



SANGAMESHWAR COLLEGE, SOLAPUR

[AUTONOMOUS]

KannadaLinguisticMinorityInstitute

NAAC Accredited with 'A' Grade (III Cycle CGPA 3.39)

Affiliated To Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Academic Council 1(6)
2nd July, 2020

STRUCTURE OF BBA PROGRAMME UNDER CBCS PATTERN

Faculty of Commerce and Management

BBA FIRST YEAR

(To be implemented from A.Y. 2020-21)

SEMESTER I

Exam Paper Code	Code	Course	Teaching Scheme		Examination Scheme		
			Hours per week	Credits	CA	SE	Total
2051101	AECC 1	Business Communication – I	4	4	15	35	50
2051102	CC 1	Principles of Management – I	4	4	15	35	50
2051103	CC2	Accounting for Business – I	4	4	15	35	50
2051104	CC 3	Business Economics – I	4	4	15	35	50
2051105	CC 4	Business Organization & Environment – I	4	4	15	35	50
2051106	CC 5	IT for Management – I	4	4	15	35	50
			24	24			300

SEMESTER II

Exam Paper Code	Code	Course	Teaching Scheme		Examination Scheme		
			Hours per week	Credits	CA	SE	Total
2051201	AECC 1	Business Communication – II	4	4	15	35	50
2051202	CC 1	Principles of Management – II	4	4	15	35	50
2051203	CC2	Accounting for Business – II	4	4	15	35	50
2051204	CC 3	Business Economics – II	4	4	15	35	50
2051205	CC 4	Business Organization & Environment – II	4	4	15	35	50
2051206	CC 5	IT for Management – II	4	4	15	35	50
2000232	CCC	Democracy, Elections and Governance	--	--	--	50	50*
			24	24			300

*These 50 marks are excluded from grade point average calculation

Total Credits BBA I Year: 48

Compulsory Course:

DEMOCRACY	200023 2	DEMOCRACY ELECTIONS AND GOVERNANCE
PHY EDU	200023 3	PHYSICAL EDUCATION



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SYLLABUS FOR BBA FIRST YEAR (SEMESTER-I) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: Business Communication –I (2051101)

Course Code: AECC

Total Hours: 60 Course Credit: 4 Total Marks:50

Course Objectives: The basic objective of the course is to inculcate communication skills in the students. Communication is an important management function closely associated with all other managerial functions. Communication is all about understanding, and how it is mutually transmitted between a sender and a receiver. The importance of communication in business cannot be overstated and, as such, it needs to be effective for the business to run smoothly.

Course Contents:

Unit	Details	Hours
1	Fundamentals of Communication 1.1 Meaning, Definition, Importance, Objectives of communication 1.2 Process of Communication: Its elements 1.3 Channels of Communication: Formal, Informal/ Grapevine 1.4 Barriers to communication and Overcoming communication Barriers 1.5 Seven Cs of Communication	12
2	Written Communication 2.1 Meaning, Characteristics, Importance of Written Communication 2.2 Principles of Effective Written communication 2.3 Advantages and Limitations of Written Communication 2.4 Methods of Written Communication	08
3	Business Letters and Emails 3.1 Essentials of an Effective Business Letter, Functions and Layout of business letter 3.2 Drafting of Letters: Application for employment and resume, Placing and fulfilling orders, Enquiries and replies, Sales letters, Circular letters, Complaints, Follow-up	20

	3.3 Email: Advantages, Disadvantages, Email Etiquettes	
4	Report Writing 4.1 Business Reports: Types of Reports, Principles of Writing a Report, Structure of a report 4.2 Drafting Notice, Agenda, Minutes of Various Types of meetings	12
5	Case Studies 5.1 Importance of Case Study, Types of Case Study 5.2 Do's and Don'ts of Case Preparation 5.3 Steps of Analyzing Case and writing solution	08

CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to</i>
1	Explain the process of communication, channels and barriers of communication
2	Explain the principles of effective written communication
3	Effectively use writing skills to draft Business Letters and Emails
4	Effectively use writing skills to draft reports, notice, agenda, and minutes of meeting
5	Analyze a business case study and think about the best possible solution

Suggested Readings:

- Communication, C. S Rayudu, Himalaya Publishing House
- Business Communication, Rai and Rai, Himalaya Publishing House
- Essentials of Business Communication, Rajendra Pal and J. S. Korlahalli, S.Chand and Sons



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SYLLABUS FOR BBA FIRST YEAR (SEMESTER-I) (W.E.F. JUNE 2020)

Academic Council 1(6)
2nd July, 2020

Course Title: Principles of Management – I (2051102)

Course Code: CC 1 Total Hours: 60 Course Credit: 4 Total Marks:50

Course Objectives: The primary objective of the course is to make the students aware of the importance of management. As it is very clear that, 'Management is the catalyst and brain of an industry without which no organization can survive in the business environment, students should have thorough knowledge of Management and its techniques

Course Contents:

Unit	Details	Hours
1	Nature of Management 1.1 Introduction to Management: Definition, Importance, Functions of Management, Levels of Management-Functions & Skills required 1.2 Management Thoughts: Taylor's Contribution, Fayol's Contribution, Max Weber's Contribution, Systems Theory, Contingency Approach	14
2	Planning and Decision Making 2.1 Planning: Meaning and Definition, Nature, Importance of Planning, Types of Plans, Steps in Planning, Making Planning effective, Management by Objectives 2.2 Decision-Making: Meaning and Types of Decisions, Steps in Rational Decision-Making	12
3	Organizing and Authority Delegation 3.1 Organizing: Definition of Organization, Process of Organizing, Structure & its types, Departmentation & its types, 3.2 Authority Delegation: Difference between Power and Authority, Delegation of Authority, and its advantages	12
4	Decentralization and Coordination 4.1 Decentralization of Authority: Advantages and disadvantages, Empowerment 4.2 Co-ordination: Meaning, Importance, Types of coordination, Techniques of effective coordination	12

5	Comparative Management 5.1 Comparative Management 5.2 Special features of management in Japan, China and Germany	10
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Explain the principles of management and compare contribution of managerial scientists.
2	Describe the planning and decision-making process
3	Explain the process of organizing and authority delegation
4	Describe the importance of decentralization and co-ordination
5	Describe the similarities and difference in business management practices applied in various countries as compared to India.

Suggested Readings:

- Principles of Management, P.C. Tripathi, P.N. Reddy, McGraw Hill
- Principles & Practice of Management, L.M. Prasad, S. Chand and Sons
- Management, Stephen Robins, Mary Coulter, Pearson Publications
- Principles of Management, Knootz&O'Donnell, Tata McGraw Hill
- Principles & Practice of Management, Gunaseela, Kulandaiswamy, Vikas Publishing House



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-I**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: Accounting for Business – I (**2051103**)

Course Code: CC 2

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The basic objective of this course is to provide the students with a broad introduction to the key terms, concepts, of Financial Accounting. Accounting plays a vital role in running a business because it helps you track income and expenditures, ensure statutory compliance, and provide investors, management, and government with quantitative financial information which can be used in making business decisions.

Course Contents:

Unit	Details	Hours
1	Introduction to Accounting 1.1 Meaning, Objectives of Accounting, Functions of Accounting 1.2 Book-keeping V/s Accounting, Subfields of Accounting 1.3 Users of Accounting Information, Limitations of Accounting	08
2	Accounting Principles, Concepts & Convention. 2.1 Accounting Concepts, Principles and Conventions. 2.2 Accounting Standards (Concept and Objectives of AS-1, AS-2, AS-4, AS-10)	07
3	Accounting Process 3.1 Double entry system, Debit and Credit, Classification of Accounts, Golden Rules of Accounting, Journal Entries 3.2 Specimen of Ledger Accounts, Ledger Posting 3.3 Trial Balance (Objectives and Preparation of Trial Balance) 3.4 Subsidiary Books and their advantages, Cash Book, Kinds of Cash Book, Simple Cash Book & Three Column Cash Book. 3.5 Capital Expenditures and Revenue Expenditures, Capital Receipts and Revenue Receipts	15
4	Depreciation Accounting 4.1 Concept and Objectives of Depreciation 4.2 Methods for providing Depreciation (Straight- line method, Reducing Balance method)	15

5	Preparation of Final Accounts for Sole Proprietor 5.1 Trading Account (Trading Account Items) 5.2 Profit and Loss Account (Profit and Loss Account Items) 5.3 Balance Sheet (Characteristics, Arrangements, Classification of Assets and Liabilities. 5.4 Preparation of Final Accounts.	15
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CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to</i>
1	Explain the meaning and importance of Bookkeeping and Accounting
2	Explain the accounting concepts, principles, conventions, and standards
3	Prepare the Trial Balance
4	Calculate the Depreciation using straight line and reducing balance method
5	Prepare the Final Accounts for Sole Proprietor

Suggested Readings:

- Financial Accounting, P. C. Tulsian, Person Publication, New Delhi
- Advance Accountancy, Shukla & Grewal, S. Chand Publication, New Delhi
- Solutions to Problems in Advanced Accounts Vol 1, M. C. Shukla & S. C. Gupta, S. Chand
- Financial Accounting, Maheshwari S. N. And Maheshwari S. K., Vikas Publishing House, Delhi
- Financial Accounting, Jain S P., and Narang, K. L., Kalyani Publishers, New Delhi



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-I**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: **Business Economics –I (2051104)**

Course Code: CC 3

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The course strives towards making the students aware of a core subject 'Economics'. Economics helps in identifying the policy measures that encourage prosperity and avoid inefficiency, making it a crucial driver in the search for sustainable growth.

Course Contents:

Unit	Details	Hours
1	Introduction to Business Economics 1.1 Meaning, Nature, Scope, Significance and Limitations 1.2 Business decisions: Internal and External 1.3 Difference between Economics and Business Economics 1.4 Difference between Micro and Macro Economics	12
2	Consumer Behavior & Demand Theory 2.1 Utility Analysis: Law of Diminishing Marginal Utility 2.2 Demand Theory: Determinants of demand, Law of Demand 2.3 Elasticity of Demand: Types, Measurement, and its applications 2.4 Demand Forecasting: Meaning and Measurement 2.5 Indifference curve analysis: Properties, Consumer's Equilibrium	12
3	Producer Behavior & Production Theory 3.1 Production: Factors of Production, Production function 3.2 Supply: Determinants of Supply, Law of Supply, Concept of Elasticity of Supply 3.3 Law of Variable Proportions, Law of Returns to Scale, Producer's Equilibrium, Economies and Diseconomies of Scale: Internal and External	14
4	Revenue and Cost Analysis 4.1 Concepts of Revenue: Total Revenue, Average Revenue and Marginal Revenue, AR and MR in Perfect Competition and Imperfect Competition 4.2 Concepts of Costs: Accounting Cost, Economic Cost, Opportunity Cost, Private Cost, Social Cost, Fixed Cost and Variable Cost, Average Cost and Marginal Cost, Relationship of AC & MC 4.3 Break-even Analysis	10

5	Market Structure – Price and Output Determination 5.1 Perfect Competition: Characteristics, Equilibrium of firm (short, Long run) 5.2 Monopoly: Characteristics, Equilibrium, Price Discrimination 5.3 Monopolistic Competition: Characteristics, Equilibrium, Product Differentiation 5.4 Oligopoly: Characteristics, Kinked Demand Curve, Price Leadership	12
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Understand the various business decisions and basic concepts of micro and macroeconomics
2	Explain how consumer behavior shapes the demand curve with respect to utility
3	Measure how changes in price and income affect the behavior of buyers and sellers
4	Analyze the relationship between inputs used in production and the resulting outputs
5	Understand pricing and output decisions under various market structures

Suggested Readings:

- Macroeconomics-Theory & Policy, H. L. Ahuja, S. Chand Publication
- Business Economics, Mithani, Sane, Himalaya Publishing House
- Economics for Business, Appannaiah, Reddy, Shanti, Himalaya Publishing House



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SYLLABUS FOR BBA FIRST YEAR (SEMESTER-I) (W.E.F. JUNE 2020)

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2nd July, 2020

Course Title: Business Organization & Environment- I(2051105)

Course Code: CC 4

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The main objective of the course is to make students aware of the concepts of Business, different forms of Business and concepts of different types of Trade. It also introduces the emerging modes of business to students which will help the students to start thinking about the opportunities in business world.

Course Contents:

Unit	Details	Hours
1	Introduction to Business 1.1 Meaning and Objectives, Characteristics of Business, Classification of Business, Essentials of Successful business 1.2 Industrial Revolution & its effects on Business	10
2	Business Sectors and Forms of Business Organizations 2.1 Business Sectors: Private sector, Cooperative sector, Public sector, Joint sector, Services Sector 2.2 Various forms of business organizations: Sole Proprietorship, Partnership firms, Joint stock companies- Features, Merits, Demerits and Suitability	14
3	Domestic Trade & Foreign Trade 3.1 Domestic Trade: Organization of Wholesale & Retail Trade, Types, Characteristics, Functions 3.2 Foreign Trade: Types, Advantages & Disadvantages.	12
4	Aids to Trade 4.1 Banking: Types and Functions of Bank, E – banking 4.2 Insurance: Principles and Types of Life, Fire, Marine insurances 4.3 Transportation: Meaning, Role, Means 4.4 Warehousing: Types and Functions	12

5	Emerging modes of Business 5.1 E-Business: Meaning, Scope and benefits. Resource required for successful E – Business implementation. On – line transactions, payment mechanism, Security and safety of business transactions 5.2 Outsourcing: Concept, Need and Scope. BPOs, KPOs	12
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Describe the economic and social objectives of business. Explain the impact of industrial revolution.
2	Distinguish between the various forms of business organization. Explain the factors that influence the choice of a suitable form of business organization.
3	Explain the different types of trade. Appreciate the services of wholesalers and retailers.
4	Examine the role of various auxiliaries in facilitating trade
5	Elaborate the applications of technology in business. Examine the scope of outsourcing and appreciate its need.

Suggested Readings:

- Business Environment, Francis Cherunilam, Himalaya Publication
- Business Environment, Sontakki&Dr.Herekar, Mehta Publication
- Essentials of Business Environment, K. Aswathappa, Himalaya Publication
- Modern Business Organization & Management, S. A. Sherlekar, Himalaya Publication



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-I**) (W.E.F. JUNE 2020)

Academic Council 1(6)
2nd July, 2020

Course Title: IT for Management – I (**2051106**)

Course Code: CC 5 Total Hours: 60 Course Credit: 4 Total Marks:50

Course Objectives: Computer plays a crucial role in documentation, computations, and presentations in the business world. The primary objective of the course is to acquaint the students with the fundamentals of computer and how to use computer applications in day-to-day tasks.

Course Contents:

Unit	Details	Hours
1	Introduction to Computer 1.1 Definition & history of computer, Components & Block diagram of computer, Characteristics and types, Applications of computer 1.2 Input Devices: Keyboard, Card Readers, Scanning devices (Bar Code, OMR, OCR, MICR), Light Pen, Mouse, Touch Screen, Digitizer, and Scanner. 1.3 Output Devices: Printers: Impact and Non-impact, Plotter Monitors: CRT, LCD, LED, TFT, DLP, OLED, Plasma & other output devices 1.4 Memory Management: Concept, Types: Internal and External Memory Internal Memory- Types- RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM; External Memory- Floppy Disk, Hard Disk, Compact Disk, Zip Drive	18
2	Operating Systems & Software 2.1 Different Operating Systems & its functions, Introduction to Windows O.S. & its various tools, Introduction to Android Operating system 2.2 Software: Concept of Software, System and Application Software 2.3 Computer Languages: Lower-level language and Higher-level language & its types 2.4 Translator: Compiler and Interpreter	14
3	Introduction to MS Word 3.1 Starting and Closing Word for Windows, Creating, Saving and Printing Documents 3.2 Working with different Tools, set up multiple columns and sorting blocks, Mail merge	10

4	Introduction to MS Excel 4.1 Data entry and Worksheet, Moving around in a Worksheet 4.2 Types of data, Formulas, editing data in worksheet, Data Display, Formatting data, 4.3 Calculations - Using formulas Functions, printing your Workbook, Working with Charts, Sorting, Filtering, Conditional Formatting.	10
5	Introduction to Power Point 5.1 Power point basics, creating presentation, working with graphics in power point 5.2 Show effect and Animation effects, Slide timings	08

CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to</i>
1	Explain the input, output devices of computer and know the internal and external memory components.
2	Describe the functions of operating systems and know the concept of application software.
3	Draft a document in Word file by applying various formatting tools
4	Use the Excel Sheet for drawing customized tables by applying various tools
5	Prepare PowerPoint Slides for presentation using various tools.

Suggested Readings:

- Computer Fundamentals- P. K. Sinha and Priti Sinha- (BPB Publication)
- 2007 Microsoft Office System-Inside-out -John Pierce (Microsoft Press)
- The Compact guide to Microsoft Office-Ron Mansfield (BPB Publications)
- Microsoft Office 2003-Laurie Ann Ulrich (McGrawHill)
- MIS Text & Cases- W. S. Jawadekar – (TMGH Publication)
- Management of Information Systems – Organization and Technology by Kenenth C. Laudon, Jane P. Laudon. - (Pearson Publication)
- Management Information Systems- Nitin C. Kamat&Jyotindra Zaveri – (HPH Publications)
- Management Information Systems-Dharmider Kumar & Sangeeta Gupta, (Excel Books)
- E-Commerce-David Whitley (TMGH Publication)
- Computer Today- Suresh K. Basandra (Galgotia Publications)



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-II**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: **Business Communication –II (2051201)**

Course Code: AECC 1

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The basic objective of the course is to inculcate communication skills in the students. Communication is an important management function closely associated with all other managerial functions. Communication is all about understanding, and how it is mutually transmitted between a sender and a receiver. The importance of communication in business cannot be overstated and, as such, it needs to be effective for the business to run smoothly.

Course Contents:

Unit	Details	Hours
1	Oral Communication 1.1 Meaning, Characteristics, Importance of Oral Communication 1.2 Principles of effective oral communication 1.3 Advantages and Limitations of Oral Communication 1.4 Methods of Oral Communication	08
2	Interviews and Group Discussions 2.1 Meaning and Types of Interviews, Preparation for Interview, Facing the Interview 2.2 Concept of Group Discussion, Preparing for GDs, Parameters of Evaluation	16
3	Presentations 3.1 Concept of Presentation, Characteristics of Good Presentation 3.2 Preparing a Presentation, Delivering a Presentation	12
4	Non-Verbal Communication 4.1 Meaning, Characteristics of Non-Verbal Communication 4.2 Classification of Non-Verbal Communication: Kinesics, Proxemics and Paralanguage 4.3 Advantages and Limitations of Non-Verbal Communication	12

5	Use of Technology in Communication 5.1 Fax, Telephones, Computer/Laptop/Notebook/Tablet, Internet, Intranet, Answering Machines 5.2 Video Conferencing, Tele Conferencing, Voice Calling, SMS Text Messaging, Direct Email, Email Marketing, Blogging, social media, Video Marketing, Virtual Reality	12
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Explain the principles of effective oral communication
2	Effectively use oral skills during interviews and group discussions.
3	Effectively apply oral skills during presentations
4	Observe and apply the non-verbal modes of communication
5	Explain the various technologies used in communication

Suggested Readings:

- Communication, C. S Rayudu, Himalaya Publishing House
- Business Communication, Rai and Rai, Himalaya Publishing House
- Essentials of Business Communication, Rajendra Pal and J. S. Korlahalli, S. Chand and Sons



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-II**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: Principles of Management – II (**2051202**)

Course Code: CC 1

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The primary objective of the course is to make the students aware of the important management functions and its applications in real-time situations. It also aims to highlight the importance of ethics in business. This course will help the students to gain a basic knowledge about management techniques.

Course Contents:

Unit	Details	Hours
1	Staffing & Directing: 1.1 Staffing: Meaning, Definition, Importance of Proper Staffing, Staffing process 1.2 Directing & Supervising: Meaning, Definition, Importance, Elements of Directing, Meaning and importance of Supervising	12
2	Motivation- 2.1 Meaning, Process and Importance of Motivation, Motivational Techniques-Financial & Non-financial Incentives 2.2 Theories of Motivation: Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Ouchi's Theory Z, Herzberg's Two-Factor Theory	14
3	Leadership 3.1 Meaning, Definition, Importance, Characteristics of Leadership, Qualities of a Good Leader, Trait theory of Leadership 3.2 Leadership Styles-Autocratic, Democratic & Free rein, Management grid	12
4	Controlling 4.1 Meaning, Definition, Importance, Steps in Control process, Types of controlling 4.2 Control techniques, Requirements of Effective Control System	12

5	Business Ethics 5.1 Business Ethics- Importance, Factors influencing ethical and unethical behavior 5.2 Trusteeship Management-Gandhian Philosophy of wealth Management	10
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Explain the process of staffing and the importance of directing and supervising
2	Explain the process and techniques of motivation
3	Describe the importance of leadership and various leadership styles
4	Explain the process and techniques of controlling
5	Justify the importance of doing business ethically

Suggested Readings:

- Principles of Management, P.C. Tripathi, P.N. Reddy, McGraw Hill
- Principles & Practice of Management, L.M.Prasad, S. Chand and Sons
- Management, Stephen Robins, Mary Coulter, Pearson Publications
- Principles of Management, Knootz&O'Donell, Tata McGraw Hill
- Principles & Practice of Management, Gunaseela, Kulandaiswamy, Vikas Publishing House



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-II**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: Accounting for Business – II (**2051203**)

Course Code: CC 2

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The basic objective of this course is to provide the students with a broad introduction to the key terms, concepts, of Cost Accounting. The technique of material costing, labor costing, and overhead costing will help the student to know how cost of production is calculated by manufacturing unit. The use of break-even point in business decisions will be helpful for students in their own start up unit.

Course Contents:

Unit	Details	Hours
1	Introduction to Cost Accounting 1.1 Definitions of Cost, Costing & Cost Accounting, 1.2 Objectives, Scope and Importance of Cost Accounting, Financial Accounting Vs Cost Accounting. 1.3 Classification of cost, Elements of Cost Sheets, Preparation of Cost sheet.	10
2	Material Cost 2.1 Meaning of Material Cost, Types of Material 2.2 Various stock levels (Problems), Economic Order quantity (Meaning, Assumptions, Factors, Limitations & Problems) 2.3 Stock Ledger (Problems on FIFO, LIFO, Weighted & Average Method)	12
3	Labor Cost 3.1 Meaning of Labor Cost, Overtime, & Idle time. 3.2 Labor Turnover (Meaning, Methods of measurement, causes & Problems on Labor turnover) 3.3 Remuneration system & Incentive schemes (Problems on Time Rate System, Piece Rate system, Halsey Premium plan, Halsey Weir Plan, Rowan system)	12
4	Overheads 4.1 Concept of Overheads, Classification of overheads, Allocation vs Apportionment, Problems on Primary Overhead Distribution. 4.2 Machine Hour Rate (Problems)	14
5	Introduction to Marginal Costing 5.1 Meaning of Marginal Cost, Marginal Costing. 5.2 Profit- Volume Ratio, Contribution.	12

	5.3 Break-Even Analysis (Problems)	
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Prepare the Cost Sheet by classifying various cost elements
2	Calculate stock levels of Materials, prepare the stock ledger
3	Compute wages under various Remuneration system & Incentive schemes
4	Compute the Machine Hour Rate in the process of overhead distribution
5	Understand the usefulness of Marginal Costing in calculating Break-even point

Suggested Readings:

- Cost Accounting, M.N.Arora, Himalaya Publishing House Pvt. Ltd, Mumbai
- Cost Accounting: Text-Problems, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand Publication, Delhi
- Cost Accounting: Principles & Practice, M.N.Arora, Vikas Publishing House, Noida
- Cost & Management Accounting, S.M.Inamdar, Everest Publication, Pune
- Cost Accounting - Theory & Problems, S. N. Maheshwari; S.N. Mittal



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-II**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: **Business Economics –II (2051204)**

Course Code: CC 3

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: The course aims to provide knowledge about opportunities and challenges of the Indian Economy to students. They will be sensitized to think about economic development of nation. Economics helps in identifying the policy measures that encourage prosperity and avoid inefficiency, making it a crucial driver in the search for sustainable growth.

Course Contents:

Unit	Details	Hours
1	Introduction to Macro Economics 1.1 Definition, Nature, Significance, Limitations of Macro Economics 1.2 Objectives: Full employment, Price stability, social justice, Sustained & inclusive Growth, Globalization with sovereignty intact 1.3 Macro-Economic Instruments: Monetary Policy, Fiscal Policy, Trade Policy, Exchange Rate Policy, Employment Policy	12
2	Indian Economic Development 2.1 Nature and Characteristics of the Indian Economy, Challenges for Economy: Unemployment, Inflation, Population, Poverty, Fiscal Deficit, Balance of payment, External debts 2.2 Recent Trends in Development: Economic Reforms (LPG), NITI Aayog, Demonetization, GST, Banking Reforms	12
3	Money & Banking - Monetary Policy 3.1 Indian Financial System 3.2 Functions of money and components of money supply, Creation of Money and Banking System (Commercial Bank: Role & Functions, Central Bank: Role & functions) 3.3 Monetary Policy: Objectives, Limitations, Role of IMF	12
4	Public Finance and Fiscal Policy 4.1 Meaning and Constituents of Public Finance, Objectives of Fiscal Policy 4.2 Public Budget: Components and Classification 4.3 Public revenue: Direct tax & Indirect tax 4.4 Public expenditure: Classification and Causes of Growth 4.5 Public debt: Internal & External	12

5	Economic Growth and Economic Development 5.1 Economic Growth: Definitions, Features, Measures, Determinants 5.2 Economic Development: Definitions, Indicators, Economic Growth and development 5.3 Human Development Index: Meaning, Construction, Limitations	12
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CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to</i>
1	Explain the basics of Macro Economics with its objectives
2	Describe the challenges faced by Indian economy in its Economic Development
3	Describe the functions of commercial banks, central bank and the objectives of monetary policy
4	Understand the management of public revenue and expenditure
5	Explain the importance of investment in human capital for economic growth and development

Suggested Readings:

- Macroeconomics-Theory & Policy, H. L. Ahuja, S. Chand Publication
- Business Economics, Mithani, Sane, Himalaya Publishing House
- Economics for Business, Appannaiah, Reddy, Shanti, Himalaya Publishing House



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SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-II**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: Business Organization & Environment- II (2051205)

Course Code: CC 4

Total Hours: 60

Course Credit: 4

Total Marks:50

Course Objectives: Regardless of the type or size of a business, there is a close and continuous interaction between the business and its environment. Also, it is this interaction which helps to strengthen the firm and use its resources effectively. Hence, understanding the importance of the business environment will help the students to seek more business opportunities too.

Course Contents:

Unit	Details	Hours
1	Business Environment & Dimensions 1.1 Introduction, meaning, definition, Features, Importance 1.2 Internal, External: Micro & Macro 1.3 Environmental Analysis – SWOT Analysis 1.4 Merits & Demerits of Business Environment	12
2	Economic Environment: 2.1 Meaning, Nature, Importance, Impact of Economic Environment on Business 2.2 Economic System, Economic Forces-Economic Factors and Competitive Factors, Various Economic Policies	12
3	Technological Environment 3.1 Features and Impact of Technology, Technological Dynamics 3.2 Technological Leadership and followership, Transfer of technology & Regulations	12
4	Social & Cultural Environment. 4.1 Meaning, Nature of Social Environment, Concept of CSR, Social Responsibilities of Business, Social Audit-Benefits and Limitations 4.2 Meaning, Nature of Cultural Environment, Impact of Culture on Business	12

5	Political & Legal Environment 5.1 Political Systems & Institutions, Responsibilities of the State towards Business 5.2 Corporate governance- Concept and Benefits, Characteristics of good corporate governance	12
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CO No.	Expected Course Outcomes
	<i>Upon completion of this course, the students will be able to</i>
1	Brief out an overview about the environment in which the business works
2	Explain how the economic environment affects the working of a business
3	Explain how the technological environment affects the working of a business
4	Explain how the social and cultural environment affects the working of a business. Elaborate the concept of Corporate Social Responsibility
5	Explain how the political and legal environment affects the working of a business and what are the benefits of good corporate governance

Suggested Readings:

- Business Environment, Francis Cherunilam, Himalaya Publication
- Business Environment, Sontakki&Dr.Herekar, Mehta Publication
- Essentials of Business Environment, K. Aswathappa, Himalaya Publication
- Modern Business Organization & Management, S. A. Sherlekar, Himalaya Publication



SANGAMESHWAR COLLEGE, SOLAPUR

[AUTONOMOUS]

SYLLABUS FOR BBA FIRST YEAR (**SEMESTER-II**) (W.E.F. JUNE 2020)

Academic Council 1(6)

2nd July, 2020

Course Title: IT for Management – II (2051206)

Course Code: CC 5 Total Hours: 60 Course Credit: 4 Total Marks:50

Course Objectives: Technology has changed the working environment of corporate world. The primary objective of the course is to make the students familiar with the applications of internet in business. It also gives an overview of various information systems and their applications in a business unit. Applications of Artificial Intelligence, Cloud computing will help the students to know the importance of real-time changes in technology.

Course Contents:

Unit	Details	Hours
1	Introduction to Internet 1.1 Data Communication Channels-Wired, Microwave, Radio, Satellite. 1.2 Concept and Definition of Internet, Network Topology, Types of Networks (LAN, MAN, WAN), Intranet-Internet, Email, www, Search Engine, Internet Application in Business 1.3 Creating web forms (Using Google Forms, Sheets, Drive)	12
2	Management Information System 2.1 Introduction & Definition, Components, Characteristics 2.2 Benefits & Limitations, Information need at Top, Middle and Lower-level Management	12
3	Classification of Information Systems 3.1 Introduction to Transaction Processing Systems (TPS), Knowledge Work Systems (KWS)/ Knowledge Management Systems (KMS), Office Automation Systems (OAS), Decision Support Systems (DSS) 3.2 Management Information Systems (MIS), Executive Support Systems (ESS) /EnterpriseInformation Systems (EIS)	14

4	IT in Various Departments 4.1 Information system for Finance and Accounts, Human Resource Management, Marketing Management and Production Management 4.2 MIS in Service industry: Banking & Hospital 4.3 Recent trends in IT: Introduction to AI, Cloud Computing, Green IT	12
5	E-Commerce & M-Commerce 5.1 Concept, Types and Applications of E-Commerce 5.3 Concept and Applications of M-commerce	10

CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to</i>
1	Explain the data communication channels and basics of networking in business environment
2	Describe the importance of Management Information System in business
3	Understand the various types of information systems with their applications
4	Identify how the information system is applied in business
5	Explain the applications of E-commerce and M-Commerce in business.

Suggested Readings:

- Computer Fundamentals- P. K. Sinha and Priti Sinha- (BPB Publication)
- 2007 Microsoft Office System-Inside-out -John Pierce (Microsoft Press)
- The Compact guide to Microsoft Office-Ron Mansfield (BPB Publications)
- Microsoft Office 2003-Laurie Ann Ulrich (McGrawHill)
- MIS Text & Cases- W. S. Jawadekar – (TMGH Publication)
- Management of Information Systems – Organisation and Technology by Kenenth C. Laudon, Jane P. Laudon.- (Pearson Publication)
- Management Information Systems- Nitin C. Kamat&Jyotindra Zaveri – (HPH Publications)
- Management Information Systems-Dharmider Kumar & Sangeeta Gupta, (Excel Books)
- E-Commerce-David Whitley (TMGH Publication)
- Computer Today- Suresh K. Basandra (Galgotia Publications)

**Chairman
BOS in BBA**