

Anekant Education Society's

**Tuljaram Chaturchand College of Arts, Science and Commerce,  
Baramati**

**REVISED BBA PROGRAMME STRUCTURE CBCS 2022 PATTERN**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**THREE-YEAR FULL-TIME COURSE**

**BBA I YEAR CURRICULUM APPLICABLE W.E.F. AY 2022-23**

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**BBA PROGRAMME CONTENT**

1. PREAMBLE
- 2. Objectives Of the Programme**
- 3. Introduction To the Programme**
- 4. Eligibility**
- 5. Duration Of the Programme**
- 6. Detailed Syllabus of paper**

**Structure for Three Years Bachelor of Business Administration- BBA Degree Programme  
(Choice Based Credit System - CBCS) with effect from June 2022.**

## **1. Preamble:**

The bachelor Degree programme structure of BBA is designed to give detailed idea about different types of business organizations and their functioning. This course will try to inculcate business administration and startup activities in 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 prominently focusses on providing various skills and entrepreneurship development skills among the students.

The Business Administration required entrepreneurial skills, decision making ability, brain storming skills etc. and so the program structure is designed by considering the all-essential skills requirements for the students.

## **2. Programme Objectives:**

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. It also helps learner to become successful business professional by creating self-employment opportunities.

**Following are the objectives:**

1. To give detailed understanding about business environment and organization structures.
2. To develop entrepreneurial attitude among the students.
3. To make students capable of becoming a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various manufacturing and service industries.

### **3. Introduction to the Programme:**

The degree shall be titled as **Bachelor of Business Administration (B.B.A.)** under the Faculty of Commerce. The implementation of Choice Based Credit System for First Year B.B.A. is w.e.f. the academic year 2021-2022, Second Year B.B.A. w.e.f. 2022-2023 and Third Year B.B.A. w.e.f. 2023-2024.

### **4. Eligibility:**

- A candidate from any stream, should have passed 12<sup>th</sup> Std. Examination (H.S.C.10+2) with minimum 40% of marks and English as a passing subject.

OR

- Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10<sup>th</sup> Standard.

OR

- Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12<sup>th</sup> Standard.

OR

- Completed MCVC program

### **5. Duration of the Programme:**

**The Bachelor of Business Administration (BBA) is a full time three (3) years programme and it is divided in six (6) Semesters.**

## 6.List of Courses offered

### BBA -Bachelor of Business Administration Updated Programme Structure CBCS - Pattern 2021-22

#### FYBBA Semester I

Group I	Course Details	
Course Code	Course Title	Credits Core Course
	<b>First Year Semester I</b>	
UBBA111	Business Organization and Corporate Environment	3
UBBA112	Professional Communication Skills	3
UBBA113	Financial Accounting	3
UBBA114	Micro Economics	3
UBBA115	Business Mathematics	3
UBBA116	Business demography and Business Environmental studies.	3
	Certificate Course Not Related to Curriculum	2
	Total Credits for the Semester I	20

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**Subject Code : UBBA111**

**Subject Name: Business Organization and Corporate Environment**

**Credit : 03**

**A) Learning Objectives:**

1. To give the Practical knowledge of Business Organization & System.
2. To make the students aware about various activities of business, business practices and recent trends in business world.
3. To study the challenges before the business and setting up of a business enterprise.
4. To develop the spirit of entrepreneurship among the students.

**B) Learning Outcome:**

The main outcome of this course is to aware students about various activities of business, business practices and recent trends in business world.

**Unit 1 Introduction and Evolution of Business**

- 1.1 meaning of business, Characteristics of Business, Division of Business, Objectives of Business, Requisites for success in Business.
- 1.2 Development of commerce, Evolution of Industry, Globalization, Emergence of MNCs.
- 1.3 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce. Online trading, Patents, trademarks and Copyrights Challenges before Indian business sector.
- 1.4 Provisions in Indian Constitution for Business.

**No. of Lectures 12**

**Unit 2 Types/forms of Business Organizations**

- 2.1 Mixed economy- Private Sector, Public Sector, Co- operative Sector, Joint Sector, Service Sector.
- 2.2 Forms of Business Organizations -Sole proprietorship, Partnership Firm, Joint stock company –
- 2.3 Features, Merits, Demerits and suitability of various forms of Business.

**No. of Lectures 10**

**Unit 3 Setting up of a Business Enterprise**

- 3.1 Decision in Setting up of an Enterprise, Opportunity and ideas generation, Role of creativity and innovation. licensing and basic legal formalities to start a new business
- 3.2 Project Report- Business Size and Location decisions, Factors to be considered in starting a new unit, Government policies.

**No. of Lectures 10**

**Unit 4 Study of Domestic and Foreign Trade**

- 4.1 domestic trade-concept of domestic Wholesale and Retail Trade
- 4.2 foreign trade-concept of export import, export and import procedure.

**No. of Lectures 08**

## **Unit 5 corporate environment**

**5.1 Corporate capital** -Share capital-meaning, types of share merits, demerits

**5.2 Corporate Meetings:** Meeting-Meaning and Definition. Types of meeting Statutory meeting, Annual General Meeting, Extraordinary General Meeting.

**5.3 Board Meeting and Resolution**

**No. of Lectures 08**

### **Recommended Books:**

1. Modern Business Organization - S.A. Sherlekar
2. Industrial Organization Management - Sherlekar
3. Business Organization and management – Y.K. Bhus han
4. Business Organization and system – Dr.M.V.Gite, Dr.R.D.Darekar, Prof.S.N.Nanaware, Dr.V.D. Barve- Success Publication,Pune
5. Business Environment - F. Cherunilam.
6. Business Organization & Management – C.B. Gupta.
7. Entrepreneurial Development – S.S. Khanna.
8. Organizing and Financing of Small scale Industry – Dr. V. Desa

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Subject Code : UBBA112  
Subject Name: Professional Communication Skills  
Credit : 03

**Learning Objectives:**

1. To understand the role of communication in personal and business world
2. To understand basic communication process, its types and their utility
3. To develop proficiency in writing business letters and other communications methods required in business organization.

**Learning Outcome:**

The outcome of this course is to make student capable of using communication skills in the business world in regular business activities.

**Unit 1 : Introduction to Communication.**

- 1.1 meaning and definition . Process and elements in communication process.
- 1.2 Need of effective communication.
- 1.3 Principles of Effective communication.
- 1.4 Role of Communication in social and economic system
- 1.5 Barriers to communication and over comings

No. of Lectures 08

**Unit 2 : Methods and types of Communication**

- 2.1 Methods of Communications: Linguistics, Non- Linguistics and Para- Linguistics.
- 2.2 Verbal and Non verbal communication.
- 2.3 Oral Communication
  - 2.3.1 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, Phonetics and its application in oral communication.
  - 2.3.2 Rumor - Grapevine - Group Discussion
  - 2.3.3 The art of listening - Principles of good listening.

No. of Lectures 10

**Unit 3 : Business Letters**

- 3.1 Standard Formats of Business Letter.  
Need and functions of business letters - Planning & layout of business letter -Kinds of business letters - Essentials of effective correspondence.
- 3.2 Drafting of Business Letters

**Enquiries and replies to enquiry, Placing and fulfilling orders, Complaints and Follow-up letter, Sales Letters, Circular letters, Application for employment and Resume memos.**

### **3.3 Email writing.**

**No. of Lectures 10**

## **Unit 4: Application of Communication Skills in Business Organization**

### **4.1 Modern office Communication**

**Electronic communication – Telephone, EPBAX System Tele-Conferencing, answering machines, E-mail, voice-mail, Fax, Internet, Audio – Visual aids etc.**

### **4.2 Group Decision-Making Process.**

### **4.3 Conflict and Negotiations.**

### **4.4 Presentation and Interviews.**

### **4.5 Customer Care/Customers Relations.**

**No. of Lectures 10**

## **Unit 5 : Reporting to Management**

5.1 Principles of writing reports for management,

5.2 Types of reports, Structures of report,.

5.3 Preparation/ Collection of Information,

5.4 Use of graphs, presentation of reports,

**No. of Lectures 10**

### **Recommended Books:**

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubrahmanyam - Vani Educational Books.



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**Department of Business Administration.**

**Subject Code : UBBA113**

**Subject Name:.. Financial Accounting**

**Credit : 03**

**A) Learning Objectives:**

1. To enable the students to acquire sound knowledge of basic concepts of accounting.
2. To impart basic accounting knowledge.
3. To impart the knowledge about recording of transactions and preparation of final accounts.
4. To acquaint the students about accounting software packages.

**B) Learning Outcome:**

The outcome of this course is to enable the students to acquire sound knowledge of basic concepts of accounting & practical knowledge.

**Unit No 1 : Introduction**

- 1.1 Financial Accounting-definition and Scope,
- 1.2 Objectives, Accounting concepts,
- 1.3 Principles and conventions.
- 1.4 Accounting Standards in general: - AS1, AS2, AS6.

No. of Lectures 6

**Unit No 2 Recording Transactions and Preparing Final Accounts**

- 2.1 Voucher system; Accounting Process,
- 2.2 Journals, Ledger, Cash Book, subsidiary books,
- 2.3 Trial Balance preparation of Final Accounts of Sole Proprietorship  
(Trading and Profit & Loss Account and Balance Sheet)

No. of Lectures 18

**Unit 3 Bank Reconciliation Statement**

- 3.1 Meaning, Importance of Bank Reconciliation Statement
- 3.2 Preparation Of Bank Reconciliation Statement
- 3.3 Bank Reconciliation Statement of Any Business Organization (Practical Problems)

No. of Lectures 06

**Unit 4 Depreciation (Transfer of Value- Appreciation)**

- 4.1 Meaning, Need, Importance of Charging Depreciation.
- 4.2 Methods of Charging Depreciation - Written Down Value, Straight Line Method.

## **Unit 5 Computerized Accounting Systems**

5.1 Types of Accounting Software

5.2 Tally ERP-9 (Software Details)

5.3 Tally- Company Creation, Group Creation, Accounting Voucher Creation; Recording Transactions; Preparing Reports, Cash Book, Bank Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet.

No. of Lectures 10

### **Recommended Books**

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Business Accounting-Dr.G.M.Dumbre, Dr.Kishor Jagtap, Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune
3. Financial accounting: By Jane Reimers (Pearson Education)
4. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
5. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
6. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
7. Advanced Accounts – M.C. Shukla and S P Grewal ( S.Chand & Co., New Delhi)

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**Department of Business Administration.**

**Course Name: Bachelor in Business Administration.**

**Subject code: UBBA114**

**Subject Name: Micro Economics.**

**A) Learning Objectives:**

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.

**B) Learning Outcome:**

The outcome of this course is to expose students to basic micro economic concepts & understanding the relationship in Economics and Business Development.

**Unit No. 1 Introduction to Economics**

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

No of Lectures 10

**Unit No. 2 Demand and Supply Analysis**

- 2.1 Concept of Demand and demand Law.
- 2.2 Elasticity of Demand and their types.
- 2.3 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue
- 2.4 Concept of Supply and Supply Law.
- 2.5 Factors affecting Supply.

No of Lectures 10

**Unit No 3 Cost Analysis**

- 3.1 Concept of Cost.
- 3.2 Types of Cost.
- 3.3 Pricing under various market conditions.
- 3.4 Pricing Strategies used in Perfect Competition.
- 3.5 Price Determination under Monopoly.
- 3.6 Price determination under monopolistic condition.

No of Lectures 10

## **Unit No. 4 Distribution Theory**

- 4.1 Marginal Productivity Theory of Distribution
- 4.2 Rent: Modern Theory of Rent
- 4.3 Wages: Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination
- 4.4 Interest: Liquidity, Preference Theory of Interest  
Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing

No of Lectures 10

## **Unit 5 : PRODUCT MARKET AND PRICE DETERMINATION.**

- 5.1 forms of market
- 5.2 Equilibrium price - effect of shift in demand & supply
- 5.3 Price and output determination in
  - a) Monopolistic Competition
  - b) Oligopoly

No of Lectures 08

## **RECOMMENDED BOOKS**

1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
2. Introduction to Positive Economics - Richard G. Lipsey
3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth
5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
6. Managerial Economics - Theory and Application - D. M. Mithani

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**Department of Business Administration.**

**Course Name: Bachelor in Business Administration.**  
**Subject code: UBBA115**  
**Subject Name: Business Mathematics**  
**Credit : 03**

**A) Learning Objectives:**

- 1) To understand applications of matrices in business.
- 2) To understand the Shares and Dividends.
- 3) To use L.P.P. and its applications in business.
- 4) To understand the concept of Transportation problems & its applications in business world.
- 5) To understand the concept and application of Permutations & Combinations in business

**B) Learning Outcome:**

The outcome of this course is to provide knowledge of application of mathematical terms in Business.

**Unit No.1 Numerical methods and concept for business manager**

- 1.1. Concept of Shares, Stock exchange, Face Value, Market Value.
- 1.2. Dividend, commission, brokerage.
- 1.3. Equity Shares, Preferential Shares, Bonus Shares.
- 1.4. Profit and loss, Percentages, Ratio and proportion, Averages

No. of Lectures 8

**Unit No.2 Matrices and Determinants (up to order 3 only)**

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

No. of Lectures 14

**Unit No.3 Linear Programming problem & Graphical Solution and Vein Diagrams**

- 3.1. Meaning of LPP.
- 3.2. Formulation of LPP and solution by graphical methods.
- 3.3 Vein diagram – Definition, Symbols used, Diagrams and Examples.

No. of Lectures 10

**Unit No.4 Methods of Transportation problem (T.P.)**

- 4.1. Statement and meaning of T.P.
- 4.2. Methods of finding initial basic feasible solution by North West corner Rule, Matrix.
- 4.3 Minimum method and Vogel's approximation method.
- 4.4. Simple numerical problems (concept of degeneracy is not expected).

**No. of Lectures 08**

**Unit No.5 Permutations and Combinations**

- 5.1. Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition).  $nPr = n! / (n-r)!$  (Without proof).
- 5.2. Combinations of 'r' objects taken from 'n' objects.  $nCr = n! / r! (n-r)!$  (Without proof) problems, Applications.

**No. of Lectures 08**

**Reference Books :**

- 1) *Business Mathematics* by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) *Business Mathematics* by V. K. Kapoor - Sultan chand & sons, Delhi
- 3) *Business Mathematics* by Bari - New Literature publishing company, Mumbai

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**Department of Business Administration.**

**Course Name: Bachelor in Business Administration.**

**Subject code: UBBA116**

**Subject Name: Business Demography and Business Environment Studies.**

**Credit : 03**

**Learning 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.
- 4) To study Demographic Environment (Social, Cultural, Political, Legal).

**Learning Outcome:**

The outcome of this course is to develop knowledge base for demographic and environmental factors affecting business.

**Unit No.1 Introduction of Demography**

- 1.1 Meaning, Definition, Need,
- 1.2 Importance & need of Demography Studies for Business
- 1.3 Scope of demography, interdisciplinary approach of demography
- 1.4 Components of demography: Fertility, mortality and migration
- 1.5 Measures to calculate fertility and mortality rate
- 1.6. Factors affecting fertility and mortality

No. of Lectures 10

**Unit No.2 Demographic Environment**

- 2.1. Nature, Scope & Importance Demographic Environment
- 2.2. Population Size
- 2.3. Factors of Demographic Environment.
- 2.4. Impact of Social & Cultural components
- 2.5. Political & Legal Environment

No. of Lectures 10

### **Unit No.3 Population as Resource**

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

No. of Lectures 12

### **Unit No.4 Rural Development & Urbanization**

- 4.1 Meaning Rural Development
- 4.2 Meaning, definitions of urbanization
- 4.3 4.3 Classification of population - Urban and rural population
- 4.4 Factors responsible for urbanization and problems of urbanization
- 4.5 Urbanization as Behavioral concept, structural concepts and demographic concept
- 4.6 Urban structure and rural structure

No. of Lectures 08

### **Unit No. 5 Environment and Environmental issues related to Business**

- 5.1 Meaning and definition of environment
- 5.2 Types of Environment
- 5.3 Physical and Cultural components of environment
- 5.4 Need of environmental studies for Business Management
- 5.5 Environment factors affecting Business –
- 5.6 Physical factors –topography, climate, minerals, water resources;  
Cultural factors – infrastructure – technology tradition, political, social, education , Global warming and Kyoto Protocol, Oil Crisis and its impact on Business

No. of Lectures 8

#### *Reference books:*

- *Population Geography : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)*
- *Population Geography: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi*
- *Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan*
- *Geography of India: Majid Hussain Tata McGraw Hill*
- *Population Geography : I Singh: Alfa Publication (2006)*
- *Business Demography and Environmental studies-Miss Joshi Sunita, Dr.Jaybhaye Ravindra- Success Publication,Pune*



