

University of Mumbai



**R.P.Gogate College of Arts & Science and
R.V.Jogalekar College of Commerce,
Ratnagiri (Autonomous)**

**Bachelor of Business Administration
(BBA) Programme
Four Year Integrated Programme-
Eight Semesters**

Course Structure

Under Choice Based Credit System (CBCS)

**To be implemented from Academic Year 2024-2025
Progressively**

**Revised Syllabus of Courses of
Bachelor of Business Administration (BBA) Programme
Under Choice Based Credit, Grading and Semester System Course
Structure**

FYBBA

(To be implemented from Academic Year- 2024-25)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<i>Major</i>			<i>Major</i>	
UBBA101	Introduction to Financial Accounting I	04	UBBA201	Introduction to Financial Accounting II	04
UBBA102	Management Principles and Practices	02	UBBA202	INTRODUCTION TO MARKETING	02
	<i>Indian Knowledge system (IKS)</i>			<i>Minor</i>	
UBBA103	Indian Management Thoughts and Practices	02	UBBA203	Business Law I	02
	<i>Generic / Open Elective</i>			<i>Generic / Open Elective</i>	
UBBA104	Business Economics I (micro)	04	UBBA204	Business Economics II (macro)	04
	<i>Vocational Skill Course (VSC)</i>			<i>Vocational Skill Course (VSC)</i>	
UBBA105	Introduction to share market	02	UBBA205	Mathematical and Statistical Techniques in Business	02
	<i>Skill Enhancement Courses (SEC)</i>			<i>Skill Enhancement Courses (SEC)</i>	
UBBA106	Entrepreneurship Management	02	UBBA206	Understanding python for financial concepts	02
	<i>Ability Enhancement Course (AEC)</i>			<i>Ability Enhancement Course (AEC)</i>	
UBBA107	<i>English: Business Communication I</i>	02	UBBA207	<i>English: Business Communication II</i>	02

<i>Value Education Course (VEC)</i>			<i>Value Education Course (VEC)</i>		
UBBA108	<i>Introduction to Business Ethics</i>	02	UBBA208	<i>Awareness of Cyber Crimes and Security / Constitution of India</i>	02
<i>Co-Curricular Course (CC)</i>			<i>Co-Curricular Course (CC)</i>		
UBBA109	<i>Any one of the following from the list*</i>	02	UBBA209	<i>Any one of the following from the list*</i>	02
Total Credits		22	Total Credits		22

Revised Syllabus of Courses of
Bachelor of Management Studies (BMS) Programme
 Under Choice Based Credit, Grading and Semester System Course
 Structure
 (To be implemented from Academic Year- 2024-25)
 Semester I

No. of Courses	Semester I	Credits
	<i>Major</i>	
UBMS101	Introduction to Financial Accounting I	04
UBMS102	Management Principles and Practices	02
	<i>Indian Knowledge System (IKS)</i>	
UBMS103	Indian Management Thoughts and Practices	02
	<i>Generic / Open Elective</i>	
UBMS104	Business Economics I (micro)	04
	<i>Vocational Skill Course (VSC)</i>	
UBMS105	Introduction to share market	02
	<i>Skill Enhancement Courses (SEC)</i>	
UBMS106	Entrepreneurship Management	02
	<i>Ability Enhancement Course (AEC)</i>	
UBMS107	English: Business Communication I	02
	<i>Value Education Course (VEC)</i>	
UBMS108	Introduction to Business Ethics	02
	<i>Co-Curricular Course (CC)</i>	
UBMS109	<i>Any one of the following from the list*</i>	02
	Total Credits	22

***Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25***

Name of the Course	Introduction to Financial Accounting I
Course Code	UBBA101
Class	FYBBA
Semester	I
No of Credits	4
Nature	Theory, Practical
Type	Major
Employability/ entrepreneurship/ skill development	Completing a Financial Accounting course opens up several job opportunities in various sectors. Here are some potential career paths for students who have completed such a course: Accountant Auditor Financial Analyst Finance Manager

Sr. No.	Modules	No. of Lectures
1	Introduction to financial accounting and Accounting transactions	15
2	Final Account for sole proprietor (Manufacturing Account)	20
3	Accounting for Hire Purchase	13
4	Consignment Accounts	12
Total		60

Course Outcomes:

Learner will be able to:

- 1: Understand and apply the theoretical aspects of accounting method collecting, recording and reporting financial information.
- 2: Analyze and interpret the financial environment in which accounting information is used in managing a business;
- 3: Apply accounting and financial management decision-making techniques to practical situations that are likely to be encountered by a manager.

Sr. No.	Modules / Units
1	Introduction to financial accounting and Accounting transactions:
	<ul style="list-style-type: none">● Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting● Accounting principles: Introductions to Concepts and conventions.● Introduction to Accounting Standards.● Introduction to International Financial Reporting Standards (IFRS)● Accounting transactions: Accounting cycle, Journal, Journal proper, Relationship between journal & ledger● Trial balance
2	Final Account for sole proprietor (Manufacturing Account)
	<ul style="list-style-type: none">● Introduction to Final Accounts of a Sole proprietor, Preparation and presentation of Manufacturing Account● Introduction to Final Account as per Schedule 3 of Companies Act ,2013 (Vertical)
3	Accounting for Hire Purchase
	<ul style="list-style-type: none">● Meaning Calculation of interest● Accounting for hire purchase transactions by asset purchase method based on full cash price● Journal entries, ledger accounts and disclosure in balance sheet for hirer and vendor (excluding default, repossession and calculation of cash price)
4	Consignment Accounts
	<ul style="list-style-type: none">● Introduction, Salient Features of Consignment Sale● Meaning of Terms Involved in Consignment● Distinction between Consignment and Sale● Accounting for consignment transactions Valuation of stock Invoicing

Learning Resources Recommended

- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Maheshwari S. N., Maheshwari Sunil K., and Maheshwari Sharad K, An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
- Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant. Accountancy- text and cases. McGraw Hill Education (India) Private Limited, New Delhi.
- Narayanaswamy R. Financial Accounting: A Managerial Perspective. PHI Learning Pvt. Ltd., Delhi
- Garg CA Kamal, and Sehrawat Neeraj Kumar. Beginner`s Guide to Ind AS & IFRS. Bharat Law House Pvt. Ltd., New Delhi

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (40 Marks)

Sr.No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10

B) Semester End Examination: 60% (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	15 Marks
Q-2	Answer the following Questions (Any One) A) Full Length Practical Question B) Full Length Practical Question	15 Marks
Q-3	Answer the following Questions (Any One) A) Full Length Practical Question B) Full Length Practical Question	15 Marks
Q-4	Answer the following Questions (Any One) A) Full Length Practical Question B) Full Length Practical Question	15 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	Management Principles and Practices
Course Code	UBBA102
Class	FYBBA
Semester	I
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	Completing a Management Principles and practices will open new avenues for the learners and they can gain job in the areas like: Office In charge Manager for various departments. Start own business.

Sr. No.	Modules	No. of Lectures
1	<ul style="list-style-type: none"> INTRODUCTION TO MANAGEMENT Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management. PLANNING AND DECISION MAKING Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and Management By Exception (Meaning only) 	12
2	<ul style="list-style-type: none"> ORGANIZING AND STAFFING Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing 	08
3	<ul style="list-style-type: none"> COORDINATING AND CONTROLLING Coordination – Meaning, Importance and Principles. Controlling-Meaning and steps 	10

	in controlling, Essentials of Effective Control system, Techniques of Control (in brief). Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
Total		30

Course Outcomes:

Learner will be able to:

Course Outcomes: On successful completion of the course, the Students will demonstrate

- 1: The ability to understand concepts of business management, principles and function of management.
- 2: The ability to explain the process of planning and decision making.
- 3: The ability to create organization structures based on authority, task and responsibilities.
- 4: The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles
- 5: The ability to understand the requirement of good control system and control techniques.

Learning Resources Recommended

- Stephen P. Robbins, Management, Pearson
- Koontz and O'Donnell, Management, McGraw Hill.
- L M Prasad, Principles of management, Sultan Chand and Sons
- V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
- T. Ramaswamy: Principles of Management, HPH. Principles of Management

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr.No	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	Indian Management Thoughts and Practices
Course Code	UBBA103
Class	FYBBA
Semester	I
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	<p>The learner will get the conceptual knowledge regarding Indian Management</p> <ul style="list-style-type: none"> ● It is multifaceted and expanding, driven by a growing appreciation for traditional wisdom and practices both within India and globally ● As the world increasingly values holistic approaches, sustainability, and cultural diversity, the potential for careers in IKS-related fields continues to grow.

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	08
2	Personality Development and Indian Learning	10
3	Indian Business Culture and Leadership and Motivation	12
Total		30

Course Outcomes:

Learner will be able to:

- Gain knowledge regarding various gunas.
- Learn about personality development and Indian Learning
- Utilize the Indian Ethos in Business Management.

Sr. No.	Modules / Units
1	Overview of Indian Society
	<ul style="list-style-type: none">● Understand the multi-cultural diversity of Indian society through its demographics composition. Population distribution according to religion, caste and gender.
2	Personality Development and Indian Learning
	<ul style="list-style-type: none">● Three gunas – sattva, rajas, tamas Personality development through yoga – the three paths / marga – bhakti, karma and gyana Indian concept of Learning-Gurukul System
3	Leadership And Motivation
	<ul style="list-style-type: none">● Concept of Indian Business Culture: Self-Management, Cooperation and Mutual Trust, Vasudhaiva Kutumbakum● Concept of Leadership: Qualities of leaders with special reference to India Thoughts(Krishan as a Leader) Types of Leadership and Team Building

Learning Resources Recommended

- Indian Ethics and Values in Management: R Nandagopal, Ajith Sankar RN: Tata Mc Graw Hill
- Business Ethics & Managerial Values.Bhatta, S.K.
- Vedanta and Mana: Nalini V Dave
- Foundation of Managerial Work-Contributions from Indian,Chakraborty, S.K.: Thought, Himalaya Publication House, Delhi 1998

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	Business Economics I (micro)
Course Code	UBBA104
Class	FYBBA
Semester	I
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	A learner will be able to develop Analytical Skills, Ability to analyze data and make data-driven decisions. Problem-Solving Skills: Identifying issues, analyzing alternatives, and implementing solutions. Communication Skills: Effective written and verbal communication for presenting economic analyses and findings. Technical Proficiency: Using statistical software, economic modeling tools, and other business applications.

Sr. No.	Modules	No. of Lectures
1	Introduction to Managerial Economics	15
2	Production and Cost Analysis	15
3	Market Structure and Pricing Practices	15
4	Capital Budgeting and Profit Management	15
Total		60

Course Outcomes:

On successful completion of the course, the learner will be able to

1. Analyze data and make data-driven decisions.
2. Demonstrate the ability to calculate and measure elasticity of demand.
3. Workout the short run and long run costs and revenue and determine the break - even point
4. Understand and apply economic reasoning to problems of business.

Sr. No.	Modules / Units
1	Introduction to Business Economics (15 Lectures)
	<ul style="list-style-type: none">•Definition, Nature, and Scope of Business Economics- Role of Managerial Economics in Decision Making- Basic Economic Concepts, ••Law of Demand and Demand Determinants- Elasticity of Demand: Price, Income, and Cross Elasticity•Demand Forecasting: Techniques and Importance- Demand Estimation for Non-Durable and Durable Goods
2	Production, Cost and Revenue Analysis (15 Lectures)
	<ul style="list-style-type: none">•Production Function: Short-Run and Long-Run-Law of Variable Proportions Isoquants and Isocosts, Least Cost Combination- Returns to Scale•Cost Concepts and Cost Analysis: short run and long run costs Fixed, Variable, Average, Marginal Costs-Economies and Diseconomies of Scale•Types of Revenue – TR, AR and MR - Behaviour of Revenue Curves in Perfect Competition and Monopoly. Break Even Analysis (Case Studies)
3	Market Structure and Pricing Practices (15 Lectures)
	<ul style="list-style-type: none">•Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly-price and output determination in Monopolistic competition and Oligopoly(Collusive and Non Collusive Oligopoly)•Pricing Strategies and Practices: Cost-Plus Pricing, Penetration Pricing, Skimming Pricing, Price Discrimination, Export pricing•Game Theory and Strategic Behavior (Case studies)
4	Capital Budgeting and Profit Management (15 Lectures)
	<ul style="list-style-type: none">•Meaning and Importance of Capital Budgeting - Steps in Capital Budgeting - Techniques of Investment Appraisal - Pay Back Period Method - Net Present Value Method and Internal Rate of Return Method.(Case Studies)•Measurement of Profit- Types of Profit, Accounting, Economic, Normal Profit,

	<p>Supernormal (Abnormal) Profit. Measurement of Profit Gross Profit, Operating Profit Net Profit: Profit Margin Ratios:, Gross Profit Margin: Operating Profit Margin, Net Profit Margin:</p> <p>•Theories of Profit, Dynamic Theory of Profit, Innovation Theory of Profit., Risk-Bearing Theory of Profit: Monopoly Theory of Profit: Managerial Efficiency Theory</p>
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Learning Resources Recommended

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand and Sons, N. Delhi, 2000)
2. Hirchey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6. Samuelson and Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)
8. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011.
9. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011.
10. Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.
11. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.
12. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
13. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.
14. Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
15. Suma Damodaran, Managerial Economics, Oxford University Press, 2006.
16. Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
17. Sen, Anindya, Microeconomic Theory, Oxford Univ. Press, 1999.
18. Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.

Evaluation Pattern - 60:40**A) Internal Assessment: 40 % (40 Marks)**

Sr.No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10

B) Semester End Examination: 60% (60 Marks)***Question Paper Pattern***

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	15 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	Introduction to share market
Course Code	UBBA105
Class	FYBBA
Semester	I
No of Credits	02
Nature	Theory + Practical
Type	Major
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1	Basic Terminologies in Stock Market	15
2	Analysis	15
Total		30

Course Outcomes:

On successful completion of this course, a learner will be able to:

1. Learn basic concepts of stock market
2. Learn types of analysis, terminologies in equity market

Sr. No.	Modules / Units	
1	Basic Terminologies in Stock Market	15 Lectures
	1.1 Introduction to Stock Market, Basic Terminologies 1.2 Indices and Its Management 1.3 DEMAT Accounts, Fundamental concepts, 1.4 Corporate Actions 1.5 Practical Sessions	
2	Analysis	15 Lectures
	2.1 Technical Analysis-Candlestick Pattern, Indicators, Support Resistance, Chart Patterns 2.2 Fundamental Analysis-Financial Statements, Ratios 2.3 Portfolio Management 2.4 Practical sessions	

Learning Resources Recommended

- 1. Bharti Share Bazaarachi Olakh, Buzzing Stock Publishing House

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	Entrepreneurship Management
Course Code	UBBA106
Class	FYBBA
Semester	I
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical business communication knowledge in the practical world by</p> <ul style="list-style-type: none"> ● Ethical Entrepreneur ● Create their own business plans ● Like market research, financial planning, and risk management. ● Ethical Leader ● Organizer networking events, mentorship programs, or visits to local businesses. ● Can arrange workshops and Training on employability skills such as communication, teamwork, problem-solving, and adaptability.

Sr. No.	Modules	No. of Lectures
1	Entrepreneur and Entrepreneurship	10
2	Financial Assistance	12
3	Study of Entrepreneurs Biographies	08
Total		30

Course Outcomes:

Learner will be able to:

1. To Create entrepreneurial awareness among the students.
2. To Help students to develop their entrepreneurial competence.
3. To Develop Knowledge and understanding in creating and managing new ventures.
4. To Help students to bring out their own business plan.

Sr. No.	Modules / Units
1	Entrepreneur and Entrepreneurship
	<ul style="list-style-type: none">● Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment & important of wealth creation.● Enterprise v/s Entrepreneurship, Self – employment v/s Entrepreneurship,● Business Plan: Meaning and Importance – Objectives – Selections Contents – Marketing and Technical Feasibility – Financial Viability – Precautions to be taken by entrepreneur while preparing Business Plan
2	Financial Assistance
	<ul style="list-style-type: none">● Financial Assistance for small Enterprise Non-Institutional:● own Fund – Family and Friends Institutional:<ol style="list-style-type: none">(a) Bank Loans, Co-operative Banks- Nationalized Bank, Scheduled Banks.(b) Angel Funding(c) Venture Funding(d) Self-employment Scheme of Government of Maharashtra(e) Government Financial Institutions: Khadi and Village Industries Board (KVIB) – Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami Mitra Yojana (RUGMY)
3	Study of Entrepreneurs Biographies
	<ul style="list-style-type: none">● Study of Entrepreneurs Biographies:<ol style="list-style-type: none">a. Bhavish Aggarwalb. Falguni Sanjay Nayarc. Vijay Shekhar Sharmad. Jeffrey Preston Bezose. Anu Aga

Learning Resources Recommended

- Desai Vasant: Management of Small-Scale Industries Himalaya Publishing House.
- Taneja Satish and Gupta S.L.: Entrepreneurship Development – New Venture Creations – Galgotia Publishing Company, New Delhi
- Chandra P: Project Preparation, Appraisal and Implementation Tata McGraw Hill New Delhi.
- Jain P.C. (ed): Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
- Gupta C.B. & Srinivas: Entrepreneurial Development, Sultan D, Chand & sons, New Delhi.
- Pramod Choudhari – As Is What It Is.

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr.No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30
Questions to be set: 02
Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks

Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks
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**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	<i>English: Business Communication I</i>
Course Code	UBBA107
Class	FYBBA
Semester	I
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	The learner after compilation will be able to understand and apply the theoretical business communication knowledge in the practical world by... Starting own business or Getting job opportunities like Business Executive, Human Relations Manager, Marketing Executive, Public Relations Specialists, Meeting/Event Planner, Media Planner, Social Media Manager, Business Reporter

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	08
2	Modern communication tools	07
3	Communication Skills	08
3	Business Letters	07
Total		30

Course Outcomes:

Learner will be able to:

- 1: The learner will be able to enhance his listening, speaking and writing skills.
- 2 The learner will be able to meet the standards of soft skills of the modern business world.

Sr. No.	Modules / Units
1	Theory of Communication
	Concept of Communication: Meaning, Process, need and Importance Objectives of Communication Communication at Workplace: Channels- Formal and Informal- Vertical, Horizontal, Diagonal and Grapevine; and Methods- Verbal and Non-verbal Problems in Communication: Physical, Language, Psychological and Socio-cultural Barriers and the ways to overcome these barriers
2	Theory of Communication
	Impact of Technology Enabled Communication: Use of Internet, Blogs, E-mail, Social Media (Facebook, WhatsApp, Instagram and Twitter) and its advantages and disadvantages
3	Communication Skills
	Communication Skills Reading skills and Listening Skills, Negotiation Skills Business Etiquettes
4	Business Letters
	Theory of Business Letters- Forms, Parts and Language Job Application and Curriculum Vitae Statement of Purpose Letter of Job Acceptance and Resignation

Learning Resources Recommended

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester I
with Effect from the Academic Year 2024-25**

Name of the Course	<i>Introduction to Business Ethics</i>
Course Code	UBBA108
Class	FYBBA
Semester	I
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	Here are some potential employment opportunities related to these areas: <ol style="list-style-type: none"> 1. Ethics Consultant/Advisor: 2. Corporate Social Responsibility (CSR) Manager: 3. Ethics Officer/Compliance Officer: 4. Corporate Governance Specialist:

Sr. No.	Modules	No. of Lectures
1	Introduction to Ethics and Business	10
2	Business Ethics in Global Economy	10
3	Organisational Ethics	10
Total		30

Course Outcomes:

Learner will be able to:

1. To develop knowledge of Business Ethics to the Student.
2. To develop knowledge of various Business Ethics practices.
3. To Understand the importance of ethics and corporate governance in the day-to-day working of organizations.
4. To Learn the issues involved in maintaining ethics and how to deal with such situations.

Sr. No.	Modules / Units	No. of lectures
1	Introduction to Ethics and Business Ethics	10
	<ul style="list-style-type: none">• Ethics: Concept of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics• Business Ethics: Meaning, Role of Government in Ensuring Business Ethics Principles of Business Ethics• Relation between corporate responsibility & Business Ethics.	
2	Business Ethics in Global Economy	10
	<ul style="list-style-type: none">• Business Ethics in Global Economy: Developing Ethics in Global Economy.• Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.	
3	Organisational Ethics	10
	<ul style="list-style-type: none">• Organisational Ethics: Individual Ethics, Professional ethics, Corporate Ethics• Moral issues in Business: Justice & Economic systems ethics relating to environment protection. Ethics relating to Consumer Protection, Social responsibility & Business ethics, arguments for and against social responsibility.	

Learning Resources Recommended

- Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell.
- Business Ethics - Gautam Pherwani
- Business Ethics - Ritu Pamraj.
- Business Ethics - Prof. Agalgatti

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

Revised Syllabus of Courses of
Bachelor of Management Studies (BMS) Programme
 Under Choice Based Credit, Grading and Semester System Course
 Structure
 (To be implemented from Academic Year- 2024-25)
 Semester II

No. of Courses	Semester II	Credits
	<i>Major</i>	
UBBA201	Introduction to Financial Accounting II	04
UBBA202	Principles of Marketing	02
	<i>Minor</i>	
UBBA203	Business Law I	02
	<i>Generic / Open Elective</i>	
UBBA204	Business Economics II (macro)	04
	<i>Vocational Skill Course (VSC)</i>	
UBBA205	Mathematical and Statistical Techniques in Business	02
	<i>Skill Enhancement Courses (SEC)</i>	
UBBA206	Understanding python for financial concepts	02
	<i>Ability Enhancement Course (AEC)</i>	
UBBA207	<i>English: Business Communication II</i>	02
	<i>Value Education Course (VEC)</i>	
UBBA208	Awareness of Cyber Crimes and Security / <i>Constitution of India</i>	02
	<i>Co-Curricular Course (CC)</i>	
UBBA209	<i>Any one of the following from the list*</i>	02
	Total Credits	22

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	Introduction to Financial Accounting II
Course Code	UBBA201
Class	FYBBA
Semester	II
No of Credits	4
Nature	Theory, Practical
Type	Major
Employability/ entrepreneurship/ skill development	Completing a Financial Accounting course opens up several job opportunities in various sectors. Here are some potential career paths for students who have completed such a course: Accountant, Auditor, Financial Analyst, Finance Manager etc.

Sr. No.	Modules	No. of Lectures
1	Preparation of Final Accounts of Companies	20
2	Underwriting of Shares & Debentures	15
3	Accounting of Transactions of Foreign Currency	15
4	Investment Accounting (w.r.t. Accounting Standard- 13)	10
Total		60

Course Outcomes:

Learner will be able to:

- 1: acquaint the learners in preparation of final accounts of companies
- 2: study provisions relating to underwriting of shares and debentures
- 3: study accounting of foreign currency and investment

4: understand the need of ethical behaviour in accountancy

Sr. No.	Modules / Units
1	Preparation of Final Accounts of Companies
	<ul style="list-style-type: none">● Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement)● Preparation of financial statements as per Companies Act (excluding cash flow statement)● AS 1 in relation to final accounts of companies (disclosure of accounting policies)
2	Underwriting of Shares & Debentures
	<ul style="list-style-type: none">● Introduction, Underwriting, Underwriting Commission● Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues● Types of underwriting, Abatement Clause● Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems
3	Accounting of Transactions of Foreign Currency
	<ul style="list-style-type: none">● In relation to purchase and sale of goods, services, assets, loan and credit transactions.● Computation and treatment of exchange rate differences.
4	Investment Accounting (w.r.t. Accounting Standard- 13)
	<ul style="list-style-type: none">● For shares (variable income bearing securities)● For Debentures/Preference shares (fixed income bearing securities)● Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage).● Columnar format for investment account.

Learning Resources Recommended

- Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
- Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
- R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi
- Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxmann’s Publishers

- Financial Accounting Reporting – Barry Elliot and Jamie Elliot – Prentice Hall (14th Edition)

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (40 Marks)

Sr.No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10

B) Semester End Examination: 60% (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any three out of Five)	15 Marks
Q-2	Answer the following Questions (Any One) A) Full Length Practical Question B) Full Length Practical Question	15 Marks
Q-3	Answer the following Questions (Any One) A) Full Length Practical Question B) Full Length Practical Question	15 Marks

Q-4

Answer the following Questions (Any One)

15 Marks

A) Full Length Practical Question

B) Full Length Practical Question

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	Introduction to Marketing
Course Code	UBBA202
Class	FYBBA
Semester	II
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	In this syllabus learner will be understand to analyze markets and marketing environment, forecasting skills, and segmentation skills. Content: Learner will be able to start their own business, can gain a job in marketing or advertising agencies.

Sr. No.	Modules	No. of Lectures
1	<ul style="list-style-type: none"> • Marketing Orientation, Marketing Environment and Information Analysis, Consumer and Industrial Buyer Behaviour, Forecasting Market Demand, Segmentation, 	12
2	<ul style="list-style-type: none"> • Product Life Cycle, Concepts of Value, Differentiating & Positioning of Products and Launching New Products. Failure of a product. Product and Brand Management, 	08
3	<ul style="list-style-type: none"> • Pricing, Pricing theories, Pricing Strategies. Pricing Policies, • Place i.e. distribution strategies, Sales Force and Distribution Management. • Promotion, Advertising and Communications Management, Segmentation, Targeting, Positioning 	10
Total Discussions, Case Studies, Presentations and Industry based Assignments.		30

Course Outcomes:

Learner will be able to:

- 1] Understand the basics of marketing, Launching of new product.
- 2] Various strategies for development of product. Preventing product failure
- 3] Pricing Theories, Sales and distribution Management
- 4] Various advertising strategies and combination of advertising.

Learning Resources Recommended

- References/Readings 1. Kotler, Philip., 'Marketing Management: Analysis, Planning, Implementation and Control'; Prentice Hall of India Limited; New Delhi;. Latest edition. Fundamentals of Marketing, Stanton, Etzel, Walker, Tata-McGraw Hill, New Delhi.
- Marketing Management-Saxena, Rajan, Tata-McGraw Hill, New Delhi.
- Marketing Management, McCarthy, E.J.,
- Basic Marketing: A managerial approach, Irwin, New York.
- Modern Marketing Pillai R S, Bagavathi,

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	Business Law I
Course Code	UBBA203
Class	FYBBA
Semester	II
No of Credits	02
Nature	Theory
Type	Minor
Employability/ entrepreneurship/ skill development	Learners will appreciate the relevance of business laws to individuals and businesses. Learners will also gain knowledge of some important business laws and can apply it in individual, social and business life. Moreover, learners will acquire certain employability and business related skills.

Sr. No.	Modules	No. of Lectures
1	Indian Partnership Act, 1932	15
2	Limited Liability Partnership (LLP) Act, 2008	15
Total		30

Course Outcomes:

Learner will be able to:

1. Understand the importance of business laws to individuals and businesses.
2. Acquire basic knowledge of some important business laws.
3. Apply knowledge in various spheres in life and business.

Sr. No.	Modules / Units
1	Indian Partnership Act, 1932
	Partnership – Concept, Features, Test of Partnership, Types of Partnership, Types of Partners, Rights and Powers, Duties and Liabilities, Distinguish between Partnership Firm and Company. Registration of Partnership – Concept, Partnership Deed, Procedure of Incorporation. Dissolution of Partnership – Concept, Modes of Dissolution.
2	Limited Liability Partnership (LLP) Act, 2008
	LLP – Concept, Features, Nature, Advantages and Disadvantages, Extent and Limitation of Liability of LLP and Partners, Conversion to LLP, Distinguish between Partnership Firm and Limited Liability Partnership. Incorporation of LLP – Concept, Procedure of Incorporation. Dissolution of LLP – Concept, Modes of Dissolution.

Learning Resources Recommended

1. Mercantile Law. By M. C.Kucchal and Vivek Kucchal. Vikas Publication.
2. Elements of Mercantile Law. By N. D. Kapoor. Sultan Chand & Sons (P) Ltd.
3. Business Law. By N. A. Charantimath. Himalaya Publishing House.
4. Law of Sale of Goods and Partnership: A Concise Study. By Dr. Nilima Chandiramani. Shroff Publishers.
5. Introduction to Law of Partnership - Including Limited Liability Partnership. By Avtar Singh. Eastern Book Company.
6. The Indian Partnership Act. By Dr. R. K. Bangia. Allahabad Law Agency.
7. A Text Book of Indian Partnership Act. By H. P. Gupta. Deccan Law House.
8. A Text Book on Indian Partnership Act with Limited Liability Partnership Act. By Dr. Madhusudan Saharay. Universal Law Publishing House Pvt. Ltd.

Evaluation Pattern - 60:40**A) Internal Assessment: 40 % (20 Marks)**

Sr.No	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)*Question Paper Pattern*

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	Business Economics II (macro)
Course Code	UBBA204
Class	FYBBA
Semester	II
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	The learner will be able to understand the causes and consequences of inflation, its impact on consumption, production and distribution. The learner will be able to relate the supply side Economics along with the policy measures adopted by the government to control inflation

Sr. No.	Modules	No. of Lectures
1	Introduction to Macro Economics	15
2	Theory of Money and Inflation	15
3	Post Keynesian Developments in Macro Economics	15
4	Consumption and Savings Theories	15
Total		60

Course Outcomes:

On successful completion of the course, the learner will be able to

- 1: Explain the key concepts and significance of Macroeconomics, phases of trade cycles, Effective demand

2. Apply macroeconomic principles to real-world economic scenarios.
3. Analyze scenarios of multiplier effect, components and determinants of the consumption and investment functions.
4. Design a IS LM Model using economic variables to achieve specific economic goals.
5. Evaluate policy measures to curb inflation and effectiveness of monetary policy in achieving economic stability.

Sr. No.	Modules / Units
1	Introduction to Macro Economics (15 Lectures)
	<ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope, and Importance Circular Flow of Aggregate Income and Expenditure in a closed and open economy model . • Trade Cycles: Features and Phases Different phases of trade cycles: expansion, peak, contraction, and trough. Implications of trade cycles for businesses and economic policy. <p>Keynes's principle of effective demand and its importance in determining output and employment. Components of aggregate demand and aggregate supply Consumption Function-.Factors influencing the consumption function and the marginal propensity to consume (MPC).Investment Function and Investment Multiplier.</p>
2	Theory of Money and Inflation (15 Lectures)
	<ul style="list-style-type: none"> • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money- • Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money <p>Inflation : Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting</p>
3	Post Keynesian Developments in Macro Economics (15 Lectures)
	<ul style="list-style-type: none"> • The IS -LM model of integration of commodity and money markets shifts in IS and LM curves Equilibrium in IS-LM Model: • Inflation and unemployment : Short-run and long run Phillips Curve: Policy Implications.

	Stagflation : meaning, causes, and consequences- Supply side economics : Basic propositions and critical appraisal
4	Consumption and Savings Theories (15 Lectures)
	<ul style="list-style-type: none"> • Absolute Income Hypothesis: relationship between current income and consumption levels. • Relative Income Hypothesis: the influence of income relative on consumption behavior. • Life Cycle Hypothesis: consumption patterns over an individual's life cycle. • Permanent Income Hypothesis: long-term income temporary fluctuations. Implications on economic policy and personal financial planning,

Learning Resources Recommended

1. Ahuja H.L.: Modern Economics, 19th edition, 2015, S.Chand & co Pvt Ltd, New Delhi
2. Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd.
3. David N. Hyman: Public Finance A Contemporary Application of theory of policy, Krishna Offset, Delhi
4. Hoiughton E.W. (1998): Public Finance, Penguin, Baltimore
5. Hajela T.N: Publishes Finance Ane Books Pvt.Ltd
6. Jha, R (1998): Modern Public Economics, Route Ledge, London.
7. Musgrave, R.A and P.B. Musgrave (1976): Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo Mithani, D.M (1998): Modern Public Finance, Himalaya Publishing House, Mumbai.20.H.L. Ahuja, Principles of Microeconomics

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (40 Marks)

Sr.No	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10

B) Semester End Examination: 60% (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	15 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	Mathematical and Statistical Techniques in Business
Course Code	UBBA205
Class	FYBBA
Semester	II
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1	Interest, Shares and Dividends	10
2	Measures of Central Tendencies and Dispersion	10
3	Correlation and Regression	10
Total		30

Course Outcomes:

Learner will be able to:

1. Calculate interests, solve problems based on shares and dividends
2. Solve problems based on measures of central tendencies and dispersion
3. Find correlation coefficient, regression equation and relation between correlation and regression.

Unit	Title & Learning Points	
1	Interest, Shares and Dividends	10 Lectures
	<ul style="list-style-type: none"> • Simple and compound interest • EMI • Concept of Shares • Stock Exchange • Face value, Market value of share • Dividend • Types of Shares 	
2	Measures of Central Tendencies and Dispersion	10 Lectures
	<ul style="list-style-type: none"> • Meaning of central tendencies • Arithmetic mean, mode, median for grouped and ungrouped data • Combined mean • Concept of dispersion • Range, Quartile deviation, coefficient of range, coefficient of quartile deviation • Standard deviation, variance, coefficient of variance 	
3	Correlation and Regression	10 Lectures
	<ul style="list-style-type: none"> • Concept of correlation • Karl Pearson's coefficient of correlation • Spearman's Rank correlation coefficient • Meaning of Regression • Regression coefficients, Regression equations • Estimation by Regression 	

Learning Resources Recommended

- Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc- Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.
- Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.
- STATISTICS by Schaum Series.
- Statistical Methods - S.G. Gupta, S. Chand & Co.

Evaluation Pattern - 60:40**A) Internal Assessment: 40 % (20 Marks)**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)*Question Paper Pattern*

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	Understanding python for financial concepts
Course Code	UBBA206
Class	FYBBA
Semester	II
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	Hands on session to be implemented in laboratory with the use of Python version 3.7 onwards. Minimum 20 practicals need to be covered for better understanding with proper records.

Sr. No.	Modules	No. of Lectures
1	Introduction to Python	15
2	Learning modules for finance concepts	15
Total		30

Course Outcomes:

Learner will be able to:

1 : To understand basic concepts of python language.

2: Learners will be able to calculate financial concepts using python modules like pandas, numpy.

Unit	Title & Learning Points	
1	Introduction to Python	15 Lectures
	<ul style="list-style-type: none"> • History & Versions, Features of Python, • Execution of a Python Program, • Installing Python, Writing and Executing • First Python Program, Getting Help, IDLE, • Basic elements in python – Alphabets, • White spaces, Special characters, • Keywords, Comments, Data types, variables, • Basic input- output functions- print(),input(), int(), float(), • Operators- Arithmetic operators, • Comparison operators, Logical operators, • Precedence and Association in operators, • Control statements- if, if..else, else ... if • ladder, while statement, for statement. • Lists, List Functions and Methods, List Operations, Nested Lists 	
2	Learning modules for finance concepts	15 Lectures
	<ul style="list-style-type: none"> • Function definition and call, Returning • Results, Returning Multiple Values from a • Function, Built-in Functions, Formal and Actual Arguments • Introductions to modules in python – math module, matplotlib module, other modules related with finance such as numpy module, datetime module, pandas module,etc.. • calculating rate of return using numpy module and pandas module. <p>Measuring investment risk using numpy module and pandas module</p>	

Learning Resources Recommended

Textbooks:

1. Practical Programming: An Introduction to Computer Science Using Python 3, Paul Gries , Jennifer Campbell, Jason Montojo, Pragmatic Bookshelf, 2nd Edition, 2014
2. Programming through Python, M. T Savaliya, R. K. Maurya& G M Magar, Sybgen Learning India, 2020

Additional References:

1. Python: The Complete Reference, Martin C. Brown, McGraw Hill, 2018
2. Beginning Python: From Novice to Professional, Magnus Lie Hetland, Apress, 2017
3. Programming in Python 3, Mark Summerfield, Pearson Education, 2nd Ed, 2018
4. Python Programming: Using Problem Solving Approach, ReemaThareja, Oxford Univeristy Press, 2017
5. Let Us Python, Yashwant. B. Kanetkar, BPB Publication, 2019

Evaluation Pattern - 60:40**A) Internal Assessment: 40 % (20 Marks)**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)***Question Paper Pattern***

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	<i>English: Business Communication II</i>
Course Code	UBBA207
Class	FYBBA
Semester	II
No of Credits	02
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical business communication knowledge in the practical world by...</p> <ul style="list-style-type: none"> • He is able to write various trade letters like sales letters, sending quotations, reports etc. for own business or for any organization for whom he is working. • Getting job opportunities like Business Executive, Human Relations Manager, Marketing Executive, Public Relations Specialists, Meeting/Event Planner, Media Planner, Social Media Manager, Business Reporter

Sr. No.	Modules	No. of Lectures
1	Business Correspondence I	15
2	Business Correspondence II	15
Total		30

Course Outcomes:

Learners are able to:

- to write various business letters.
- draft various business reports.

Learning Resources Recommended

Books

1. Agarwal, Anju D. A Practical Handbook for Consumers. India Book House, 1989.
2. Ashley, A. A Handbook of Commercial Correspondence. Oxford UP, 1992.
3. Aswalthapa, K. Organizational Behavior. Himalaya Publication, 1992.
4. Atreya, N. and Guha. Effective Credit Management. MMC School of Management, 1994.
5. Bah, J.C. and Nagamia S.M. Modern Business Correspondence and Minute Writing. N.M. Tripathi Pvt., 1974.
6. Balan, K.R. and Rayudu, C.S. Effective Communication. Beacon Books, 1996.
7. Bangh, L. Sue, Fryar, Maridell and Thomas David A. How to Write First Class Business Correspondence. N.T.C. Publishing Group USA, 1998.
8. Banerjee, Bani P. Foundation of Ethics in Management. Excel Books, 2005.
9. Bakar, Alan. Making Meeting Work. Sterling Publication Pvt., 1993.
10. Basu, C.R. Business Organization and Management. Tata McGraw-Hill, 1998.
11. Benjamin, James. Business and Professional Communication Concept and Practices. Harper Collins College Publishers, 1993.
12. Bhargava and Bhargava. Company Notices, Meetings and Regulations. Taxman Publication, 1971.
13. Black, Sam. Practical Public Relations. E.L.B.S. London, 1972.
14. Britt, Deborah. Improving Business Communication Skills. Kendall Hunt Publishing, 1992.
15. Bovee Cortland, L. and John V. Thrill. Business Communication Today. Taxman Publication, 1989.

Web Resources:

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Revised Syllabus of Courses of
Bachelor of Management Studies (BBA)
Programme at Semester II
with Effect from the Academic Year 2024-25**

Name of the Course	<i>Constitution of India</i>
Course Code	UBBA108
Class	FYBBA
Semester	II
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	Enhanced Legal Literacy: Students will develop a strong foundation in constitutional law and gain a comprehensive understanding of the Constitution of India. They will acquire the necessary legal literacy to effectively navigate the complexities of the Indian legal system, thereby improving their employability in legal professions. Analytical and Critical Thinking Skills: Students will cultivate analytical and critical thinking skills through the study of constitutional provisions, landmark cases, and constitutional interpretation. They will be able to analyze complex legal issues, evaluate arguments, and propose well-reasoned solutions, making them valuable assets in legal research and analysis.

Sr. No.	Modules	No. of Lectures
1	History Of Indian Constitution	10
2	Fundamental Rights and Citizenship	10
3	Directives Principles And Fundamental Duties and Legislature Union and State	10
Total		30

Course Outcomes:

Learner will be able to:

- gain a comprehensive understanding of the constitutional framework of India, including its

historical background, the Preamble, fundamental rights, and directive principles of state policy.

- analyze and interpret the fundamental rights guaranteed by the Indian Constitution, such as the right to equality, freedom of speech and expression, right to life and personal liberty, and right against discrimination
- develop an understanding of the directive principles of state policy and their significance in shaping public policy and governance in India. They will learn about the principles related to social justice, economic welfare, and environmental protection.

Sr. No.	Modules / Units
1	History Of Indian Constitution
	Constitutional development of India. (Preamble) Features of Indian Constitution
2	Fundamental Rights and Citizenship
	Fundamental Rights: Right to equality Right to freedom Right against exploitation Right to freedom of religion Cultural and education right Right to constitutional remedies Acquisition and loss of citizenship.
3	Directives Principles And Fundamental Duties and The Executives and Legislature Union and State
	Directives principles Articles 38 to 51 for directive principles New added directive principles of state policy Fundamental duties The President of India Vice President of India Prime Minister Governor Chief Minister Parliament Rajyasabha Lok Sabha Legislative proceeding- Ordinary bill, Money bill, Finance bill State legislature

Learning Resources Recommended

- The Constitution of India (ENGLISH) - The Constitution of India Dr. B.R Ambedkar
- Constitution of India (Pocket Size) by Bakshi P.M.

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30
Questions to be set: 02
Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 5 B) Sub Questions to be asked 5 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks