. Page set-up creating and positioning headers and footers, deleting and editing headers and footers. Page numbering - insertion and removing page numbering, footnotes and endnotes- inserting, viewing, customizing, deleting, moving and copying footnotes and endnotes. Setting of margins.
7. **Introduction to mail-merge, macros and graphs**

Microsoft Excel

1. **Introduction of Spreadsheet**
Elements of Electronic Spread Sheet. Application/usage of Electronic spreadsheet. Elements of the screen, working with the full screen, difference between workbook and Worksheet, entering text into cell. Moving around worksheet using keyboard, mouse, Edit- go and formula bar. Moving between worksheets- selecting cell with mouse.
2. **Creating and editing simple Spread Sheet**
Entering and editing data, rules of arithmetic operations. Inputting and formatting the numbers, adjusting the column and row width, renaming a worksheet, moving, inserting, hiding and unhiding and deleting sheets. Copying and moving cells.
3. **Formatting worksheet**
Use of format menu, formatting toolbar and auto format. Alignment and orientation fonts, font styles and sizes. Cell borders. Background colors and patterns.
4. **Managing workbook files**

- Use of save, save as, close, exit, open, find file and file new from file menu.
5. **Cell referencing**
Advantages of relative referencing, need for absolute, mix referencing, Naming cell Ranges, rules for names.
 6. **Formulas and Functions**
Use of functions like sum(), max, median, average etc. more features of autosum. The function wizard, use of lookup function, if function and nested functions.
 7. **Charts and Graphs**
Creating embedded charts and chartsheets, use of series function, plotting non-adjacent cell ranges, formatting charts, adding extra text to chart.

Reference Books

1. Using Microsoft Office Home and Student 2007
2. 2007 Microsoft® Office System Plain & Simple Office 2007 Bible

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Syllabus - BBA – Semester II

Subject Code: BBA15-211

Subject Name: Marketing Management-I

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This subject of marketing management has been designed to give insights into the subject so as to prepare the students about the various concepts related to it.

COURSE OBJECTIVE:

To enable the students get insights into the fundamentals of marketing as well as the significance of 4 Ps in the success of any organization.

COURSE OUTCOMES:

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

- Understand the nuances of marketing as a subject and its various elements
- Know the marketing mix elements and how they influence an organization.
- Understand why the customers behave in a certain way.
- Understand the evolving concepts in marketing.

COURSE SYLLABUS

1. Marketing Environment In India

- Introduction
- Role of Multinational Corporations. (MNCs)
- Duties and responsibilities of the Marketing Manager in the changing economy

2. Marketing Concept

- Introduction
- Other Orientations of Organizations
 - Production orientation
 - Product orientation
 - Selling orientation
- Differences between Selling and Marketing
- Differences between Production/ Product Orientation & Consumer Orientation
- Definitions
- Marketing Functions
 - Product
 - Promotion
 - Price
 - Physical Distribution
- Functions of Marketing Manager
 - Internally Oriented Functions
 - External Orientation

3. Marketing Organization

- Introduction
- Types of Organization
 - Tall Organization
 - Flat Organization
- Different Ways to form Organization
 - Functional Organization
 - Geographic Organization
 - Product Organization
 - End – user based Organization

4. Market Segmentation

- Market Segmentation
- Advantages of Market Segmentation
- Process of Market Segmentation
 - Geographic Segmentation
 - Psychographics Segmentation
 - Behavioral Segmentation
 - Demographic Segmentation
- Superimposing of Market Segment
- Dynamic Nature of Segments
- Criteria for selection of a group of consumers as a “Segment”
 - Substantiality

- Measurability
- Accessibility
- Differentiability
- Stability
- Types of Market Segmentation
 - No Segmentation
 - Complete Segmentation
 - Partial Segmentation
 - Deciding Target Segment
- Evaluation of Market Segment
 - Size and growth rate
 - Structural Attractiveness
 - Company's Objectives and Resources
- Selecting Target Market
- Market segmentation for industrial products

5. Types of Markets

- Types of markets
 - Consumer market
 - Industrial Market
- Classification of industrial goods
 - Materials
 - Capital Goods
 - Supplies And Services
- Characteristics of industrial buying
 - Bulk buying
 - Few buyers
 - Derived demand
 - Short run inelastic demand
 - Volatile demand for capital goods
 - Closer interaction by suppliers
 - Formalized buying
 - Many Buying Influences
 - Direct purchasing
 - Reciprocatory buying
 - Leasing of capital equipments
 - Geographic concentration
- Government Market
- Global Market

6. Market Research and Forecasting

- Introduction
- Types of Market Research
 - Focused Market Research
 - Time based market research
- Planning of Market Research
- Defining problems and objective
- Developing Research plan
 - Data Sources

- Primary data
 - Merits of Primary Data are
 - Demerits of Primary Data are
 - Usefulness of Primary Data
- Secondary Data
 - Merits of Secondary Data are
 - Demerits of Secondary Data
 - Usefulness of Secondary Data
 - Sources of Secondary Data
- Collection of Primary Data
 - Postal Survey
 - Telephone Interview
 - Personal Interviews
 - Group-interviews
 - Experimentation
- Use of Questionnaire in Interview
 - Advantage of Using a Questionnaire
 - Designing of Questionnaire
 - Types of Questions
 - Framing of Questions
 - Phrasing of Questions
 - Format of Questionnaire
- Sampling Plan
 - Simple Random Sampling
 - Stratified Random Sampling
 - Clustered Sampling
 - Systematic Random Sampling
 - Non-probability Sampling
- Recording And Analysis of Data
- Presenting the Findings
- Characteristics of a good market research report
 - Language
 - Format
- Merits and Demerits of market research by own staff vis-à-vis consulting agency
- Objections to Market Research
- Reasons for Failure of Market Research
- Forecasting
- Methods of Demand Fore-casting of Industrial Products
 - Adjusted Industry Demand
 - End use method or Market build up
 - Simulation Technique
 - Expert Opinion
- Demand Forecasting in Consumer Products
 - Graphic Method
 - Causal Regression Method
 - Economic Indicators Method
 - Buyer Intention Survey
 - Delphi Technique

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Syllabus - BBA – Semester II

Subject Code: BBA15-212

Subject Name: Financial Accounting

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

COURSE OBJECTIVE:

- The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole- Proprietorship.
- It also touches upon the various aspects of accounting related to Non-trading Concerns.

The syllabus also includes computerized accounting using the software TALLY.

COURSE OUTCOME:

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

- Understand the principles and practices of financial management
- Understand financial decision making
- Understand the composition of different securities in the total capital structure.
- Understand cost of capital and investment decisions and dividend decisions.

COURSE SYLLABUS

- 1 Accounting Standards: (Theory & Accounting)**
Introduction – Accounting Standards (AS) 1: issued till date-Final
Accounts and Accounting Standards -
 - (AS) 1 : Disclosure of Accounting Policies
 - (AS) 8 : Accounting for Research & Development
 - (AS) 9 : Revenue Recognition
 - (AS) 10 : Accounting for Fixed Assets(Theory, Practical & Objectives questions)

- 2 Issue of Shares (Theory, Practical)**
 - Shares & Share Capital : Types of Shares, Classification of share capital
 - Issue of Shares ; Consideration for Issue & Procedure
 - Application & Allotment of shares Meaning conditions, over/under shares subscription & procedure.
 - Calls, Meaning, Calls- in- arrears; calls –in-advance
 - Accounting for issue of shares at par, shares issued at premium, shares issued at Discount.
 - Accounting for issue of shares for consideration other than cash
 - Accounting for Issue forfeitures and Re-issue of shares
 - Accounting for issue for Bonus Shares.

- 3 Debentures:**
 - Meaning
 - Types of Debentures
 - Issue of Debentures
 - Legal provision
 - Accounting for issue of Debentures, based on terms of Redemption
 - Accounting for issue for Debenture for Non-cash consideration & issued as collateral.

- 4 Redemption of Preference shares, and Debentures (Excluding buy-back of own debentures)**
 - Legal provision (Section 80 of the companies Act)
 - Accounting for redemption of preference shares
 - Accounting for redemption of preference shares (only sinking fund method)

- 5 Buy- Back of Shares**
 - Meaning
 - Legal Provision
 - Accounting procedure

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester II

Subject Code: BBA15-213

Subject Name: Environmental Studies

Core/Complimentary: Core

Credits: 04

No of Hours: 4 hours per week

INTRODUCTION:

This subject of environmental management would develop the fundamental understanding of the environment and social issues.

COURSE OBJECTIVE:

To enable students gain meaningful insights about the various aspects of the environment and how they are of significance.

COURSE OUTCOMES:

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

- Understand the basic concepts pertaining to the environment.
- Gain insights to the various societal concerns and the remedies thereof.
- Understand such concepts as ecosystem, pollution-related aspects, population.
- Understand the social issues which are of concern.

COURSE SYLLABUS

Unit 1: Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Unit 2: Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3: Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological

Invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit 6 : Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 7 : Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit 8 : Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems--pond, river, Delhi Ridge, etc.

Reference Books:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999.*Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll.*Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971.*Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.

12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester II

Subject Code: BBA15-214

Subject Name: Business Statistics

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

The course will enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

COURSE OBJECTIVES:

To expose the students to basic statistical tools and techniques relevant to managerial decision-making through examples and cases drawn from different functional areas.

COURSE OUTCOMES:

At the end of the course, the student should: Have grappled with the potential of statistical tools and software packages for managerial decision-making under conditions of risk and uncertainty.

COURSE SYLLABUS

1. What is Statistics?

- Introduction
- Modelling and Business Statistics for Decision Making.
- Probability
- Common Statistical Terminology

2. Measures of Central Tendency and Dispersion

- Introduction
- Methods of collection of primary data
- Organizing the data
- Graphical Representation
- Averages : Measures of Central Tendency
- Measures of Dispersions

3. Correlation and Regression

- Introduction
- Scatter Diagram or Scatter plot
- Correlation and Covariance
- Karl Pearson's Correlation Coefficient
- Spearman's Rank Correlation
- Coefficient of Concurrent Deviation
- Standard error of Correlation Coefficient
- Coefficient of determination
- Regression
- Residual values
- Standard error of estimate

4. Probability and Distributions

- Introduction
- Important Definitions
- Basic Calculations in Probability
- Basics of Permutations and Combinations
- Set theory and Probability Theorems

- Baye's Theorem
- Mathematical Expectation or Expected value
- Binomial Distribution
- Poisson Distribution
- Normal Distribution
- Standardizing Normal Variable

5. Index Numbers

- Introduction
- Price and Quantity Relatives
- Price and Quantity Index Numbers
- Laspeyre's and Paasche's Index Numbers
- Illustrations
- Various Index Number Definitions
- Consumer Price Index or Cost of Living Index

Tilak Maharashtra Vidyapeeth, Pune
Syllabus - BBA – Semester II

Subject Code: BBA15-215

Subject Name: Business Economics I

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

Use supply and demand curves to analyze the impact of taxes etc. on consumer surplus and market efficiency.

COURSE OBJECTIVE:

- To interpret estimates from linear regression models and use these models to test hypothesis and make forecasts. Be able to use standard software to carry out regression analyses with real data.
- Understand how to evaluate macroeconomic conditions such as unemployment, inflation, and growth.
- Understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions.
- Understand basic accounting principles and how these relate to economic profit calculations.
- Students will apply the concept of elasticity of demand.
- Students will apply the supply/demand models for the analysis of economic events.
- Student will analyze the concept of externalities in macro and micro applications.

COURSE OUTCOMES:

At the end of the course, the student should:

- Determine and apply appropriate quantitative and analytical skills to solve practical business problems.
- Each student can function effectively as a team member for collaborative business decision-making.

COURSE SYLLABUS

1. Introduction to Economics

- Meaning & scope of Business Economics
- Definitions
- Branches of Economics
 - Microeconomics
 - Macroeconomics
- Difference between Microeconomics & Macroeconomics

2. Demand Analysis

- Concept of demand
- Law of demand
 - Factors determining demand
 - The law of Demand – statement
 - Demand Schedule & Demand Curve
 - Causes of operation of the Law of Demand
 - Fundamental characteristics of the Law of Demand
 - Changes in demand
 - Exceptions to the Law of Demand
- Elasticity of demand
- Price elasticity of demand
 - Types of Price elasticity
 - Significance of price elasticity of demand
- Demand forecasting
 - Necessity of demand forecasting
 - Short term & long term forecasts
 - Nature & Scope of demand forecasting
 - Methods of forecasting demand

3. Supply Analysis

- The concept of supply
 - The meaning of supply
 - Factors determining supply
- The Law of supply
 - The supply schedule & the supply curve
 - Derivation of supply curve
 - Increase & Decrease in supply
- Elasticity of supply
 - Measurement of elasticity of supply
 - Types of elasticity of supply
 - Factors influencing elasticity of supply
 - Practical importance of the concept elasticity of supply

4. Production Function

- Introduction
- Concept of a product
 - Products: Goods & Services
 - Classification of products

- The production function
 - Concept of production
 - Meaning of production
- Production in stages
- Production Function
- Factors of production
- Short run & long run production functions
- Difference between the short – run & long - run production functions
- Economics of large scale production
 - Internal economies
 - External economies
- Diseconomies of large scale production

5. Cost Concept

- Cost Concepts
 - Opportunity cost & Actual or outlay cost
 - Short run & Long run Costs
 - Fixed & Variable costs
 - Average & Marginal costs
- Average & marginal cost curves
- Nature & behaviour of costs
- Determinants of cost of production
 - Explicit costs
 - Implicit costs
- Difference between fixed costs & variable costs

6. Revenue Concept

- Introduction
- Revenue Schedules
 - Total revenue
 - Average revenue
 - Marginal revenue
- Distinction between Demand and revenue
- Total revenue curve

7. Price Mechanism

- Introduction
- Meaning of Price Mechanism
- Concept of equilibrium price
- Determination of equilibrium Price
- Shifts in supply and demand curves: Impact on equilibrium price

8. Classification of Markets

- Demarketing market structures
 - Geographical extent of the market
 - Market & the element of time
 - Market categories according to the degree of competition
- Pure & perfect Competition
 - Pure competition

- Perfect Competition
- Monopoly
 - Pure or Perfect monopoly
 - Difficulties in the concept of pure monopoly
 - Simple Monopoly
 - Emergence of monopoly
- Monopolistic Competition
 - Imperfect competition & monopolistic competition
 - Features of monopolistic competition
- Oligopoly
 - Features of Oligopoly
 - The basis Oligopoly

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-216

Subject Name: Communication Skills

Core/Complimentary: Complimentary

Credits: 02

No of Hours: 2.5 hours per week

INTRODUCTION:

The course in business communication intends to acquaint the students with the basics of communication and various aspects related to it.

COURSE OBJECTIVES

- To develop effective inter-personal communication skills in the students.
- To train the students for expressing their ideas and thoughts with appropriate word usages and sentence construction.
- To develop confidence in using English language fluently.

COURSE OUTCOMES:

- At the end of the course, the students should have developed the ability to construct sentences in English Language and Express their thoughts with confidence.
- S/he should be able to listen actively to the spoken communication and understand as well as interpret them effectively.

COURSE SYLLABUS

1 The Types of Business Communication

- Introduction
- Business Communication
- The Classification, Functions & Scope of Business Communication
- Internal Communication
- External Communication
- Conclusion

2 The Communication Process

- Elements of Communication
- The Communication Cycle
- The Barriers To Communication

3 The Principles of Communication

- Introduction
- The Medium of Communication
- Accuracy
- Brevity
- Clarity
- Courtesy
- Conclusion

4 The Modes of Communication

- Introduction
- The Types of Communication
- Oral Communication
- Written Communication
- Non-Verbal Communication
- Visual Signs in Non-Verbal Communication
- Audio Signals in Non-Verbal Communication
- Silence
- Time
- Touch
- The Functions of Non-Verbal Communication
- The Merits & Demerits of Non-Verbal Communication
- Conclusion

5 Verbal Skills

- Introduction
- The Language used in Oral Communication
- Verbal & Linguistic Modifiers & Regulators & Voice Culture
- The Techniques of Delivery
- Conclusion

6 The Art of Listening

- Listening & Hearing
- The Value of Listening
- The Functions of Listening
- The Pitfalls involved in Listening
- The Process of Listening / The Principles of Listening
- How to Listen Efficiently
- The Barriers to Efficient Listening
- The Types of Listening
- Conclusion

7 Body Language

- Introduction
- The Types of Body Language
- Facial Expressions
- Kinesics Related To The Body
- Touch
- Conclusion

8 How to conduct Oral Communication

- The Classification of Oral Communication
- Dyadic Communication
- Group Communication
- Requests
- Complaints
- Inquiries
- Introduction
- Dictation
- The Telephone
- Interviews An Overview
- At the Interview Venue

9 The Essentials of Written Communication

- Introduction
- Alignment
- Font Style
- Bold, Italics & Normal
- Font Size
- Indentation & Block Style
- Items
- Emphasis
- Letter Heads
- Continuation Sheets
- Stationery
- Presentation
- Conclusion

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - BBA – Semester II

Subject Code: BBA15-217A

Subject Name: Computer Lab

Core/Complimentary: Elective

Credits: 02

No of Hours: 2 hours per week

INTRODUCTION:

This subject would ensure that the students get real-time insights into the practical usages of computers and its various applications.

COURSE OBJECTIVE:

To make students acquainted with handling of the computers and its tools.

Also, it would enhance their learning of internet and email.

COURSE OUTCOMES:

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

- Understand computers and tools such as MS-Office
- Understand Windows accessories
- Use internet and e-mail in their work
- Prepare reports, database and presentations on computers.

COURSE SYLLABUS

Microsoft PowerPoint

1. **Making Small Presentations**
Difference between presentation and document, Opening a PowerPoint Presentation, Using Wizard for creating a presentation.
2. **Creating a Presentation**
Selection of type of Slides, Importing text from word documents. Title, Text Creation, Font and Sizes. Bullets and indenting, Moving to Next Slide. Use Slide sorter, Title Sorter.
3. **Formatting and Printing your Presentation**
Use of Slide Manager, Change Background and Text colors. Making your own Slide format, adding of animation, Footnotes and Slide numbering. Slide Manipulation and Slide Show, Printing the Slides and Handouts.

Microsoft Access

1. **Introduction to DBMS and RDBMS** - Introduction to relationships and types of relationship. Purpose to use DBMS and RDBMS steps used to design it.
2. **Introduction to Access** - Starting access, opening existing database, why store data? You can use table to store data, why use multiple tables.
3. **Creating Database** - introduction, database is not a table, creating blank database, creating database with wizard, changing database properties, about sample databases.
4. **Creating Tables** - Create tables I Access (via design view, wizard), Introduction to data types and field properties, setting primary key, define indexes, about lookup, to set relationship between two or more tables. Types of relationships. How it works, saving switching between design and datasheet view
5. **Adding, Editing and Viewing Data** - Saving record, deleting data/record, copying, moving data, sorting data, quick & easy sorting sorts within sorts, replacing data in multiple records, filtering out unwanted records, using advanced filter/sort, specifying criteria and/or criteria, saving filter as query.
6. **Introduction to Query** - What is query? Why to use query? Introduction to design query (via design view, wizard), different types of queries (select, update, append, delete), introduction to sql-query, how to use criteria in query? Running action query.
7. **Form Design** - Designing form through design view, wizard, Introduction to field list, properties box, toolbox Form design using properties box.
8. **Report Design** - Report Design-through wizard, design view, setting report properties.

Reference Books

1. Using Microsoft Office Home and Student 2007
2. 2007 Microsoft® Office System Plain & Simple Office 2007 Bible