

COMMONWEALTH VOCATIONAL UNIVERSITY

COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

1. Title : The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce w.e.f. the academic year 2008-2009 B.B.A. Part II w.e.f. 2009-2010 and B.B.A. Part III w.e.f. 2010-2011.

2. Objectives :

(i) To provide adequate basic understanding about Management Education among the students.
(ii) To prepare students to exploit opportunities being newly created in the Management Profession.

(iii) To train the students in communication skills effectively.
(iv) To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
(v) To inculcate Entrepreneurial skills.

1 Duration : The Course shall be a full time course and the duration of the course shall be of three years.

4. Eligibility :

(i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.

(ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iii) Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iv) MCVC

(v) Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute/College.

2 Medium of Instruction: Medium of instruction shall be in English only.

6. Scheme of Examination : The B.B.A. Examination will be 3600 marks divided into 3 parts as per details given below :

(i) B.B.A. Part I (Sem I, II) Aggregate marks 1200

(ii) B.B.A. Part II (Sem III, IV) Aggregate marks 1200 (iii) B.B.A. Part III (Sem V, VI) Aggregate marks 1200

There will be written Examination of 80 marks 3 hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course. For Courses in Industrial Exposure (Sem III, IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 marks. For course on Project work (Sem VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

B.B.A First Year (F.Y)

Sr. No	Sem I	Sr.No	Sem II
1)	Business Organisation & System (101)	1)	Principles of Managements (201)
2)	Business Communication Skills (102)	2)	Principles of Marketing (202)
3)	Business Accounting (103)	3)	Principles of Finance (203)
4)	Business Economics (Micro) (104)	4)	Basics of Cost Accounting (204)
5)	Business Mathematics (105)	5)	Business Statistics (205)
6)	Business Demography & (106) Environmental Studies	6)	Business Informatics (206)

B.B.A 2nd Year (S.Y)

Sr.No	Sem III	Sr.No	Sem IV
1)	Personality Development (301)	1)	Production & Operations Management (401)
2)	Business Laws (302)	2)	Industrial Relations & Labour laws (402)
3)	Human Resource Management & Organisation Behaviors (303)	3)	Business Taxation (403)
4)	Management Accounting (304)	4)	International Business (404)
5)	Business Economic (Macro) (305)	5)	Management Information System (405)
6)	I.T.in Management (306)	6)	Business Exposure (Field Visits) (406)

B.B.A 3rd Year (T.Y)

Sr.No	Sem V	Sr.No	Sem VI
1)	Supply & Chain logistics (501)	1)	Business Planning & Project Management (601)
2)	Entrepreneurship Development (502)	2)	Event Management (602)
3)	Business Ethics (503)	3)	Management Control System (603)
4)	Research Methodology (Tools & Analysis) (504)	4)	E-Commerce (604)
5)	Specialisation –I (505)	5)	Specialisation –III (605)
6)	Specialisation –II (506)	6)	Specialisation – IV (606)

Available Specializations

- 1) Finance 2) Marketing 3) Human Resource Management 4) Service Sector Management 5) Agree Business Management.

PROGRAMME : BBA(Bachelor of Business Administration)

BUSINESS ORGANISATION & SYSTEMS

COURSE CODE: 101

Total Marks: 100

OBJECTIVE:

On successful completion of this syllabi the students will

- 1 Understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world.
- 2 Understand modern business practices, forms, procedures and functioning of various business organizations.

The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenge of managing business.

Semester-I No. of Lectures

1. Meaning, scope and evolution of commerce & industry, -Industrial Revolution-its effects. - Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

(8)

- 1 Business sectors & forms of business organizations-private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits & suitability (8)

Business combinations

- 2 Merges & acquisitions-mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright (8)

- 3 Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies -SEZ (Special Economic Zone) policy etc. (8)

5. Domestic & Foreign Trade Organization of wholesale & retail trade -recent trends in wholesale &

retailing. Malls and Super Markets – their effect on economy -Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization. (8)

- 4 Business and Society Changing Concepts and Objectives of Business, Professionalisation, Business ethics, Business and culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit (8)

Business Communication Skills

Course Code: 102

Objectives:

- 1) To understand the concept, process and importance of communication.
- 2) To gain knowledge of media of communication.
- 3) To develop skills of effective communication -both written and oral.
- 4) To help students to acquaint with application of communication skills in the business world .

Semester I No. of Lectures

Unit 1: Introduction to Communication

Meaning and Definition -Process -Functions -Objectives -Importance -Essentials of good communication -Communication barriers -Overcoming communication barriers

12

Unit 2: Types of Communication

Written -Oral -Face-to-face -Silence -Merits and limitations of each type

12

Unit 3: Business Letters

Need and functions of business letters -Planning & layout of business letter -Kinds of business letters -Essentials of effective correspondence

5

Unit 4: Drafting of business letters

Enquiries and replies -Placing and fulfilling orders -Complaints and follow-up -Sales letters - Circular letters -Application for employment and resume -Report writing -Notices, Agenda and Minutes of the Meetings -Memos

12

Unit 5: Oral Communication

Meaning, nature and scope -Principles of effective oral communication -Techniques of effective speech -Media of oral communication (Face-to-face conversation -Teleconferences -Press Conference – Demonstration -Radio Recording -Dictaphone – Meetings -Rumor -Demonstration and Dramatisation -Public address system -Grapevine -Group Discussion -Oral report -Closed circuit TV). The art of listening -Principles of good listening.

Group Decision-Making -Conflict and Negotiations -Presentation and Interviews -Speeches - Customer Care/Customers Relations -Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

Topics Prescribed for workshop/lab 12

Group Discussion

- i) Mock Interview
- ii) Interview

- iii) Public Speech
- iv) Conflict Situation
- v) Decision-making in a group
- vi) Written Communication

Business Accounting

Course Code: 103

Objective: To impart basic accounting knowledge

UNIT NO.	TOPICS	NUMBER OF LECTURES
1	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.	4
2	Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates	6
3	Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM)	16
4	Preparation of final accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business	12
5	Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.	6
6	Computerised Accounting: Computers and Financial application, Accounting Software packages.	4
	TOTAL	48

BUSINESS ECONOMICS (MICRO)

Objective :

- 1 To expose students to basic micro economic concepts.
- 2 To apply economic analysis in the formulation of business policies.
- 3 To use economic reasoning to problems of business.

Unit No.Topics

1 INTRODUCTION

- 1.1 Meaning, Nature and Scope of Business Economics and Macro
- 1.2 Basic Economic Problems
- 1.3 Market forces in solving economic problems.
- 1.4 Circular Flow of Income and Expenditure

2 DEMAND ANALYSIS

- 2.1 Concept of Demand
- 2.2 Elasticity of Demand and their types.
- 2.3 Revenue Concepts -Total Revenue, Marginal Revenue, Average Revenue and their relationship

3 SUPPLY ANALYSIS 2

- 3.1 Concept and Law of Supply
- 3.2 Factors Affecting Supply

4 COST ANALYSIS 8

- 4.1 Accounting Costs and Economic Costs
- 4.2 Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs
- 4.3 Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves

PRICING UNDER VARIOUS MARKET CONDITIONS

- 5.1 Perfect Competition -Equilibrium of Firm and under Perfect Competition
- 5.2 Monopoly -Price Determination under Monopoly
- 5.3 Monopolistic Competition -Price and Determination under Monopolistic Competition. Industry Output

6 DISTRIBUTION 12

- 6.1 Marginal Productivity Theory of Distribution
- 6.2 Rent : Modern Theory of Rent
- 6.3 Wages : Wage Determination under Imperfect Competition -Role of Trade Union and Collective Bargaining in Wage Determination

- 6.4 Interest : Liquidity, Preference Theory of Interest
- 6.5 Profits : Dynamic, Innovation, Risk -Bearing and Uncertainty Bearing Theories of Profits

Business Mathematics Course Code: 105

Objectives : 1.To understand the concepts of ratio , proportion and percentage. 2.To understand the concept and application of profit and loss in business. 3.To use the concept of EMI. 4. To understand the concept of stock exchange and to calculate Dividend. 5.To understand applications of matrices in business.

Marks : 100 No. of Lectures

Unit 1. Ratio, Proportion and Percentage 08

Ratio-Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage-Meaning and Computations of Percentages.

Unit 2. Profit And Loss 08

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 3. Interest 06

Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments(EMI), Problems

Unit 4. Shares and Dividends 06

Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Unit 5. Matrices And Determinants (upto order 3 only) : 14

Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.

Unit 6. Permutations and Combinations : 06

Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). ${}^n P_r = n! / (n-r)!$ (without proof). Combinations of 'r' objects taken from 'n' objects. ${}^n C_r = n! / r! (n-r)!$ (without proof) problems, Applications.

Business Demography And environmental Studies. Course Code : 106

Objectives : 1) To develop knowledge base for demographic and environmental factors affecting Business.

2) To make the students aware of environmental problems related to Business and Commerce.

3) To inculcate values of Environmental ethics amongst the students.

Unit – I	Introductory Meaning and definition of Demography – need of demographic Studies for Business.	6
Unit – II	Distribution of Population and Population Growth Physical and cultural factors affecting the distribution of population. Density of population – over, optimum and under populated regions – Meaning and definition of population growth – Methods of calculating population Growth – Measures of fertility and mortality and factors affecting fertility and mortality.	10
Unit – III	Population as Resource Literacy, sex ratio, Age & Sex Pyramid, Occupational Composition – Classification p Of population as Urban and rural – below poverty line population – working population – dependent Population.	8
Unit – IV	Urbanisation – Meaning of urbanization – Urbanisation as Behavioural, structural, demographic, concepts of Urbanisation – Problems of Urbanisation.	8
Unit – V	Environment Meaning and definition of environment Types of Environment – Physics and Cultural components of environment resources – need of environmental studies for Business Management – Environment factors affecting Business – Physical factors – i.e. topography, climate, minerals, water resources, cultural factors – infrastructure – technology tradition, political set up, social set up, educational set – up.	8
Unit -VI	Environmental issues related to Business Global warming and Kyoto Protocol, Oil Crisis and its impact on Business problems related to water resources Industries & pollution –Air, Water, Noise.	8