

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Bachelor of Business Administration (BBA)

Name of the Course: B.B.A. I (Sem.-I & II)

(Syllabus to be implemented from June, 2022)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System

Bachelor of Business Administration (BBA)

Principles of Management-I

Course Code: Semester I (CC-1)

Total Periods : 60

Total Marks :50

Objective: To develop understanding regarding basic concepts and functions of Management.

Sr. No.	Name of Topic	No. of Lectures
1	Introduction to Management Introduction, Definition, Importance of management, Scientific and Administrative Management, Functions of Management - Planning, Organising, Staffing, Directing & Controlling. Levels of Management and its functions.	15
2	Planning Meaning, Definition, Features of Planning, Importance of planning, Types of Plans, Steps in Planning process, Making planning effective.	10
3	Organising Definition of organisation, Process of organising Organizational Structure & its types, Span of management, Departmentation & its types, Difference between Power and Authority Delegation of Authority and its advantages, Responsibility.	20
4	Staffing Meaning, Definition, Staffing process, Manpower planning, Recruitment (Sources), Selection (Process), Training (Need & types) and Performance Appraisal (Need & advantages)	15

Reference Books:

- 1) Principles of Management, P.C. Tripathi and P.N. Reddy, Mcgraw Hill
- 2) Principles & Practice of Management , L.M.Prasad, S. Chand and Sons
- 3) Management , Stephen P. Robins and Marry Coulter , Pearsons pub.
- 4) Principles of Management – Knootz & O'Donell, Tata McGraw Hill

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Business Communication-I

Course Code: Semester-I (CC-2)

Total Periods :60

Total Marks : 50

Objective: To acquaint students with importance of communication in business.

Unit No.	Name of the Chapter	Details	No. of Lectures
1	Introduction to Communication	Communication-Meaning ,Objectives, Importance and Process, Essentials of good communication, Barriers to communication and Overcoming communication Barriers	10
2	Types of Communication	Communication Written, Oral, Face-to-face, Silence (Merits and demerits of each type). Non-verbal Communication-Meaning, Medias/ Forms of Non-verbal communication	15
3	Business Letters	Need and functions of business letters, Planning & layout of business letter (Styles), Drafting of Business Letters Application for employment and resume, Placing and fulfilling orders, Enquiries and replies, Sales letters, Complaints and follow-up.	20
4	Reporting & Presentation	Principles of writing reports for management, Types of reports Structures of report, Presentation Skills: Meaning, Importance & Stages	15

Recommended Books:

1. Communication-C.S. Rayudu-Himalaya Publishing House
2. Business Communication-Raiand Rai-Himalaya Publishing House
3. Business Communication-P. D. Chaturvedi and Mukesh Chaturvedi.
4. Essentials of Business Communication-Rajendra Pal and J.S.Korlahalli-S.Chand and Sons.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Accounting for Business – I

Course Code: Semester I (CC-3)

Total Periods :60

Total Marks : 50

Course Objectives:

- The mission of accounting in any business is to systematically record transactions, sort and analyse them, prepare financial statements, assess the financial position, and use information about the business to aid in decision-making. This subject will undoubtedly prepare students to become entrepreneurs.

Unit No	Content	Hrs.
1	Introduction to Accounting 1.1 Meaning & definition of accounting 1.2 Objectives of Accounting 1.3 Functions of Accounting 1.4 Importance of Accounting 1.5 Basic Accounting terminologies 1.6 Branches of Accounting 1.7 Basis of Accounting 1.8 Users of Accounting information 1.9 Role of an accountant	8
2	Accounting Principles, Concepts & Convention. 2.1 Accounting Concepts, Principles and Conventions. 2.2 Accounting Standards	10
3	Accounting Process 3.1 Double entry system. 3.2 Classification of Accounts. 3.3 Golden Rules of Accounting. 3.4 Journal Entries. 3.5 Ledger Posting. 3.6 Trial Balance (Objectives and Preparation of Trial Balance) 3.7 Cash Book, Kinds of Cash Book. 3.8 Preparation of Simple Cash Book & Three Column Cash Book.	18
4	Depreciation Accounting 4.1 Concept of Depreciation 4.2 Objectives of Depreciation 4.3 Problems on Methods for providing Depreciation (Straight- line method and Reducing Balance method)	12
5	Final Accounts for Sole Proprietor 5.1 Introduction 5.2 Trading Account (Trading Account Items) 5.3 Profit and Loss Account (Profit and Loss Account Items) 5.4 Balance Sheet (Characteristics, Arrangements and Classification of Assets and Liabilities. 5.5 Preparation of Final Accounts.	12

<i>Suggested readings</i>	
1.	P. C. Tulsian, Financial Accounting, Person Publication, New Delhi.
2.	M. C. Shukla & Grewal, Advance Accountancy, S. Chand Publication, New Delhi.
3.	M. C. Shukla & S. C. Gupta, Solutions to Problems in Advanced Accounts Vol 1, S. Chand Publication, New Delhi.
4.	Maheshwari S. N. And Maheshwari S. K. Financial Accounting, Vikas Publishing House , New Delhi.
5.	Jain S P., and Narang, K. L. Financial Accounting. Kalyani Publishers, New Delhi.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Business Economics –I

Course Code: Semester I (CC-4)

Total Periods : 60

Total Marks: 50

- Objectives:** a) To provide basic knowledge of the micro economic theory.
b) To enable students to apply this knowledge in business decision making.

Unit – 1	Introduction to Micro Economics	15
	1.1. Meaning, Nature and Scope of Micro Economics. 1.2. Significance and Limitations of Micro Economics. 1.3. Business Economics Features and Objectives 1.4. Role of Micro Economics in Business Decisions 1.5. Basic Problems of an Economy and Role of Free Market Economy.	
Unit – 2	Demand and Supply Analysis	15
	2.1. Demand Function and Law of Demand. 2.2. Elasticity of Demand - Meaning, Types and Measurement (Price, Income, Cross and Advertising) 2.3. Concept of Supply and Law of Supply. 2.4. Elasticity of Supply - Meaning and Determinants of Elasticity of Supply. 2.5. Determination of Equilibrium Price and Quantity through Demand and Supply.	
Unit – 3	Production and Cost Analysis	15
	3.1. Concept of Production and Features of Factors of Production 3.2. Production Function- Short Run and Long Run. 3.3. Meaning and Types of Cost (Total, Average, Marginal, Fixed, Variable & Opportunity) 3.4. Behavior of Cost Curves in Short Run and Long Run. 3.5. Concept of Revenue - Behavior of Revenue Curves Under Perfect & Imperfect Competition.	
Unit – 4	Market Structure	15
	4.1. Introduction and Classification of Market 4.2. Perfect Competition – Meaning, Characteristics and Price Determination. 4.3. Monopoly – Characteristics, Price determination and Price Discrimination. 4.4. Monopolistic Competition – Characteristics and Price Determination. 4.5. Oligopoly- Meaning, Characteristics and Types of Oligopoly.	

Suggested Reading and Reference Book:

1. Business Economics (Micro) Ms. S. Shanthi, Mrs. Anjali Sane, Himalaya Publishing House
2. Macroeconomics-Theory & Policy: H. L. Ahuja, S. Chand Publication
3. Business Economics– D. M. Mithani, Anjali Sane, Himalaya Publishing House

4. Business Economics-Dr. G. N. Chitte, Mrs. Y. V. Jugale, Mr. A. K. Hulli, Ms. P.J.Khandagale.
5. Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
6. Economics: Principles and Applications - Mankiw, N.G., Cengage Learning
7. Business Economics - H.L. Ahuja, S. Chand Publication
8. Managerial Economics - Suma Damodaran, Oxford University Press
9. Managerial Economics - Geetika, Ghosh & Choudhury, Cengage Learning, New Delhi
10. Managerial Economics - Moyer & Harris, Tata Mcgraw-Hill, New Delhi.
11. Modern Microeconomics - Koutsoyiannis, A., MacMillan Press.
12. Microeconomics: Theory and Applications - Salvatore, D.L., Oxford Univ. Press
13. Managerial Economics - D N Dwivedi, Vikas Publishing House.
14. Managerial Economics - D M Mithani

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Business Organisation & Environment-I (CC 5)

Total Periods: 60

Total Marks: 50

Course Objectives:

1. To acquaint the students with various forms of business organization.
2. To make the students aware about developments in the business world.

Module 1	Introduction to Business
Meaning, Objectives & Characteristics of Business, Classification of Business, Essentials of Successful business	
Module 2	Forms of Business Organizations
Sole Proprietorship, Partnership Firms, Joint Stock Companies, Co-operative Society, Features, Merits, Demerits & Suitability of each.	
Module 3	Domestic Trade & Emerging Modes of Business
Organization of Wholesale & Retail Trade, Types, Characteristics & Functions	
Module 4	Aids to Trade & Foreign Trade
Banking, Insurance, Transportation, Warehousing – Concept, Functions & Types. Foreign Trade-Types, Advantages & Disadvantages	
Recommended Books	<ol style="list-style-type: none">1. Modern Business Organization & Management by S. A. Sherlekar, Himalaya Publication2. Business Environment Text and Cases by F. Cherunilam, Himalaya Publication3. Business Organisations & Systems by Appannaiah, Ramnath, Gujarathi, Himalaya Publication4. Modern Business Organization & Management by M. C. Shukla, S. Chand Publication

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Practicals on Management-I

Course Code: Semester I (AECC-1) w. e. f. June 2022

- Objectives:**
- a) To expose the student with current developments in business.
 - b) To improve communication and presentation skills of the students.

Practicals: Student should maintain the Practical Book (Journal) for this subject. The practical's include the following –

- a) Communication Skills** - 5 speeches in one semester to be presented. Topics should be selected other than regular subjects. (04 marks)
- b) Business News Analysis** - 5 News items of minimum of 100 words should be analyzed and presented in this Semester (04 Marks)
- c) Book Review**- Student should read one book related to Personality Development, Business Development, Industrialist's biographies / autobiographies. (04 Marks)
- d) Industrial visit Report** - Minimum two business units (08 Marks)

At the end of semester, examination will taken by the university (One internal and One external examiner) Examiners should ask the questions on the basis of Practical Book (Journal) maintained by the Students (30 Marks)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.B.A. Part- I Sem.- II

Principles of Management-II

Course Code: Semester II (CC-1) w. e. f. June 2022

Total Periods: 60

Total Marks: 50

Objective: To develop understanding regarding basic concepts and functions of Management.

Sr. No.	Name of Topic	No. of Lectures
1	Coordination Meaning, Definition, Need for Coordination, Types of Coordination, Techniques of effective coordination,	10
2	Motivation Meaning, Definition, Importance, Motivational techniques: Financial and Non-financial incentives. Theories of motivation: Maslow's Hierarchy needs theory, McGregor's theory X and Y. Theory Z by William Ouchi, Herzberg's Two Factor Theory.	20
3	Leadership Meaning, Definition, Importance, Functions of Leader, Trait Theory of Leadership, Leadership Styles, Autocratic, Democratic and Free rein, Managerial Grid	15
4	Controlling Meaning, Definition, Need for control, Steps in Control Process, Types of Control- Feed forward control, Concurrent control & feedback control, Control Techniques- Traditional & Modern.	15

Reference Books:

- 1) Principles of Management, P.C. Tripathi and P.N. Reddy, Mcgraw Hill
- 2) Principles & Practice of Management, L.M.Prasad, S. Chand and Sons
- 3) Management, Stephen P. Robins and Marry Coulter, Pearsons pub.
- 4) Principles of Management – Knootz & O'Donell, Tata McGraw Hill

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Business Communication –II Course Code: Semester-II (CC-2)

Total Periods :60

Total Marks: 50

Objective: To improve oral communication of students.

Unit No.	Name of the Chapter	Details	No. of Lectures
1	Introduction	Meaning, Nature and Scope, Principles of effective oral communication, 7C's of Communication, Media of oral communication (Face to face conversation, Teleconferences, Press Conference, Demonstration, Radio, Recording, Dictaphone, Demonstration and Dramatization, Public Address system, Closed circuit Television, Grapevine, Group Discussion, Oral Report.)	15
2	Oral Communication in Organisation	Formal Channels: Downward, Upward and Horizontal communication channels in organization. Informal Channels: Grapevine, Rumour etc. at organization. (Meaning, Medias, Merits and Demerits of all)	15
3	Communication Skills	Interviews: Meaning, Types, Conducting interviews, preparation for giving Interviews; Group Discussions: Concept, Preparing for GDs, parameters of Evaluation; Concepts of Extempore Speech, Public speaking, Techniques of effective speech, Speech preparation, Speech Process	20
4	Use of Technology in Communication	Telephone, Fax, Internet, Intranet, Video Conferencing, Answering Machines, Voice-mail, Audio-Visual aids used in Organization, Tips to Write Blogs and Social media marketing, Email writing.	10

Recommended Books:

1. Communication- C.S Rayudu- Himalaya Publishing House
2. Business Communication- Rai and Rai-Himalaya Publishing House
3. Business Communication-P.D. Chaturvedi and Mukesh Chaturvedi
4. Business Communication-M.-Vani Educational Balasubrahmanyam Books.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Subject: Accounting for Business – II

Course Code: Semester-II (CC-3)

Total Periods: 60 (4 Credits)

Total Marks: 50

Objectives:

- To run a business efficiently, students should have thorough knowledge of cost accounting, since this knowledge will enable them to ascertain cost, determine selling price, and control costs.

Unit No	Content	Hrs.
1	Introduction to Cost Accounting 1.1 Meaning , Nature & Scope 1.2 Advantages, objectives of cost Accounting, 1.3 Difference between Financial & Cost Accounting, 1.4 Cost Classification and cost elements, Cost centre, cost unit, Cost control and cost reduction, 1.5 Preparation of Cost – Sheet	12
2	Material Costing 2.1 Problems on various Stock Levels 2.2 Problems on Economic order quantity 2.3 Problems on preparation of Store ledger account (LIFO,FIFO, Simple Average and Weighted average methods)	12
3	Labour Costing 3.1 Remuneration and Incentive (Problems), Labour turnover (Problems)	12
4	Overheads 4.1 Introduction of Overheads, 4.2 Allocation of overheads,(Problems), 4.3 Classification and Accounting of Overheads, 4.4 Absorption of overhead (Problems only on Primary distribution of Overheads) 4.5 Problems on Machine hour rate	12
5	Marginal Costing 5.1 Concept of Marginal Cost& Marginal Costing, 5.2 Break-Even analysis, Practical application of Break-even analysis (Problems)	12

Suggested readings

1.	Cost Accounting, M.N.Arora, Himalaya Publishing House Pvt. Ltd, Mumbai
2.	Cost Accounting: Text-Problems, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand Publication, Delhi
3.	Cost Accounting: Principles & Practice, M.N.Arora, Vikas Publishing House, Noida
4.	Cost & Management Accounting, S.M.Inamdar, Everest Publication, Pune
5.	Cost Accounting - Theory & Problems, S. N. Maheshwari; S.N. Mittal

Punyahlok Ahilyadevi Holkar Solapur University, Solapur

Business Economics –II

Course Code: Semester- II (CC-4)

Total Periods- 60

Total Marks=50

- Objectives:**
- To provide basic knowledge of the micro economic theory.
 - To enable students to apply this knowledge in business decision making.

Unit - 1	Introduction to Macro Economics	15
	1.1. Meaning and Concept of Macro Economics. 1.2. Nature and Scope of Macro Economics. 1.3. Major Issues and Concerns of Macroeconomics. 1.4. Significance and Limitations of Macro Economics. 1.5. Basic Concepts in Macro Economics- Full employment, Price stability, Social justice, Sustained and Inclusive growth and Globalization with Sovereignty intact.	
Unit - 2	National Income Accounting	15
	2.1. Introduction to National Income 2.2. Concepts of National Income-GDP, GNP, NDP, NNP, Depreciation, Factor Cost and Market Price, National Income at Current and Constant prices. 2.3. Measurement and limitation National Income: Production, Income & Expenditure Method. 2.4. Circular flows of Income. 2.5. Importance of National Income data.	
Unit - 3	Money and Banking	15
	3.1. Concept and Function of Money. 3.2. Value of Money- Internal and External Value of Money 3.3. Inflation and Deflation – Causes, Effects and Controls. 3.4. Commercial Bank- Functions and Role. 3.5. Central Bank- Functions and Role in Price stability	
Unit - 4	Public Finance	15
	4.1. Meaning, Nature and Scope of Public Finance 4.2. Direct and Indirect Taxes – Meaning, Merits and Demerits, GST – Outline and Consequence 4.3. Public Expenditure – Causes of Growth in Public Expenditure, Effects of Public Expenditure. 4.4. Public Debt – Kinds of Public Debt, Causes and Effects of Public Debt. 4.5. Budget – Concept and types of Budget, Concept of Deficits.	

Suggested Reading and Reference Book:

1. Managerial Economics - D N Dwivedi, Vikas Publishing House
2. Macroeconomics, by H. L. Ahuja, S. Chand Publication, Delhi
3. Macroeconomics, by N. Gregory Mankiw; Worth Publishers, USA.
4. Principles of Macroeconomics, by N. Gregory Mankiw; Worth Publishers, USA.
5. Managerial Economics, by Dr. Atmanand, Excel Books, Delhi
6. Macro Economics, by Dr. D Mithani, Himalaya Publication
7. Advanced Macroeconomics, by David Romer; McGraw- Hill.
8. Managerial Economics - Analysis and Cases, by Haynes, Mote and Paul.
9. Managerial Economics, by R. L. Varshney, K. L. Maheshwari, Sultan Chand & Sons, New Delhi
10. Principles of Economics, by S K Agarwala, Excel Books
11. Macro Economics, by Thomas F. Dernburg, Mc Graw-Hill Book Co.
12. Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
13. Economics: Principles and Applications - Mankiw, N.G., (Cengage Learning)
14. Business Economics - H.L. Ahuja, S. Chand Publication
15. Managerial Economics - Suma Damodaran, Oxford University Press
16. Managerial Economics - Geetika, Ghosh & Choudhury, Cengage Learning, New Delhi
17. Managerial Economics - Moyer & Harris, Tata Mcgraw-Hill, New Delhi.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Business Organisation & Environment-II (CC 5)

BBA I Semester II (w. e. f. June 2022)

Total Periods: 60 (4 Credits)

Total Marks: 50

Course Objectives:

1. To make the students aware about developments in the business world.
2. To provide basic knowledge of business environment.

Module 1	Business Environment
Introduction, Meaning, Definition, Features, Importance, Environmental Analysis, Merits & Demerits of Environmental Analysis	
Module 2	Dimensions of Business Environment
Internal, External: Micro & Macro.	
Module 3	Economic & Technological Environment
Economic Environment: Meaning, Economic System & Its Features, Economic Factors, Various Economic Policy & Its Importance & Its Impact on Business. Technological Environment: Technology & its Features, Transfer of technology & Regulations.	
Module 4	Political, Social & Cultural Environment
Political Environment: Various institutions – Legislature, Executive, Judiciary. Social & Cultural Environment: Meaning, Nature of, Impact of Culture on Business, Social Responsibility towards various stakeholders	
Recommended Books	<ol style="list-style-type: none">1. Business Environment - Francis Cherunilam, Himalaya Publication2. Business Environment- Dr. C. N. Sontakki & Dr. Prakash Herekar, Mehta Publication (ISBN:978-81-7766-863-6)3. Business Environment- Justin Paul4. Essentials of Business Environment- K. Aswathappa, Himalaya Publication (ISBN:978-93-5273-481-8)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.B.A. I Semester II

Practicals on Management-II (AECC 1)

Total Periods : 60

Total Marks :50

Objectives:

- a) To expose the student with current developments in business.
- b) To improve communication and presentation skills of the students.

Practicals: Student should maintain the Practical Book (Journal) for the subject. The practicals include the following - .

a) Communication Skills - 5 speeches in one semester to be presented. Topics should be selected other than regular subjects. (04 marks)

b) Business News Analysis - 5 News items of minimum of 100 words should be analyzed and presented in one Semester (04 Marks)

c) Interview - Student should take interview of any one local entrepreneur and summary of the same to be written in Practical Book. (04 Marks)

d) Industrial visit Report - Minimum two business units (08 Marks)

At the end of semester, examination will taken by the university (One internal and One external examiner) Examiners should ask the questions on the basis of Practical Book (Journal) maintained by the Students. (30 Marks)