

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)



Choice Based Credit System (CBCS)

Bachelor of Business Administration (B.B.A.)

Syllabus of

F. Y. B.B.A

Implemented from

Academic year 2021 -22

1.Prologue/ Introduction of the Programme:

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).

2.Programme outcomes (Pos) (B.B.A.)

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession. It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the objectives:

1. To develop understanding about business environment and organizations.
2. To develop leadership aptitude among the students in order to work independently and inorganized groups.
3. Graduates of the BBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
4. To understand and gain knowledge of various financial institutions and agencies.
5. Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
6. Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross-Cultural aspects of business and management.
7. Graduates of the BBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.
8. To formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques.

Bachelor Business Administration (B. B. A.): Programme Structure :

The BBA programme is of 03 academic years and 6 semesters. The minimum total no. of credits requirement for programme is 140 credits and 08 additional credits. (140 + 8)

Class	Semester	Subjects	Courses	DSCC	AECC	DSEC	SEC	GE	Project	Total Credits
F.Y.	I	1	06	06			-	-	-	24
F.Y.	II	1	06	06			-	-	-	24
S.Y.	III	1	07	04	Moral and Ethical Reasoning	02		--	-	22
S.Y.	IV	1	07	04	A-Environmental Awareness	02		--	-	22
T.Y.	V	1	07	02	-	02	02	-	01	24
T.Y.	VI	1	07	02	-	02	02	-	01	24
Total										140

Bachelor Business Administration (B. B. A.): Credit Distribution

Class	Semester	Subjects	Courses	DSCC		AECC		DSEC		SEC		GE	Project	Total Credits	
				T	P	T	P	T	P	T	P				
F.Y.	I	01	06T	24	-	-	-	-	-	-	-	-	-	24	
F.Y.	II	01	06T	24	-	-	-	-	-	-	-	-	-	24	
S.Y.	III	01	06T + pro	12	-	02	-	-	-	06	-	*	-	02	22
S.Y.	IV	01	06T + pro	12	-	02	-	-	-	06	-	*	-	02	22
T.Y.	V	01	06T + 01 P	08	-	-	-	08	-	06	-	*	-	02	24
T.Y.	VI	01	06T + 01 P	08	-	-	-	08	-	06	-	*	-	02	24
Total				88		04		16		28		*	04	140	

2. FYBBA Programme Structure and Course Titles

Sr. No.	Semester	Course Type	Course Code	Course Title	Credits
FYBBA – I SEM					
1	I	DSCC- 01	BBA 101 T	Principles of Management	04
2	I	DSCC- 02	BBA 102 T	Business Communication Skills	04
3	I	DSCC- 03	BBA 103 T	Business Accounting	04
4	I	DSCC- 04	BBA 104 T	Business Economics – Micro	04
5	I	DSCC- 05	BBA 105 T	Business Mathematics	04
6	I	DSCC- 06	BBA 106 T	Business Demography	04
FYBBA – II SEM					
7	II	DSCC- 07	BBA 201 T	Business Organization and System	04
8	II	DSCC- 08	BBA 202 T	Principles of Marketing	04
9	II	DSCC- 09	BBA 203 T	Principles of Finance	04
10	II	DSCC- 10	BBA 204 T	Basics of Cost Accounting	04
11	II	DSCC- 11	BBA 205 T	Business Statistics	04
12	II	DSCC- 12	BBA 206 T	Fundamentals of Computers	04
SYBBA – III SEM					
13	III	DSCC- 13	BBA 301 T	Principles of Human Resource Management	03
14	III	DSCC- 14	BBA 302 T	Supply Chain Management	03
15	III	DSCC- 15	BBA 303 T	Global Competencies & Personality Development	03
16	III	DSCC- 16	BBA 304 T	Fundamentals of Rural Development	03
17	III	SEC-01	BBA 305 A T	Consumer Behaviour & Sales Management	04
18	III	SEC-02	BBA 306A T/ Pr	Retail Management + Business Exposure (Project)	04
19	III	SEC-01	BBA 305 B	Management Accounting	04
20	III	SEC-02	BBA 306 B T/ Pr	Banking & Finance +Business Exposure(project)	04
21	III	SEC-01	BBA 305 C	Organisational Behaviour	04
22	III	SEC-02	BBA 306 C T/Pr	Legal Aspects in Human Resource +Business Exposure (Project)	04
23	III	SEC-01	BBA 305 D	Fundamentals of Services Management.	04
24	III	SEC-02	BBA 306 D T/Pr	Principles & Functions of Services Management+ Business Exposure (Project)	04
25	III	AECC-01	BBA 307 T	Moral and Ethical Reasoning	02

SYBBA – IV SEM					
26	IV	DSCC- 17	BBA 401 T	Entrepreneurship and Small Business Management	03
27	IV	DSCC- 18	BBA 402 T	Productions and Operations Management	03
28	IV	DSCC- 19	BBA 403 T	Decision Making and Risk Management	03
29	IV	DSCC- 20	BBA 404 T	International Business Management	03
30	IV	SEC-03	BBA 405 A T	Advertising & Promotion Management	04
31	IV	SEC-04	BBA 406 A T/Pr	Digital Marketing + Computer/online course (Project)	04
32	IV	SEC-03	BBA 405 B	Business Taxation	04
33	IV	SEC-04	BBA 406 B T/Pr	Financial Services +Computer /Online course(Project)	04
34	IV	SEC-03	BBA 405 C	Human Resource Management Functions & Practices	04
35	IV	SEC-04	BBA 406 C T/Pr	Employee Recruitment & Record Management + Computer/Online course (Project)	04
36	IV	SEC-03	BBA 405 D	Banking & Insurance Management	04
37	IV	SEC-04	BBA 406 D T/Pr	Social Services and NGO Management + Online/Computer Course (Project)	04
38	IV	AECC- 02	BBA 407 T	Environmental Awareness	02
TYBBA – V SEM					
39	V	DSCC - 21	BBA 501 T	Research Methodology	04
40	V	DSCC -22	BBA 502 T	Database Administration and Data Mining	04
41	V	DSEC-01	BBA 503 T	Business Ethics	04
42	V	DSEC-02	BBA 504 T	Management of Corporate SocialResponsibility	04
43	V	SEC-05	BBA 505 A	Marketing Environment Analysis and Strategies	03
44	V	SEC-06	BBA 506 A	Legal Aspects in Marketing Management	03
45	V	SEC-07	BBA 507 A Pr	PROJECT	02
46	V	SEC-05	BBA 505 B	Analysis of Financial Statements	03
47	V	SEC-06	BBA 506 B	Legal Aspects of Finance & Security Laws	03

48	V	SEC-07	BBA 507 B Pr	PROJECT	02
49	V	SEC-05	BBA 505 C	Cross Cultural HR & Industrial Relations	03
50	V	SEC-06	BBA 506 C	Cases in Human Resource Management	03
51	V	SEC-07	BBA 507 C Pr	PROJECT	02
52	V	SEC-05	BBA 505 D	Health Care Management	03
53	V	SEC-06	BBA 506 D	Recent Trends & HR Accounting	03
54	V	SEC-07	BBA 507 D Pr	PROJECT	02
TYBBA – VI SEM					
55	VI	DSCC - 23	BBA 601	Essentials of E - Commerce	04
56	VI	DSCC -24	BBA 602	Management Information System	04
57	VI	DSEC-03	BBA 603	Business Project Management	04
58	VI	DSEC-04	BBA 604	Management Of Innovations & Sustainability	04
59	VI	SEC-08	BBA 605 A	International Brand Management	03
60	VI	SEC-09	BBA 606 A	Cases in Marketing	03
61	VI	SEC-10	BBA 607 I (A)	Project (Internship)	02
62	VI	SEC-08	BBA 605 B	Financial Management	03
63	VI	SEC-09	BBA 606 B	Cases in Finance	03
64	VI	SEC-10	BBA 607 I (B)	Project (Internship)	02
65	VI	SEC-08	BBA 605 C	Global Human Resource Management	03
66	VI	SEC-09	BBA 606 C	Cases in Human Resource Management	03
67	VI	SEC-10	BBA 607 I (C)	Project (Internship)	02
68	VI	SEC-08	BBA 605 D	Global Tourism & Hospitality Management	03
69	VI	SEC-09	BBA 606 D	Recent Trends in Service	03
70	VI	SEC-10	BBA 607 I (C)	Project (Internship)	02
	TOTAL	06	70		140

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 101 T	Title of the Course: Principles of Management
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand various management principles.
2. To develop managerial skills.
3. To develop managerial thinking and cultivate business acumen.
4. To understand philosophy of management thinking.
5. To identify new systems and trends in modern management.

SYLLABUS:

Unit No. I: Introduction to Management

- 1.1 Meaning, Importance, Functions (15)
1.2 Role of Managers
1.3 Management as an Art, Science, Profession and a Social System
1.4 Concept of Management, Administration, Organization and Universality of Management

Unit No. II: Evolution of Management thoughts (15)

- 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, Azim Premji, N. R. Narayana Murthy, Ritesh Aagrwal) ...

Unit No. III: Major Managerial Functions (15)

- 3.1 Forecasting: Meaning, Need Types, Methods, Advantages, Disadvantages
3.2 Planning: Meaning, Need Types, methods, Advantages, Merits, Disadvantages
3.3 Organizing: Meaning, Concept, Delegation of Authority- Meaning, Importance, Decentralization- Concepts, Meaning, Importance
3.4 Decision Making: Types, Process, and Techniques. Directing: Nature and principles.
3.5 Motivation: Meaning, Importance, Nature, Principles, and theories
3.6 Controlling: Meaning, Needs, Process, techniques

Unit No. IV: Recent trends in Management**(15)**

- 4.1 Management of change, Management of crises,
 4.2 Total Quality Management (TQM): Meaning, Merits, Demerits, Stress Management
 4.3 Knowledge Management: Meaning, Merits, Demerits
 4.3 Outsourcing: Meaning, Merits, Demerits

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	H. Koontz , H. Weihrich , A. Ramachandra Arysri	McGraw hill companies	New Delhi
3	Management – 2008 Edition	Robert Kreitner , Mamata Mohapatra	Biztantra – Management For Flat World	New Delhi
4	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
5	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
6	Management Text and Cases	R. SatyaRaju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
7	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai
8	Principles of Management	Dr. Mangesh P. Waghmare	Nirhali Prakashan	Pune
	E- Resource https://ndl.iitkgp.ac.in https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_			

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive abilities	Course outcomes
Co:1	Remembering	Recognize the management is an Art, Science, Profession and a Social System.
Co:2	Understanding	Express themselves effectively in routine and special real world business interactions.
Co:3	Applying	Demonstrate appropriate use of administration, management.
Co:4	Analysing	Take part in professional meetings and decision making.
Co:5	Evaluating	Apprise the pros and cons of planning, controlling, knowledge management, stress management
Co:6	Creating	Create and Deliver effectiveness of quality management.

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F.Y.B.B.A.	Semester –I
Course Code: BBA 102 T	Title of the Course: Business Communication Skills
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand what is the role of communication in personal and business world.
2. To understand communication system and its utility.
3. To develop proficiency in how to write business letters and other communications required in business.
4. To acquaint with the meaning of different forms of communication.
5. To enhance students ability to use different formats of social communication and technology-based communication effectively.

SYLLABUS:

Unit No. I: Introduction to Communication (15)

- 1.1 Role of Communication in social and economic system
- 1.2 Need for effective communication, meaning and definition
- 1.3 Principles of effective communication
- 1.4 Barriers to communication and over comings

Unit No. II: Methods and types of Communication (15)

- 2.1 Methods of Communications: Linguistics, Non- Linguisticsand Para- Linguistics
- 2.2 Art of Listening
- 2.3 Written communication Forms of written communication, Qualities, difficulties in written communication,
- 2.4 Constraints in developing effective written communication
- 2.5 Types or Channels of Communication: **Internal-** Vertical, Horizontal, Consensus, Grapevine **External-** Inward, Outward, Merits and Limitations of methods and types of communication

Unit No. III: Business Correspondence (15)

- 3.1 Concept, need and functions of Business Correspondence

- 3.2 Types of Business letters, Layout Drafting of business letter
 3.3 Business Correspondence: Sales, Orders sales circulars and business promotion and resignation letter, leave, application letters, Complaint, Credit verification, Correspondence with bank, Job application, and Reference check.

Unit No. IV: Analysis of Different Media of Communication (15)

- 4.1 Fax communication, voice mail, emails, tele-conferencing
 4.2 Communication through social media

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Communication	Meenakshi Raman ,Prakash Singh	Oxford	New Delhi
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and personalityDevelopment	Biswajit Das	Excel Books	New Delhi
5	Business Communication – Concepts, Cases and applications	P.D Chaturvedi , Mukesh Chaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting atwork	Hory Sankar Mukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee, John V. Thill , Abha Chatterjee	Pearson	New Delhi
E-Resource : https://ndl.iitkgp.ac.in https://drive.google.com/drive/folders/1ve1BjNAih8bvIYkoCZYfMvkgTzNxRZi3 http://www.free-management-ebooks.com/news/communication-skills-pdf-free-download/				

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive abilities	COURSE OUTCOMES
Co:1	Remembering	Recognize the various elements of communication, channels of communication and barriers to effective communication.
Co:2	Understanding	Express themselves effectively in routine and special real world business interactions.
Co:3	Applying	Demonstrate, appropriate use of written communication.
Co:4	Analysing	Take part in professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
Co:5	Evaluating	Appraise the pros and cons of sample recorded verbal communications in a business context.
Co:6	Creating	Create and deliver effective business presentations, using appropriate technology tools, for common business situations.

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 103 T	Title of the Course: Business Accounting
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand various accounting concepts and practices.
2. To cultivate right approach towards classifications of different transactions and their implications
3. To understand and record different financial transactions and their financial implication, and able to write different accounting transactions and prepare basic financial transactions.
4. To understand accounting relationship between customer and bank.
5. To understand and use software like tally for writing of accounts.

SYLLABUS:

Unit No. I: Financial Accounting- (15)

- 1.1 Definition, Scope, objectives
- 1.2 Accounting concepts, principles and conventions.
- 1.3 Classification of accounts

Unit No. II: Accounting Transactions and Final Accounts (15)

- 1.1 Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book, subsidiary books, Trial Balance
- 1.2 Preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)

Unit No. III: Bank Reconciliation Statements (15)

- 3.1 Meaning, importance.
- 3.2 Reconciliation Statement

Unit No. IV: Computerized Accounting

(15)

4.1 Role of computers and financial application

4.2 Accounting software packages

Suggested Readings

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.CGupta	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 , K. A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy (Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi
E- Resources : 1. https://pdf.co/accounting-basics-tutorial 2. http://www.principlesofaccounting.com/ 3. http://misscpa.com/ 4. http://simplestudies.com/ 4. https://www.coursera.org/course/accounting 5. http://www.accountingcoach.com/ 6. https://youtu.be/xWKfKcNqQAE https://youtu.be/Z71rEnjW-Z4 8. https://ndl.iitkgp.ac.in				

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Describe the basic concepts related to accounting taught through the syllabus.
Co:2	Understanding	Explain, in detail, all the theoretical concepts taught through the syllabus.
Co:3	Applying	Determine the key elements of business transactions and complete their accounting.
Co:4	Analysing	Analyse the situation and decide the key elements of bank reconciliation statements
Co:5	Evaluating	Design and Operate the entire accounting process (from entry to Balance - Sheet) for any given transaction
Co:6	Creating	Deliver effective use of Computer in financial application.

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 104 T	Title of the Course: Business economics (Micro)
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand role of economics as it influences society and business
2. To acquaint with how different decisions are taken in relation to price, demand and supply
3. To develop right understanding regarding monopoly, perfect competition, revenue etc.
4. To understand how the concept of demand and supply works in particular economy.
5. To study implications of different aspects of demand and supply.

SYLLABUS:

Unit No. I: Concept of Business Economics (15)

- 1.1 Concept of business economics, importance, scope
- 1.2 Forms of economy economic activities, economic problems
- 1.3 Circular flow of economy, central problems of economics
- 1.4 Market forces in solving economic problems
- 1.5 Sector flow of income and expenditure

Unit No. II : Demand and supply analysis (15)

- 2.1 Concept of demand supply, Concept of demand, determinants of demand, individual demand, market demand
- 2.2 Law of demand, elasticity of demand, types of elasticity of demand, Practical implementation of elasticity of demand, Methods of measuring elasticity of demand.
- 2.3 Concept of supply, determinants of supply, elasticity of supply

Unit No. III: Revenue and cost analysis (15)

- 3.1 Importance of revenue, methods of calculation of revenue.
 3.2 Interrelationship between marginal, total, and average revenue.
 3.3. Concept of cost, definition and importance of cost, types of cost, analysis of cost

Unit No. IV: Pricing under various market conditions (15)

- 4.1 Concept of market and competition: Meaning of market, types of markets - perfect competition, monopoly, monopolistic competition, duopoly, and oligopoly.
 4.2 Price and output determination in different market conditions.
 4.3 Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR

Suggested Readings:

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
	E-resources https://www.youtube.com/watch?v=JNdQVPEVURU			

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Enumerate the basic terms covered in the syllabus.
Co:2	Understanding	Interpret the trends in key economic data from a managerial and business perspective
Co:3	Applying	Identify the determinants of supply.
Co:4	Analysing	Identify interrelationship between marginal, total, and average revenue.
Co:5	Evaluating	Determine the key priority areas, across various dimensions, for the Indian economy in the context of current economic environment.
Co:6	Creating	Identify the expected short-term trends of key economic indices.

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F.Y.B.B.A.	Semester –I
Course Code: BBA 105 T	Title of the Course: Business Mathematics
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To develop appropriate understanding as how to use mathematics for computation of percentages, simple and compound interest and ratio.
2. To enhance numerical aptitude
3. To develop logical approach towards analytical data.
4. To understand number series and develop quantitative aptitude.

SYLLABUS:

Unit No. I: Quantitative Aptitude - I (15)

- 1.1 Number system, Simplification and Approximation
- 1.2 Ratio and proportion,
- 1.3 Percentages,
- 1.4 Simple and Compound interest

Unit No. II: Quantitative Aptitude - II (15)

- 2.1 Profit and loss,
- 2.2 Commission and brokerage
- 2.3 Averages
- 2.4 Time and Work

Unit No. III: Numerical Methods for Business Managers (15)

- 3.1. Speed, time and distance
- 3.2 Mensuration
- 3.3 Number series

Unit IV: Numerical Methods for Business Managers (15)

- 4.1 Permutation and Combination
- 4.2 Data interpretation

Suggested Readings:

S.N.	Title of the Book	Author/s	Publication
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
9	Business Mathematics & Statistics -I	Dr. Mangesh P. Waghmare	Thakur Publication, Pune
	E- Resource https://www.youtube.com/watch?v=GavHTRPwQ5I		

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Recall the formulas.
Co:2	Understanding	Interpret quantitative information and infer from it.
Co:3	Applying	Calculate ratio, percentage, simple and compound interest
Co:4	Analysing	Analyse and interpret data.
Co:5	Evaluating	Determine when exact calculations are necessary.
Co:6	Creating	Formulate the problem quantitatively and use appropriate arithmetical method to solve the problems.

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F.Y.B.B.A.	Semester –I
Course Code: BBA 106 T	Title of the Course: Business Demography
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To develop knowledge base for demographic and environmental factors affecting business.
2. To understand concept of social economic process, urbanization and its impact on society
3. To understand growing importance of modern economics and society.
4. To understand how population growth influences aspects on society
5. To understand importance in modern and socio-economic status and to learn about role of literacy in economic development
6. To acquaint with various determinants of urbanization and migration.

SYLLABUS:

Unit No. I: Concept of Demography (15)

- 1.1 Meaning, importance and need of demography.
- 1.2 Scope and components of Demography.
- 1.3 Factors affecting mortality, fertility rate,
- 1.4 Methods to calculate fertility and mortality rate.

Unit No. II: Distribution of population and population growth (15)

- 2.1 Meaning of population distribution and population density, Physical and cultural factors affecting the distribution of population
- 2.2 Concepts of over, optimum and under population with suitable examples
- 2.3 Meaning and definition of population growth, Methods of calculating population growth
- 2.5 Population growth in India since 1901

Unit No. III : Population as Resources (15)

- 3.1 Meaning of resource, types of resources
- 3.2 Importance of human resource in development and growth of business
- 3.3 Concept of Literacy: importance of literate population as a resource
- 3.4 Concept of sex ratio, Concept of Age & Sex Pyramid, Types of age and sex pyramid, age and sex pyramids of different countries
- 3.5 Classification of population - Urban and rural population
- 3.6 Population below poverty line, working population, dependent Population

Unit No. IV: Urbanization and its implications (15)

- 4.1 Meaning, definitions of urbanization, factors responsible for urbanization and problems of urbanization
- 4.2 Urbanization as Behavioral concept, structural concepts and demographic concept

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press
2	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning	
3	The Continuing Demographic Transition	G.W. Jones, R.M. Douglas	
4	Demographics: A casebook for business and Government	Hallie J. Kintner, Thomas W. Merrick	
5	Population, Ethnicity and Nation Building	By Calvin C. Goldscheider	
6	Population Dynamics: A new Economic Approach	C.Y. Cyrus Chu	Oxford
	E-Resources : https://youtu.be/Af7bawW1TNK		

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Recognize need, importance of demography.
Co:2	Understanding	Understand physical and cultural factors affecting the distribution of population.
Co:3	Applying	Demonstrate human resource in development and growth of business.
Co:4	Analysing	Analyse population growth in India since 1901.
Co:5	Evaluating	Appraise the pros and cons of urbanization.
Co:6	Creating	Deliver urbanization as behavioural concept, structural concepts and demographic concept.

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 201 T	Title of the Course: Business Organization and Systems
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

- 1) To understand role and functions of modern business.
- 2) To understand the business environment.
- 3) To understand how a business institution functions in a given economic set up.

SYLLABUS:

Unit No. I: Nature and evolution of business (15)

- 1.1 Concept of business and its characteristics
- 1.2 Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry
- 1.3 Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur and Homepreneur
- 1.4 Online trading, digital marketing and payment methods

Unit No. II: Forms of Business Organization (15)

- 2.1 Forms of business organization and its selection
- 2.2 Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Private company, Joint Stock Company, virtual business organizations, MNC's, OPC (One Person company)

Unit No. III: Setting up of a business enterprise (15)

- 3.1 Identification of ideas and opportunities, influencing factors while setting up of business enterprise
- 3.2 Feasibility report of a business enterprise
- 3.3 Size and location of a business enterprise
- 3.4 Licensing and basic legal formalities to start a new business enterprise

Unit IV: Study of Domestic and Foreign Trade

(15)

4.1 Levels of Distribution Channels and their role

4.2 Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing

4.3 Foreign Trade: Concept of Export and Import; Export and Import Procedure

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Modern Business Organisation and Management – Systems Approach	S.A. Sherlekar , V.S. Sherlekar	Himalaya Publishing House	Mumbai
2	Business Organization	Rajendra P. Maheshwari , J.P. Mahajan	International Book House	New Delhi
3	Business Organisation and Management	Neeru Vasishtha , Namita Rajput	Kitab Mahal	Allahabad
4	New Course in Organization of Commerce	A.N. Rangparia, Chopde, Negwekar and 8 more	Sheth	Mumbai
5	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann	New Delhi
6	Business Organisation and Management	Jagdish Prakash	Kitab Mahal	Allahabad
	Business Management	Dr. Mangesh P. Waghmare	Prashant Publication	Pune

E- Resource

- <https://ncert.nic.in/textbook/pdf/kebs102.pdf>
- https://www.consumerinterests.org/assets/docs/CIA/CIA2009/2009_halldevaney.pdf

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Enumerate the basic terms covered in the syllabus.
Co:2	Understanding	Understand the various forms of business organisation
Co:3	Applying	Identify the opportunities for setting up the business.
Co:4	Analysing	Various factors for setting up the enterprise.
Co:5	Evaluating	Determine various levels of distribution channels according to the product
Co:6	Creating	Create new setup of business and identify the difference between domestic and foreign trade and trade procedure.

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 202 T	Title of the Course: Principles of Marketing
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand right marketing environment in the country.
2. To understand and develop basic marketing concept
3. To develop new understanding regarding services, rural marketing and new trends in marketing

SYLLABUS:

Unit No. I: Concepts and Functions of Marketing (15)

- 1.1 Marketing concepts, its objectives, importance and functions of marketing
- 1.2 Various Approaches of marketing
- 1.3 Challenges and opportunity of marketing manager in international market

Unit No. II: Marketing Environment and Marketing Segmentation (15)

- 2.1 Marketing environment – meaning, Internal and external factors influencing marketing environment, Political, social economical international, technological, multi-cultural environment
- 2.2 Segmentation: concepts, importance and its types of segmentation.

Unit No. III: Constituents of Marketing Mix (15)

- 3.1 Marketing Mix- Meaning scope and importance of marketing mix
- 3.2 Product mix concept of a product, product characteristics Intrinsic and extrinsic, PLC.
- 3.3 Price mix - Meaning, element, importance of price mix, factors, influencing pricing, pricing methods
- 3.3 Place mix - Meaning and concepts of channel of distribution or intermediaries,
- 3.4 Promotion mix- Meaning, definitions, importance and limitations of advertisement
- 3.5 People mix -meaning & concepts, elements, importance
- 3.6 Process mix - stages, meaning & importance.
- 3.7 Physical evidence- meaning, importance & components.

Unit IV: Classifications and Types of Markets

(15)

4.1 Conventional classification of markets.

4.2 Services marketing its main features importance, growth functions

4.3 Rural marketing features and its contribution to Indian economy problems and measures to improve

4.4 Recent trends in Marketing- 1. Green Marketing concepts 2. Digital Marketing, 3. Virtual Marketing, 4. Hybrid Marketing

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi
7	Marketing and Salesmanship-I	Dr. Mangesh P. Waghmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
8	Marketing and Salesmanship-II	Dr. Mangesh P. Waghmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
	E- Resource https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o			

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Remembering Challenges and opportunity of marketing manager in international market
Co:2	Understanding	Understand the role of marketing manager in devising Marketing Mix in the present state of affairs
Co:3	Applying	Identify the constituents of marketing mix
Co:4	Analysing	Analysing the market and growth of market
Co:5	Evaluating	Determine various levels of distribution channels according to the product
Co:6	Creating	Illustrate the recent trends in marketing.

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 203 T	Title of the Course: Principles of Finance
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

- 1.To cultivate right approach towards money, finance, and their role in business.
- 2.To acquaint with right understanding regarding various sources of finance and their role and utility in business
- 3.To develop basic skills as to concept of capital structure and concept of capital structure

SYLLABUS:

Unit No. I: Basic Concepts in Finance (15)

- 1.1 Definition - Nature and scope of finance function
- 1.2 Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.

Unit No. II: Sources of Finance (15)

- 2.1 External: - Shares, Debentures, Public Deposits,
- 2.2 Borrowing from banks: - meaning, types, advantages and limitations of these sources
- 2.3 Internal: - Reserves and surplus, Bonus shares Retained earnings

Unit No. III: Capital Structure (15)

- 3.1 Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization: - Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies

Unit IV: Recent Trends in Business Finance: -

(15)

4.1 Meaning and nature of –

- i) Venture Capital
- ii) Leasing
- iii) Microfinance
- iv) Mutual Fund

Suggested Readings:**Course Outcomes:** On successful completion of the course the learner will be able to :

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt.Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , AnilMisra	Oxford – University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai
5	Fundamentals of Financial management	James C. Van Horne John M. Wachowicz	Prentice Hall of India Pvt.Lit.	New Delhi
6	Financial management Comprehensive TextBook with Case Studies	Ravi M. Kishore	Taxmann’s	New Delhi
7	Financial management – recent trends in Practical Application	Chandra Hariharan Iyer	International Book House Pvt. Ltd.	Mumbai
	E-Resource https://www.pdfdrive.com/principles-of-finance-d16726868.html			

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Remembering traditional, modern, role of finance manager.
Co:2	Understanding	Understand the sources of Finance
Co:3	Applying	Identify the capital structure and factors affecting capital structure
Co:4	Analysing	Analysing the difference between shares, debentures
Co:5	Evaluating	Evaluate consequences of over-capitalization and Under Capitalization.
Co:6	Creating	Illustrate the recent trends in business finance.

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F.Y.B.B.A.	Semester –I
Course Code: BBA 204 T	Title of the Course: Basics of Cost Accounting
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand the concept of cost, cost sheet, cost center.
2. To understand how overheads influence the cost structure
3. To develop skills for computation of total cost for a particular product

SYLLABUS:

Unit No. I: Basic concept in cost (15)

- 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Origin, Objectives and Features of Cost Accounting
- 1.2 Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre

Unit No. II: Elements of cost and Cost Sheet (15)

- 2.1 Material, Labour and other Expenses
- 2.2 Classification of Cost & Types of Costs
- 2.3 Preparation of Cost Sheet

Unit No. III: Overheads (15)

- 3.1 Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads
- 3.2 Under and over absorption – Definition and Reasons

Unit IV: Contract and Process cost and Methods of Costing

(15)

4.1 Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract

4.2 Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
2	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
3	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
4	Costing Adviser	P.V.Rathnam, P. Lalitha	Kitab Mahal	Allahabad
5	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M.Datar , Madhav V. Rajan	Pearson	New Delhi
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
7	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi
E- Resources 1. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf 2. https://www.deskera.com/blog/cost-accounting/ 3. https://www.investopedia.com/terms/c/cost-accounting.asp 4. https://cleartax.in/s/cost-accounting 5. http://accounting-financial-tax.com/cost-accounting-common-terms-and-definitions/ 6. https://youtu.be/cwahMNjTTnU 7. https://youtu.be/VXTbSqrS1OQ				

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Remembering basic concept of cost.
Co:2	Understanding	Understand the elements of cost
Co:3	Applying	Identify the elements of cost and cost sheet, overheads
Co:4	Analysing	Analyse the overheads
Co:5	Evaluating	Evaluate apportionment and reapportionment of overheads
Co:6	Creating	Prepare cost sheet.

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F.Y.B.B.A.	Semester –I
Course Code: BBA 205 T	Title of the Course: Business Statistics
Credits: 04	Teaching Hours: 60

Course Objectives (Cos):

1. To understand the role and importance of statistics in various business situations
2. To develop skills related to basic statistical technique
3. To develop right understanding regarding regression, correlation and data interpretation

SYLLABUS:

Unit No. I: Introduction to Statistics (15)

- 1.1 Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. Methods of Sampling, Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.
- 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.
- 1.3 Frequency Distribution- Discrete and Continuous frequency distribution, cumulative frequency and Cumulative frequency distribution.
- 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram

Unit No. II: Measure of Central Tendency (15)

- 2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.
- 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.
- 2.3 Determination of Mode and Median graphically.
- 2.4 Empirical relation between mean, median and mode.
- 2.5 Combined Mean, Numerical Problems.

Unit No. III: Measure of Dispersion (15)

- 3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion.
- 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V).
- 3.4. Combined Standard Deviation
- 3.5 Numerical Problems

Unit IV: Correlation and Regression (15)

- 4.1. Concept and meaning of Correlation, Types of correlation.
- 4.2. Methods to study Correlation: - Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks)
- 4.3 Numerical Problems on Correlation
- 4.4 Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y.
- 4.5 Regression coefficients, properties of regression coefficients, Numerical problems on Regression

Suggested Reading

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi
5	Statistics Theory and Practice	R.S. N. Pillai Bagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi
	E-Resource https://www.youtube.com/watch?v=-k0pZa201Ck https://www.youtube.com/watch?v=Y3u41omtEug			

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Remembering basic concept of statistics
Co:2	Understanding	Understand the different methods of sampling
Co:3	Applying	Apply statistical tools in management
Co:4	Analysing	Analyse the graphs.
Co:5	Evaluating	Solve the numerical on standard deviation
Co:6	Creating	Create and use of statistic in solving the problems of commerce and management.

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Faculty of Commerce and Management

F.Y.B.B.A.	Semester –I
Course Code: BBA 206 T	Title of the Course: Fundamentals of Computers
Credits: 04	Teaching Hours: 60

Course Objectives (Pos):

1. To understand the concept of information and their role in modern businesses.
2. To develop rational approach as to how computers can be used in data process analysis in business.
3. To acquaint with security measures, safety while using net based service.

SYLLABUS:

Unit No. I: Introduction to Computers (15)

- 1.1 Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Computers.
- 1.2 Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM, ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive.
- 1.3 I/O Device- Monitor and types of Monitors, Printer and types of Printers, Scanners, Digitizers, Plotters.
- 1.4 Number Systems-Introduction to Binary, Octal, Hexadecimal number system

Unit No. II: Basics of Computer Networks & Internet (15)

- 2.1 Definition - Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS
- 2.2 Topology, Types of Topologies, Types of Networks, LAN, MAN, WAN

Unit No. III: Introduction to Application Software (15)

- 3.1 MS WORD : Creating a New Document, Starting on a New Blank Document, Templates, Writing and Simple Formatting - Simple formatting, Formatting with Styles.
- 3.2 MS-Excel, Various Functions such as sum, average, count, max, min, Graph / Charts in Ms -Excel
- 3.3 MS–PowerPoint: Animation Effects, Transition Effects, SlideShow Setting

Unit IV: Introduction to Internet & cybersecurity (15)

- 4.1 WWW, Internet, Internet Service Providers (ISP), e-mail, search engine
- 4.2 Information security overview – Background and current scenario
- 4.3 Types of Attacks, Goals of security, Overview of security, threats, Weak / Strong passwords and password cracking Insecure Network connections, Digital signature

Suggested Readings:

Course Outcomes: On successful completion of the course the learner will be able to:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Computer Security	Matt Bishop	Pearson	New Delhi
2	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House	Mumbai
3	Fundamentals of Computers	V. Rajaraman	PHI Learning	New Delhi
4	Computer fundamentals	Pradeep K. Sinha	BPB Publications	New Delhi
5	Business Informatics	Dr. Satish D. Jagtap	Thakur Publication	Pune
E- Resource				
1 https://www.vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf				
2 https://www.tutorialspoint.com/computer_fundamentals/computer_fundamentals_tutorial.pdf				

Course Outcomes : On successful completion of the course the learner will be able to:

Co#	Cognitive abilities	Course outcomes
Co:1	Remembering	Recognize the various components of a computer, network
Co:2	Understanding	Explain the characteristics and usage of various elements of a computer, a network and operating systems
Co:3	Applying	Demonstrate appropriate use of body language.
Co:4	Analysing	Analysing Excel sheet
Co:5	Evaluating	Explain basic terminology related to data and information.
Co:6	Creating	Discuss emerging trends in IT