

Savitribai Phule Pune University
Faculty of Commerce and Management
Structure for Three Years Bachelor of Business Administration- BBA
Degree Programme (Choice Based Credit System - CBCS) with effect from
June 2019.

1. Preamble

The programme structure of BBA is basically designed to create right understanding and awareness regarding various business systems. This course will cultivate desired business acumen amongst the students. This program is designed with specific objectives of developing skills, aptitude and awareness amongst the students as to prevailing business system that governs various types of business organizations. The course structure is divided into three parts which are interlinked in a systematic manner so as to maintain a right flow and consistency in teaching –learning process and method of evaluation for every topic as mentioned in the syllabus.

The present program will develop entrepreneurial attitude and ability to think independently and take rational and appropriate decisions at various levels of management. It also aims to develop professional and managerial attitude and to develop managerial leadership amongst the youth.

Programme Objectives

BBA is a professional program inculcating managerial and entrepreneurial attitude amongst the learners and helps them to become a successful business leader. It is basically a leadership development program for enhancing leadership abilities, cultivating rational business vision.

1. To develop right understanding about the business environment and different types of organizations
2. To develop leadership aptitude to work independently and in the organized group.
3. To cultivate desired qualities of as effective a manager capable of taking decisions and communicating effectively with different types of publics
4. To develop a right understanding regarding various financial institutions and agencies governing aspects of business the business.

1. Introduction :-

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce and Management.

First Year B.B.A. w.e.f. the academic year 2019-2020, Second Year B.B.A. w.e.f. 2020-2021 and Third Year B.B.A w.e.f. 2021-2022.

2. Eligibility:-

- A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration - shall have passed 12 the Std. Examination (H.S.C. 10

+2) from any stream with English as passing subject and has secured 40% marks at 12thstd.

- Three Years Diploma Course after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- MCVC

3. Rules of A.T.K.T. and Standard of Passing

- A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.
- A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four theory heads of total number of subjects of the Second year examination, which consist of Third & Fourth Semester.

Standard of Passing – The programme shall be a full time course and the duration of the programme shall be of three years divided into six Semesters. A candidate is required to obtain 40% marks in Internal Assessment, Projects and Semester end SPPU examination. There will be separate passing for SPPU examination.

4. Specialization Subjects – The student has to select one specialization subject in the Second Year and student will study eight papers –

Specialization Electives –Marketing , Finance , Human

Resource and Services

5. Medium of instructions - Medium of instruction shall be in English only.

6 . Teaching Workload - As per prescribed guidelines under the commerce and management faculty.

7. Method of Evaluation and Evaluation Criteria: - 1. Internal Assessment 2. Projects Examination 3. University

Examination (SPPU) 70 marks

1. Instructions for teachers for internal Assessment for 30 Marks - The purpose of internal evaluation is to assess the depth of

knowledge, understanding and awareness. For this purpose a teacher is expected to use different evaluation methods in order to have rational and objective assessment of the learners and available resources

The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques, Assignments, Presentation, Internal examination, Group discussions etc. There shall be two small projects for internal evaluation as

compulsory part of assessment (Semester I and II)

2. **Projects-** Business Exposure (Semester III& IV) there will be viva voce examination of 50 marks and written Report on Industrial visits , interviews of successful industry/Business experts ,case studies, presentations on learning outcome etc. Visits and interviews shall be arranged under the supervision of the subject teacher.

For course on Project work (Semester V&VI) there will be Written Report of 100 marks at SPPU level Student shall complete a computer course relevant to specialization subject -The Fees / Expenses towards computer course will be borne by the students. Appropriate allocation of project work (Internship / Hands on experience is essential) shall be arranged by the students under the guidance of the teacher and all the expenses will be borne by the students.

3. **External Examination:** - There will be written Examination of 70 marks and 3 hrs duration for every course at the end of each Semester.

Setting of Question Papers

1. A candidate shall have to answer the questions in all the subjects in English only.
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a candidate.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. The question papers shall have a combination of long, short answer and MCQ type questions.

8. University terms (Backlog)

- a) A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.
- b) A student shall be allowed to keep for the Third Year, if he/she has no backlog of First Year & if he/she has a backlog of not more four theory heads of total number of subjects of the Second Year examination, which consist of Third & Fourth Semester.

9. Restructuring of courses –Equivalence and Transitory Provision

The University will conduct examination of old course for next three academic years from the date of implementation of new course.

The candidate of old course will be given three chances to clear his subjects as per the old course and thereafter he will have to appear for the subjects under new course as per the equivalence given to old course.

10. Structure of Transcript :-

Conversion of percentage into credit(s) and grade(s):The following illustrations could be taken as an example for computing SGPA and CGPA from percentage to credits for Honours courses in all disciplines, degree Program courses in Science subjects and degree Program courses in Humanities, Social Sciences and Commerce subjects:

1. Percentage to Grades and Grade Points

The following formula may be used to convert marks (%) into letter grades.

Let \bar{X} = mean of % age marks of all student appeared in the paper.

σ = Standard deviation

m = % of marks obtained

Letter grade	Numerical grade	Formula
O (outstanding)	10	$m \geq \bar{X} + 2.5 \sigma$
A+ (Excellent)	9	$\bar{X} + 2.0 \sigma \leq m < \bar{X} + 2.5 \sigma$
A (Very Good)	8	$\bar{X} + 1.5 \sigma \leq m < \bar{X} + 2.0 \sigma$
B+ (Good)	7	$\bar{X} + 1.0 \sigma \leq m < \bar{X} + 1.5 \sigma$
B (Above average)	6	$\bar{X} \leq m < \bar{X} + \sigma$
C (Average)	5	$\bar{X} - 0.5 \sigma \leq m < \bar{X}$
D (Pass)	4	$\bar{X} - \sigma \leq m < \bar{X} - 0.5 \sigma$
F (Fail)	0	$m < \bar{X} - \sigma$
Ab (Absent)	0	

* Minor variations may be adjusted by the individual institution.

- 1 A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- 2 For non credit courses 'Satisfactory' or 'Unsatisfactory' shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- 3 The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.,
- 4 The statutory requirement for eligibility to enter as assistant professor in colleges and universities in the disciplines of arts, science, commerce etc., is a minimum average mark of 50% and 55% in relevant postgraduate degree respectively for reserved and general category. Hence, it is recommended that the cut-off marks for grade B shall not be less than 50%

11 Scheme of Credits - CC- Core Course , DSE – Discipline Specific elective , CCT- Core Course Tutorials , AECC – Ability Enhancement Compulsory Courses , SEC- Skill Enhancement Courses.

Total - 132 Credits for Three years Programme

Sr. No.	Semester	CC – Credit	DSE credit	CCT- Credit	AECC- credit	SEC – Credit	Lectures + Project +add on courses= Total Credits
1	I	12		8		4	12+8 +2=22
2	II	12		8			12 +8 +2=22
3	III	12	8		2		12+8 +2=22
4	IV	12	8			2	12+8 +2=22
5	V	12	10				12 +10=22
6	VI	12	10				12+10=22
Total		72	36	16	2	6	72+36+16+2+6=132

– Discipline Specific Elective (DSE) - Specialization – 1. Marketing , 2. Finance , 3. Human Resource 4. Services

12 . Skill Enhancement Course (30 hours) Add on courses - Per year students must complete one add on course of 30 hours per semester or 60 hours per year a suggestive list of courses given

List of suggestive Skill Enhancement Courses

Sr. No	Add on courses	Sr. No	Add on courses
1	Basic managerial skills	11	Certificate course in selected computer software
2	Communication skills for managers	12	Port management
3	Tally and computer based accounting	13	Packing and material handling
4	Basic course in economic system	14	Carrying and forwarding activities
5	Vedic mathematics	15	Personality and soft skills development
6	Basic course in Environmental awareness	16	International etiquettes and mannerisms
7	Recent trends in costing and standers	17	Foreign language
8	Certificate course in marketing environment	18	Yoga and meditation

9	Certificate course in analysis and presentation of data	19	Ground and sports management
10	Environmental awareness	20	Value Education and Gender Equality

Savitribai Phule Pune University SPPU

- Bachelors of Business Administration - BBA - Syllabus structure

Pattern 2019

Semester I			
Course Code	Credits	Course Type	Title
101	3	CC	Principles of Management
102	4	CCT	Business Communication Skills
103	3	CC	Business Accounting
104	3	CC	Business Economics – Micro
105	3	CC	Business Mathematics
106	4	CCT	Business Demography
1	2(30 hours)	SEC	Skill Enhancement Course (30 hours)-

Semester II			
Course Code	Credits	Course Type	Title
201	4	CCT	Business Organization and System
202	3	CC	Principles of Marketing
203	3	CC	Principles of Finance
204	3	CC	Basics of cost accounting
205	3	CC	Business Statistics
206	4	CCT	Fundamentals of computers
2	2(30 hours)	SEC	Skill Enhancement Course (30 hours)-

Semester III

Course Code	Credits	Course Type	Title
301	3	CC	Family Business Management.
302	3	CC	Supply Chain Management.
303	3	CC	Event Management.
304	3	CC	Business Economics (Macro)
305	3	DSE	Specialization I - Theory
306	3 +2 =5	DSE	Specialization II - 50 marks Theory & 50 marks external - (Exposure & cases)marks Examination at College level
3	2	AECC	Ability Enhancement Compulsory Course (30 hours) Environmental Awareness

Semester IV

Course Code	Credits	Course Type	Title
401	3	CC	Entrepreneurship Development
402	3	CC	Import and Export Procedure.
403	3	CC	Managerial Economics
404	3	CC	International Business
405	3	DSE	Specialization III – Theory
406	3 +2 =5	DSE	Specialization IV 50 Theory Paper & 50 marks external – Exposure & Cases – Examination at College Level
4	2(30 hours)	SEC	Skill Enhancement Course (30 hours)-

Semester V			
Course Code	Credits	Course type	Title
501	3	CC	Research Methodology
502	3	CC	Agri Business Management.
503	3	CC	Business Ethics
504	3	CC	Strategic Management.
505	4	DSE	Specialization V – Theory and Tutorial
506	2+4 =6	DSE	Specialization VI - 50 marks project SPPU Viva + Computer training (60 hours)

Semester VI			
Course Code	Credits	Course Type	Title
601	3	CC	Essentials of Ecommerce
602	3	CC	Management Information System
603	3	CC	Business Planning and Project Management
604	3	CC	Management of Creativity
605	4	DSE	Specialization - VII - Theory and Tutorial
606	6	DSE	Specialization IV –total 100 marks - Project 20 marks presentation and Cases (and 80 marks for Internship- Project (60 Hours) - SPPU Viva

The subject wise Revised Syllabus for F.Y. BBA Program

Principles of Management

Course Code 101

Credit -3

Depth of the course- Reasonable working knowledge

Program Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students
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Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Nature of management	1.1 Meaning & Importance ,Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management	Basic aspects of management thinking & Develop ability of managerial thinking and cultivate business acumen
2	Evolution of management thoughts	2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian)and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy, Verghese Kurien)...	To understand different approaches to management thoughts and philosophy & Ability to understand approaches to philosophy of management thinking

3.	Major managerial Functions	3.1 Forecasting: Meaning, Need Types, Methods, Advantages ,merits ,Disadvantages 3.2 Planning: Meaning, Need Types, methods, Advantages, merits, Disadvantages 3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance 3.4 Decision Making : Types, Process, and Techniques Directions nature and principles and 3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling : Meaning, Needs, Process, Techniques	To understand the importance of functions of management and their roles & Ability to organize various programmes and events
4.	Recent trends in Management	4.1 Management of change , management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits, stress management .(Principles ,concepts merits) 4.2 Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits	To know what are the themes in modern management and changes in the business & To learn about new systems and trends in modern management

Teaching Methodology

Teaching Hours	Innovative methods to be used	Project	Expected Outcome
13	Study the role and functions of different managers	How an organization manages its activities and functions	To develop managerial effectiveness through managerial thinking Knowledge of effective
13	Empirical management thoughts	Preparing charts of management thinkers and profile presentations on major management thinkers	Learning about the management philosophy over the period of time
12	Situation analysis , Business games Case study	Implementing planning process in an org ,analysis of different decision and failure of different org and decision	How to plan and organize an activity and motivate the group
12	Developing applications of management of change and crises Installing quality management system for a group Case study on majors to reduce stress	Develop a program for management of change and case study on resistance to change and preparing the checklist Developing quality manual Project on stress reduction methods	To Develop understanding regarding new systems of management

Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	I Quiz on concept importance of mgt II Presentation on role of management in society and organization III GD on importance of management as profession	25% MCQ Short notes 35% Long answers 40%	Decision making and leadership skills
Unit – II	I Presentation on contribution of management thinkers II case study on different approaches to mgt III posters on contributions of Indian management thinkers to management discipline		
Unit – III	MCQ on managerial functions II situation analysis how management fails or succeed III presentations on different types of decisions and case study on factors affecting decision making		
Unit – IV	MCQ on various new trends in management II case study on application of total quality management in an organization and compare two different intuitions. III Case study on management of change and crises IV situation analysis of determinants of stress		
Total –	30	70	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies	New Delhi
	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	McGraw hill companies
	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World	New Delhi
	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
	Management Text and Cases	R. Satya Raju , A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	Mumbai

Business Communication Skills –
Course Code: 102
Credit 4

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications required in business

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Concept of Communication and Introduction to Communication	Role of Communication in social and economic system Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over comings	To understand the basic purpose of communication. & Ability to understand and comprehend the meaning of different forms of communication
2	Methods and types of Communication	Written communication, forms of written communication. Qualities ,difficulties in written communication , Constraints in developing effective written communication Merits and Limitations of written communication Qualities, difficulties in written communication , Constraints in developing effective written communication	To understand how to write effective messages and different types of communication, & Ability to write meaningful and concise and effective messages
3.	Business Correspondence	Concept ,need and functions of Business .Correspondence , Types of Business letters ,Layout Drafting of business ,letters Sales , Orders sales circulars and business promotion letters written methods& types of communication	To understand how to make effective Business Correspondence & Ability to write precise business letters and understanding about business correspondence
4.	Analysis of different Media of	Fax communication ,voice mail ,emails ,tele conferencing , communication through social media	1.To understand how modern technology effects businesses and media based communication is working in present

	Communication		<p>context.</p> <p>2. Effects of new media on business is affecting on interpersonal relations and groups</p> <p>&</p> <p>Ability to use different formats of social communication and technology based communication effectively</p>
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Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication
Unit II - 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life
Unit III- 13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effectives uses of various media of communication To communicate interact effectively by using different forms of social media
Total 48				

Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project
Method of evaluation I MCQ on concept factures and definition Presentation \- on application of communication in day to day business	25%MCQ Short notes 35% Long answers 40%	Communication skills for managers
I Group Discussions on appropriate methods of communication at different situations II – Case study on written communication- Errors in message building and interpretation of message		
I Developing appropriate formats Drafting of appropriate Business letters II- cautions in uses of metaphors and idioms and phrases		
I GD on selecting right media II preparation of charts on different media of communication III – case study on usages of social media Communication etiquettes'		
Marks 30	Marks-70	

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford	New Delhi
2	Business Communication	Homai Pradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and personality Development	Biswajit Das .ipswwtaSatpathy	Excel Books	New Delhi
5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee , John V. Thill , Abha Chatterjee	Pearson	New Delhi
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books	New Delhi

Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Sources
	By R. Chandran IIT Kanpur	Film byJ. Balkru	A film on communication barrier	By Matt Setter	1. Importance of communication skills essay 2Importance of communication and effective communication	1. UK Essay 2. Zen growth

**Business Accounting –
Code No. 103**

Credit – 3

Depth of the syllabus Reasonable working knowledge

Program objectives

To develop right understanding regarding role and importance of monetary and financial transactions in business

To cultivate right approach towards classifications of different transactions and their implications

TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accounting concept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet)	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions
3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect

4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts
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Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Appling accounting concepts in real life business Ability to distinguish between accounting tractions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different tractions	Ability to distinguish between different tractions and its nature
12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement
10	NIL	To Understand how various tractions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data

Evaluation Method

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
I	MCQ on various aspects of accounting Presentations on accounting and its importance in business	25%MCQ Short notes 35% Long answers 40%	Tally and computer based accounting
II	Practical problems on how to write different accounting tractions and maintaining books of accounts		
III	Practical problems on Bank Reconciliation		
IV	Demonstrations and hands on of experience regarding application of Tally and other accounting software		
	30	70	

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (text and Cases)	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy(Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi

Business Economics – Micro
Course Code: 104
Credit - 3

Depth of the syllabus - Reasonable knowledge of the Business Economics

Program Objectives -

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Concept of Business economics.	Importance of economics in life, scope, forms of economy economic activities, economic problems , circular flow of economy Meaning and definition of business economics, scope of Business Economics Importance of economics in life, forms of economy, central problems of economics, market forces in solving economic problems, 5 sector flow of income and expenditure	Role and purpose of economics in society and economic & Ability to think in prudent manner
2	Demand and supply analysis	Concept of demand supply Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply.	1.To understand how the concept of demand and supply works in particular economy 2.To study implications of different aspects of demand and supply & Ability to examine implications of changes in demand and supply on economics and ability to select right alternatives in a given situation

3.	Revenue and cost analysis	<p>Concept and types of revenue</p> <p>Importance of revenue , methods of calculation of revenue</p> <p>Interrelationship between marginal , total, and average revenue</p> <p>Concept of cost definition and importance of cost ,typology of cost analysis of cost</p>	<p>1.To understand role and function of revenue in different economic decision</p> <p>2. To examine what factors determine revenue and cost &</p> <p>Ability to comprehend the concept of cost and calculation of revenue and cost and Production.</p>
4	Pricing under various market conditions	<p>Concept of market and competition</p> <p>Meaning of market, types of markets - perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions. Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR</p>	<p>To understand concept of market and different forces affecting completion of market under different economic circumstances &</p> <p>Ability to understand market forces governing economic situations</p>

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
10	Situation analysis evaluation of different alternatives selection of right options	Film on role of economics in life	Understands the importance of economics in life	To understand different facets of economics and importance of prudent thinking
13	Case studies on Market Situation analysis and Market analysis	Films on fluctuations in economy and market and their impact on social life	Case studies on demand and supply analysis , Examining market trends and their impact on market supply	To understand variation in demand and supply. How it affects the different economic situations and various factors of production

13	Case studies , analysis of a particular economic decisions comparative analysis of revenue and cost decisions	Animation and graphics on cost and revenue ascertainment	Examination of various cost sheet and revenue statement	1.To understand how the revenue is calculated for different situations and factors determined revenue. 2. To know the system of determination and factors consider in cost determination
12	Preparation of graphics for different market situations Analysis of market different market forces affecting demand and supply of various products	Films on monopoly and its effect Films on perfect competitions	Case studies Empirical analysis and projection of market trends	To understand how pricing determination is affected by different market players and forces and its impact on market and society

Unit	Internal Evaluation	External Evaluation
I	I- MCQ on concept meaning II- presentation on role of economic in society III- Presentations on life without economic	25%MCQ Short notes 35% Long answers 40%
II	I - MCQ II- Practical problems on various demand and supply as they influence market III - model illustrations explaining practical illustrations practical demand and supply	
III	I practical problems on computation of revenue II illustrations on explaining different types of revenue Case study on impact on change in cost structure	
IV	I MCQ on monopoly and perfect competition II real life situations on monopolistic pricing III Illustrations on impact of variations in equilibrium of firm on pricing under different circumstance	
	30	70

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House	Noida – New Delhi
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House Pvt. Ltd.	New Delhi
4	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House	Mumbai
5	Economics Principles and Applications	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd.	New Delhi

Business Mathematics
Course Code – 105
Credit 3

Depth of knowledge - Reasonable working knowledge

Program objectives

To develop appropriate understanding as how to use mathematic like computation interest, profit etc

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Numerical Methods for Business Managers	Time and distance Stock and shares Commission ,brokerage ,premium , Banking and taxation Simple and compound interest Matrix and Determinant	To understand how to apply the concept of interest and methods of calculation of interest & To develop Mathematical competence for various interest related transactions and other activities
2	Numerical Methods for Business Managers	Profit and loss Time and work , Percentages ,Ratio and proportion , Averages Permutation And Combination	Ability to examine concept of discount in different business situations
3.	Numerical Methods for Business Managers	Volume and surface area of solids , Calendar , Summation of series , Divisibility Matrix and Determinant	Ability to apply the various concepts in business situations
4	Numerical Methods for Business Managers	Data interpretation , Algorithm Log and antilog , Linear Programming Problem	Ability to develop the skills for data interpretation and inferences.

Teaching Methodology

Teaching Hours	Projects and classroom practice
13	Impact of interest of profits and how loan helps business solvency
12	To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis
12	Problems related with mensuration of solids
11	Analyzing for different situations with multiple number of parameters

Evaluation methods

Internal Evaluation	External Evaluation
I Basic mathematical aspects reading Interest , II. Practical problems	20% MCQ , and 40% marks for 3 marks each problem 40% are for 4 marks each problem
Computations on various financial transactions and other transactions	
Mathematical aspects related with Geometry and progression	
Data interpretation	
30	70

Suggested references

	Title	Author	Publisher
1	Arithmetic for business students	Harvey,J.H.	Cassell,London
2	Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.	
3	Business Mathematics –	Padmalochan Hazarika	Sultan chand & sons, Delhi
4	Business Mathematics	Bari	New Literature publishing company, Mumbai
5	Operations Research	V.K. Kapoor	Sultan chand & sons
6	Operations Research	Dr. S. D. Sharma	Sultan Chand & Sons.
7	Operations Research	Dr. J. K. Sharma –	Sultan Chand & Sons.
8	Business mathematics	Dr.Anwar Shaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi	Success Publication,Pune

Business Demography

Code: 106

Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

Unit No.	Unit Title	Contents	Purpose Skills to be develop
1	Concept of demography	Meaning, importance and need of demography. Studies Study of demography. As an essential discipline of social economic change ,Scope and components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.	Growing importance of modern economics and society. To Develop Rational understanding of demography, analysis and effects on society
2	Distribution of population and population growth	Density and population distribution Concept of over and under population Method of assessment of population growth	To understand how population growth influences aspects on society To develop understanding regarding growth process and social economic changes
3.	Population as resources	Importance of human resource as development of the nation Concept of literacy and its importance in modern society Concept of sex ratio age and sex pyramid Concept of working and dependent population	To understand importance in modern and socio economic statues and to learn about role of literacy in economic development Ability to examine implications of changes in population

4	Urbanization and its implications	Concept of urbanization factors affecting urbanization. and rural population , Features and importance Urbanization. Behavioral and demographic Structure and various factors responsible for urbanization	To understand the various determinants of urbanization and migration Ability to understand how urbanization affects the resource allocation and resource planning
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Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
12	Analysis of censuses reports Examining the trends in population curve	Films on population explosion	Mapping of various components of Demography Case study on impact on changes in demographic structure	Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes
12	Analysis of trends in variation population and its impact on budget ,economic planning and social development	A film on population explosion A film on topography	A study of demographic changes in India Difference provinces in India	Ability to examine how demographic changes - influences different aspects of policy formulation and social development
12	Designing of population pyramid Developing charts of implications of changes in sex ratio of economy on society	Project on examining population change as a determinant A film on relation on literary and development	NIL	To learn about implications of changes in population and structure of population on economy and society

12	Prepare charts and Study of urbanization taken place from last two decades With its effects on business	Case studies on urbanization and sustainability and problems of over exploitation of resources	Study of particular factor of production in district or state and their effects on various sectors	Equal and unequal Distribution of resources and factors of production and its impact on society
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Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Tutorial /Project
Unit – I	I MCQ on meaning concept and applications of demography II profile preparation on regional III Interpretation of data	25% MCQ Short notes 35% Long answers 40%	
Unit – II	MCQ on density of population various aspects of population II Application based questions on measuring assessment of population of method III analysis of particular aspect of census report		
Unit – III	Presentation on HR Development in growth II Presentation on role of literacy on growth III Interpretation of statistical data		
Unit – IV	I GD on effects of urbanization on society II quiz on Urbanization on society III Poster or exhibitions on urbanization of society		
Total –	30	70	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press	
	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning		
	The Continuing Demographic Transition	G.W. Jones ,R.M.Douglas		
	Demographics :A casebook for business and Government	Hallie .JKintner ,,Thomas W.Merrick		
	Population , Ethnicity and Nation Building	By Calvin C.Goldscheider		
	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford	