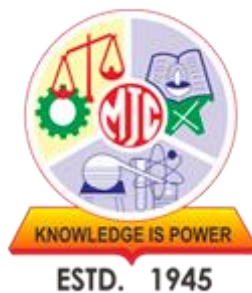


**KCE Society's**

**Moolji Jaitha College, Jalgaon**

**"An Autonomous College Affiliated to K.B.C. North Maharashtra University  
Jalgaon"**



**STRUCTURE FOR  
BACHELOR OF BUSINESS  
ADMINISTRATION (BBA)**

**2019-2022**

## Curriculum Overview:

### **Program Objectives**

The program is designed to achieve the following objectives.

- To develop managerial skills among students that can suit the industry requirements.
- To prepare students to take up higher education and to become business professionals.
- To develop entrepreneurial skills among students that can help them to become successful entrepreneurs.
- To prepare students to take up the responsibilities in various functional areas in organisations.
- To develop social and ethical values in students in conducting business operations.

### **Eligibility**

Following Candidates will be eligible to get admission in BBA Course

- 1) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12<sup>th</sup> Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12<sup>th</sup> Std.
- 2) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- 3) Three Year Diploma Course (after H.S.C., i.e. 10<sup>th</sup> Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- 4) MCVV

*\*Candidate must appear and qualify common entrance test "MJCET" conducted by the College to be eligible for admission in the BBA Program*

### **Duration of Program**

The Program shall be of three years divided into six semesters. A candidate must complete his/her degree within Five (5) Academic years from date of his/her admission to the first semester.

### **Medium of Instruction**

Medium of Instruction shall be in English

### **Attendance**

A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of number of working periods in each of the subjects compulsorily. A student who has failed to complete the course in manner stated above shall not be permitted to take the end semester examination.

## Choice based credit system in BBA Program

S E M	Core Course (DSC)	Ability Enhancement Compulsory Course (AECC)	Skill Development Course (SE)	Discipline Specific Elective (DSE)	Generic Elective (GE)
I	<b>English/MIL</b> Compulsory English – I Compulsory English – II	AECC Professional Communication			
	<b>DSC – 1 A</b> Financial Accounting & Costing – I Economics for Managers				
	<b>DSC – 2 A</b> Principles of Management Information Technology for Business				
II	<b>English/MIL</b> Compulsory English – III Compulsory English – IV	AECC Environmental Studies			
	<b>DSC – 1 B</b> Financial Accounting & Costing – II Business Organization & Corporate Environment				
	<b>DSC – 2 B</b> Organizational Behaviour Introduction Marketing Management				
III	<b>English/MIL</b> Corporate Communication – I Corporate Communication – II		<b>SEC-1</b> Computer Fundamentals and Applications		
	<b>DSC – 1 C</b> Corporate Accounting – I Introduction Human Resource Management				
	<b>DSC – 2 C</b> Business Research Methodology Business Laws				
IV	<b>English/MIL</b> Corporate Communication – III Corporate Communication – IV		<b>SEC -2</b> E Commerce & M Commerce		
	<b>DSC – 1 D</b> Management Accounting Introduction to Financial Management				
	<b>DSC – 2 D</b> Production and operations Management Corporate Laws				
V			<b>SEC -3</b> Case Studies in Management	<b>DSE 1 A</b> Paper I From Elective GRP A/B/C Paper II From Elective GRP A/B/C	<b>GE – 1</b> Direct Taxes – I Direct Taxes - II
				<b>DSE 2 A</b> Small Industry Management & Entrepreneurship International Business Management	
VI			<b>SEC -4</b> Cyber Securities & Laws	<b>DSE 1 A</b> Paper III From Elective GRP A/B/C Paper IV From Elective GRP A/B/C	<b>GE – 1</b> Indirect Taxes – I Indirect Taxes - II
				<b>DSE 2 A</b> Project Report	

**Course Structure****First Year Bachelor of Business Administration (2019-20)**

<b>FYBBA SEM I</b>	<b>Subject Code</b>	<b>Theory</b>	<b>Credits</b>
<b>English</b>	BBA 111	Compulsory English – I	03
	BBA 112	Compulsory English – II	03
<b>DSC – 1 A</b>	BBA 113	Financial Accounting & Costing – I	03
	BBA 114	Economics for Managers	03
<b>DSC – 2 A</b>	BBA 115	Principles of Management	03
	BBA 116	Information Technology for Business	03
<b>AECC</b>	AECC-1111	Professional Communication	02
<b>TOTAL CREDITS</b>			<b>20</b>

<b>FYBBA SEM II</b>	<b>Subject Code</b>	<b>Theory</b>	<b>Credits</b>
<b>English</b>	BBA 121	Compulsory English – III	03
	BBA 122	Compulsory English – IV	03
<b>DSC – 1 B</b>	BBA 123	Financial Accounting & Costing – II	03
	BBA 124	Business Organization & Corporate Environment	03
<b>DSC – 2 B</b>	BBA 125	Organizational Behaviour	03
	BBA 126	Introduction to Marketing Management	03
<b>AECC</b>	ENVI-55555	Environmental Studies	02
<b>TOTAL CREDITS</b>			<b>20</b>

**Second Year Bachelor of Business Administration (2020-21)**

<b>SYBBA SEM III</b>	<b>Subject Code</b>	<b>Theory</b>	<b>Credits</b>
<b>English</b>	BBA 211	Corporate Communication – I	03
	BBA 212	Corporate Communication – II	03
<b>DSC – 1 C</b>	BBA 213	Corporate Accounting – I	03
	BBA 214	Introduction Human Resource Management	03
<b>DSC – 2 C</b>	BBA 215	Business Research Methodology	03
	BBA 216	Business Laws	03
<b>SEC - 1</b>	BBA 217	Computer Fundamentals and Applications	02
<b>TOTAL CREDITS</b>			<b>20</b>

<b>SYBBA SEM IV</b>	<b>Subject Code</b>	<b>Theory</b>	<b>Credits</b>
<b>English</b>	BBA 221	Corporate Communication – III	03
<b>English / MIL</b>	BBA 222	Corporate Communication – IV	03
<b>DSC – 1 D</b>	BBA 223	Management Accounting	03
	BBA 224	Introduction to Financial Management	03
<b>DSC – 2 D</b>	BBA 225	Production and operations Management	03
	BBA 226	Corporate Laws	03
<b>SEC - 2</b>	BBA 227	E Commerce & M Commerce	02
<b>TOTAL CREDITS</b>			<b>20</b>

### Third Year Bachelor of Business Administration (2021-22)

<b>TYBBA SEM V</b>	<b>Subject Code</b>	<b>Theory</b>	<b>Credits</b>
<b>DSE 1 A</b>	BBA 311	Paper I From Elective GRP A/B/C	03
	BBA 312	Paper II From Elective GRP A/B/C	03
<b>DSE 2 A</b>	BBA 313	Small Industry Management & Entrepreneurship	03
	BBA 314	International Business Management	03
<b>GE - 1</b>	BBA 315	Direct Taxes - I	03
	BBA 316	Stock & Commodity Markets	03
<b>SEC - 3</b>	BBA 317	Case Studies in Management	02
<b>TOTAL CREDITS</b>			<b>20</b>

<b>TYBBA SEM VI</b>	<b>Subject Code</b>	<b>Theory</b>	<b>Credits</b>
<b>DSE 1 B</b>	BBA 321	Paper III From Elective GRP A/B/C	03
	BBA 322	Paper IV From Elective GRP A/B/C	03
<b>DSE 2 B</b>	BBA 323	Project Report	06
<b>GE - 2</b>	BBA 324	Indirect Taxes - I	03
	BBA 325	Mercantile Laws	03
<b>SEC - 4</b>	BBA 326	Cyber Securities & Laws	02
<b>TOTAL CREDITS</b>			<b>20</b>

<b>Abbreviation</b>	<b>Long form</b>
AECC	Ability Enhancement Compulsory Course
DSC	Discipline Specific Course
DSE	Discipline Specific Elective
SEC	Skill-Enhancement Elective Course
GE	Generic Elective

#### Notes to Pattern

- The Suggested curriculum comprises of 41 Papers. 8 Compulsory Language papers, 23 Discipline specific courses/electives, 2 Ability Enhancement Courses, 4 Skill Enhancement Courses and 4 Generic Electives.
- Semester I & II will consist of 7 papers each, two papers of Compulsory English for 3 credits each, 4 papers of DSC for 3 credits each and 1 paper of AEC for 2 credits.
- Semester III & IV will consist of 7 papers each, two papers of Compulsory English for 3 credits each, 4 papers of DSC for 3 credits each and 1 paper of SEC for 2 credits.
- Semester V will consist of 7 papers, one SEC for 2 credits, 4 papers of DSE for 3 credits each and 2 GE Papers for 3 credits each.
- Semester VI will consist of 6 papers, one SEC for 2 credits, 2 papers of DSE for 3 credits each, 1 DSE paper for 6 credit and 2 GE Paper for 6 credits each.
- Each Semester will be for 20 credits each and total course of BBA shall be 120 credits.

- One credit for theory course shall be of 15 clock hours. Hence each compulsory language will be of 45 hours, DSC/DSE will be of 45 Hours, SEC will be of 30 Hours, AEC will be of 30 Hours and GE will be of 45 Hours.
- During **5<sup>th</sup> Semester**, the students will have to select one of the Elective groups (consisting of two subjects) from Marketing Management (A) or Human Resource Management (B) or Financial Management (C).
- During **6<sup>th</sup> Semester**, The students will have to continue with the same Elective group.
- Continuous evaluation of students shall comprise of 60+15 pattern; where every paper of 75 marks (3 credits) shall be divided as End Semester Exam (ESE) of 60 marks and Continuous Internal Assessment (CIA) of 15 marks.
- 6 credits shall be awarded for BBA 323 “Project report” based on specialization selected in Semester V. Project report will commence at the end of IV semester (after the end of second year) and the final work shall be submitted during the VI Semester. The marks and credit will be allotted in VI semester. BBA 323 “Project report” shall be of 150 marks which shall be divided as End Semester Exam (ESE) of 75 marks and Continuous Internal Assessment (CIA) of 75 marks.
- SEC and AEC courses will be awarded 2 Credit points; these courses will be of 50 marks which shall be divided as End Semester Exam (ESE) of 40 marks and Continuous Internal Assessment (CIA) of 10 marks.
- The End Semester Examination shall be based on written examination to be conducted by the college at the end of each semester.
- The student shall not be allowed to appear for the examination unless the Head/ Director of the department/ institution certifies completion of internal work, regularity, practical etc.

### Evaluation of Student

- The evaluation of the student shall be divided into two parts viz. End semester examination (ESE) and Continuous Internal Assessment (CIA) with a weight age in the ratio of 60:15.  
It means, the distribution of marks for every theory paper of 3 credits at Semester-end Examinations and for Continuous Internal Assessment shall be as follows –

Theory Examination	Maximum marks
Continuous Internal Assessment (CIA)	15
End Semester Assessment (ESE)	60
<b>Total marks</b>	<b>75</b>

For AEC and SEC Papers the distribution of marks for theory paper of 2 credits at Semester End Examination and for Continuous Internal Assessment shall be as follows –

Theory Examination	Maximum marks
Continuous Internal Assessment (CIA)	10
End Semester Assessment (ESE)	40
<b>Total marks</b>	<b>50</b>

- In order to pass the examinations a candidate has to obtain at least 40% marks for each paper separately, that is 6 marks out of 15 marks (CIA) in each and every course, and 24 marks out of 60 marks (ESE) in each and every course (4 marks out of 10 marks (CIA) in each and every course, and 16 marks out of 40 marks (ESE) in each and every course for AEC and SEC Courses)
- Continuous Internal Assessment of 15 marks shall be done as under –

<b>Nature of internal examinations</b>	<b>Marks allotted</b>	<b>Evaluating Authority</b>
Online MCQ	10	Concerned School
Paper based Internal Exam	20	Concerned School
<b>Total marks</b>	30	

The marks obtained by a student out of aggregate of 30 marks, as stated above, shall be converted into marks out of 15 marks for the purpose of semester-end result. In this process, any fraction of number so obtained shall be converted into the next whole number. (For example, a student obtains total 25 marks out of 30 marks. These marks will be converted into marks out of 15, which come to 12.5 marks; in this case they will be taken as 13 marks.)

- Continuous Internal Assessment of 10 marks of AEC and SEC courses shall be done as under –

<b>Nature of internal examinations</b>	<b>Marks allotted</b>	<b>Evaluating Authority</b>
Online MCQ	10	Concerned School
Paper based Internal Exam	10	Concerned School
<b>Total marks</b>	20	

The marks obtained by a student out of aggregate of 20 marks, as stated above, shall be converted into marks out of 10 marks for the purpose of semester-end result. In this process, any fraction of number so obtained shall be converted into the next whole number. (For example, a student obtains total 15 marks out of 20 marks. These marks will be converted into marks out of 10, which come to 7.5 marks; in this case they will be taken as 8 marks.)

- The marks for each test shall be displayed on notice board within 15 days of conducting the test. It is mandatory to show the answer sheets of all tests to the students on demand.

### **Guidelines for Teaching**

- There shall be at least 45 lecture hours per semester per course. The duration of the lectures shall be 60 minutes each. There shall be at least 15 weeks of teaching before commencement of examination of respective semester.
- There shall be 3 lectures / week / paper.
- The semester workload is balanced with 7 full papers of 75 marks each / semester. Thus, 320 lectures hours are considered for teaching sessions and continuous assessment.
- The teaching methods shall comprise a mix of Lectures, Seminars, Group discussions, Power point Presentation, Brain storming, Game playing, Interactions with Executives etc. so as to

prepare the students to face the global challenges as business executive for this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.

### **Structure of End Semester Examination (ESE)**

- Each question paper of the External Examination shall be of 60 Marks and 2 hrs duration.
- Each question paper shall contain 8 questions of 12 marks each. The student shall have to attempt any 5 questions out of given 8 questions.
- For BBA 113, BBA 123, BBA 213, BBA 223, BBA 315 and BBA 324 question paper will be divided into 2 sections.
  - Section A will consist of practical component having 5 questions, students will have to attempt any 3 out of given 5 questions.
  - Section B will consist of theoretical component having 3 questions, students will have to attempt any 2 out of given 3 questions.

### **Guidelines for Project Report**

- Students will have to make a project report based on specialization done by them.
- The project report shall be submitted in sixth semester.
- The concerned department shall submit a detailed list of the students with Project-Titles, name of the organization, and name internal guide to the CEO of the college before the date, as may be prescribed through notice.
- The student has to write a report, based on the actual work done during the prescribed period at the selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed, and submit THREE typed hard-bound copies, and one soft copy in CD of the same to the Head of the department / Principal of the college.
- One copy of the report submitted by the student shall be forwarded to the COE of the College before the prescribed date.
- The project report shall be of 150 marks and shall carry 6 credits.
- 150 marks allotted to project report shall be divided as 75 marks for continuous internal assessment and 75 marks for end semester exams.
- At the end of sixth semester, Viva-voce will be taken of student on project report submitted by them. The students will have to present PPT of their project during the viva.



**KCES's, M J College, Jalgaon (Autonomous College)**

**School of Commerce and Management**

**Syllabus of BBA 2019-20**

**Semester - I**

**BBA111: Compulsory English - I**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Compulsory English - I
B) Course Objectives	<ul style="list-style-type: none"> <li>To enable students to use English language in various contexts.</li> <li>To introduce the contextual vocabulary to students.</li> <li>To inculcate human values among students.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

<b>Topics</b>	<b>Lectures</b>	<b>Credits</b>
<b>UNIT-I: Communication</b> <ul style="list-style-type: none"> <li>Definition, Nature and Process</li> <li>Types : Verbal- Non-Verbal, Oral- Written, Formal- Informal, Vertical- Horizontal</li> <li>Barriers: Linguistic, Mechanical, Psychological, Social, Organizational, Cross-cultural</li> <li>Effective Communication: Techniques and advantages</li> </ul>	<b>08</b>	<b>1 Credit</b>
<b>UNIT-II: Oral Communication Skills</b> <ul style="list-style-type: none"> <li>Personal Interviews (PI): Importance, purposes, Preparation by a candidate, Probable questions, Techniques of Effective performance, Types: Job Interview, Campus Interview, Grievance Interview, Exit Interview.</li> <li>Presentation Skills: -Importance, concept, Principles of Effective Presentation, technical Presentation.</li> <li>Situational Dialogues : Hotel, Office, Library, Bank ,Restaurant, Railway Station, Mall, between two businessmen, customer and shopkeeper, Cashier and account holder, Receptionist and customer</li> </ul>	<b>07</b>	



**KCES's, M J College, Jalgaon (Autonomous College)**

**School of Commerce and Management**

**Syllabus of BBA 2019-20**

**Semester - I**

**BBA112: Compulsory English - II**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Compulsory English - II
B) Course Objectives	<ul style="list-style-type: none"> <li>To enable students to use English in various situations.</li> <li>To create interest in language and inculcate reading habit among students.</li> <li>To acquaint students with a few business wizards, who built the industrial world.</li> <li>To introduce entrepreneurship values among students.</li> <li>To expose the learners to human role models and success stories.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Role Models: I</b> J R D Tata	<b>15</b>	<b>2</b>
<b>UNIT-II: Role Models: II</b> G.D. Birla	<b>15</b>	<b>Credit</b>
<b>UNIT-III: Role Models: III</b> Walchand Hirachand Doshi.	<b>15</b>	<b>1</b>
<b>Total</b>	<b>45</b> <b>Hours</b>	<b>3</b> <b>Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed.

**References:**

- Vocabulary Practice- Upper Intermediate, Cambridge University Press. 2005
- Essentials English Grammar-Raymond Murphy, Cambridge University Press.2009.
- Musings on Vital Issues-edited P. J. George. Orient Blackswan,2013.
- Visionary Gleam, Orient Blackswan,2017.

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**School of Commerce and Management**

**Syllabus of BBA 2019-20**

**Semester - I**

**BBA113: Financial and Cost Accounting- I**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Financial and Cost Accounting- I
B) Course Objectives	<ul style="list-style-type: none"> <li>• To study the fundamental Accounting concepts, terms, jargons</li> <li>• To know the process of recording of financial transactions in the books of Accounts.</li> <li>• To give the practical knowledge of accounting to the students.</li> </ul>
C) Level of Knowledge Expected	Basic Knowledge of accounting.
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>• Each Lecture shall be of 1 hour duration.</li> <li>• Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>• Question paper will be divided into 2 sections.                             <ul style="list-style-type: none"> <li>• Section A will consist of practical component having 5 questions, students will have to attempt any 3 out of given 5 questions.</li> <li>• Section B will consist of theoretical component having 3 questions, students will have to attempt any 2 out of given 3 questions.</li> </ul> </li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction to Accounting:</b> <ul style="list-style-type: none"> <li>• Meaning and definition of Book Keeping and Accounting.</li> <li>• Accounting v/s Book Keeping</li> <li>• Meaning Objectives and scope of Financial Accounting</li> <li>• Advantages and Limitations of Financial Accounting.</li> <li>• Users of accounting information</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-II: Basics of Accounting:</b> <ul style="list-style-type: none"> <li>• Types of Accounting</li> <li>• Rules of Accounting.</li> <li>• Terms used in accounting</li> <li>• Journals &amp; Journal Entries</li> </ul>	<b>7</b>	

<ul style="list-style-type: none"> <li>• Ledger and Balancing of Ledger – Balance c/d and Balance b/d (Opening &amp; Closing Balance)</li> <li>• Trial Balance</li> </ul>		
<b>UNIT-III: Subsidiary Books:</b> <ul style="list-style-type: none"> <li>• Purchase Book</li> <li>• Sales Books</li> <li>• Purchase Return Book</li> <li>• Sales Return Book</li> <li>• Bills Receivable Book</li> <li>• Bills Payable Book</li> <li>• Cash Book (simple and Bank Column only)</li> <li>• Journal Proper</li> </ul>	<b>7</b>	<b>1 Credit</b>
<b>UNIT-IV: Practical Approach:</b> <ul style="list-style-type: none"> <li>• Journal to Trial Balance</li> </ul>	<b>8</b>	
<b>UNIT-V: Cost Accounting:</b> <ul style="list-style-type: none"> <li>• Cost, Expense, Loss: Meaning</li> <li>• Costing, Cost Accounting: Concept</li> <li>• Cost Unit, Cost Centre: Meaning</li> <li>• Elements of Costs, Direct &amp; Indirect Costs</li> <li>• Types of Costs on the basis of various criteria</li> <li>• Advantages and Limitations of Cost Accounting</li> <li>• Difference between Financial Accounting, Cost Accounting</li> <li>• Meaning of Cost Sheet and Tender Cost Sheet</li> </ul>	<b>7</b>	<b>1 Credit</b>
<b>UNIT-VI: Material Control:</b> <ul style="list-style-type: none"> <li>• Importance of Materials accounting and control in Industry</li> <li>• Different Level of Materials &amp; their Calculations : Maximum Level, Minimum Level, Average Level, Reorder Level, Danger Level</li> <li>• Economic Order Quantity (EOQ),</li> <li>• Procedure and documentation of Purchasing and Storekeeping</li> <li>• Pro forma / Formats of: <ul style="list-style-type: none"> <li>○ Purchase Requisition</li> <li>○ Purchase Order</li> <li>○ Inspection Report</li> </ul> </li> </ul>	<b>8</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> <li>• Enter journal entries for basic business transactions and post ledger entries.</li> <li>• Prepare simple cash book</li> <li>• Prepare trial balance from ledger accounts</li> <li>• Obtain basic knowledge of cost accounting and ability to calculate material stock levels and optimum order quantity.</li> </ul>
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**Reference Books:**

1. Financial Accounting – Jawaharlal & Shrivastava – S. Chand & Sons
2. Accounting for Managers - Vijay Kumar – TMH
3. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.
4. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
5. Fundamentals of Accounting: S.K Paul
6. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta

**KCES's, M J College, Jalgaon (Autonomous College)**

**School of Commerce and Management**

**Syllabus of BBA 2019-20**

**Semester - I**

**BBA114: Economics for Managers**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Economics for Managers
B) Course Objectives	<ul style="list-style-type: none"> <li>To study the fundamental concepts of economics</li> <li>To Know the concepts of Demand, Supply and consumer behaviour</li> <li>To help students to understand how economics influences cost of production and cost and revenue analysis</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge in Micro Economics
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction to Business Economics:</b> <ul style="list-style-type: none"> <li>Business Economics – meaning &amp; characteristics,</li> <li>Distinction between business economics and economics.</li> <li>Scope of business economics.</li> <li>Uses/objectives of business economics.</li> <li>Role and responsibilities of business economist.</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-II: Theory of Consumer Behaviour:</b> <ul style="list-style-type: none"> <li>Consumer Behaviour; Consumer Sovereignty; Limitations.</li> <li>Approaches to the Study of Consumer Behavior- cardinal approach, the law of equi-marginal utility, ordinal approach.</li> <li>Indifference curve analysis.</li> <li>Consumer Surplus (Marshall).</li> </ul>	<b>7</b>	
<b>UNIT-III: Demand and Supply Analysis:</b> <ul style="list-style-type: none"> <li>Theory of demand analysis;</li> <li>Demand - demand determinants, law of demand, characteristics, exceptions.</li> </ul>	<b>8</b>	<b>1 Credit</b>

<ul style="list-style-type: none"> <li>Elasticity of Demand - Price elasticity - types, determining factors, change in demand, business applications of price elasticity.</li> <li>Concepts of income and cross elasticity of demand.</li> <li>Price elasticity of demand measurement by total outlay method.</li> <li>Demand Forecasting methods; Demand forecasting methods for a new product.</li> <li>Law of Supply - meaning, determinants of supply and its influence on cost of production.</li> </ul> <p><b>UNIT-IV: Market Structure:</b></p> <ul style="list-style-type: none"> <li>Perfect competition - features, price and output determination; Monopoly - features, price and output determination.</li> <li>Monopolistic competition - features, price and output determination.</li> <li>Oligopoly.</li> <li>Pricing methods; Pricing strategy; Pricing over Product Lifecycle.</li> </ul>	7	
<p><b>UNIT-V: Cost and Revenue Analysis:</b></p> <ul style="list-style-type: none"> <li>Concepts of Cost - TFC, TVC, TC, AFC, AVC, AC and MC.</li> <li>Factors influencing cost of production; Opportunity Cost; Cost output relationship in the short and long run.</li> <li>Concepts of revenue - TR, AR and MR</li> </ul> <p><b>UNIT-VI: Production Function:</b></p> <ul style="list-style-type: none"> <li>Production Function - meaning, law of variable proportion.</li> <li>Short-run, laws of returns to scale, long run; Economics of scale, Diseconomies of scale, Iso-quants and Iso-costs properties.</li> <li>Production Equilibrium; Managerial uses of production function.</li> <li>Choice of optimum expansion path.</li> </ul>	7	1 Credit
	8	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	<p>By the end of the course students will be able to</p> <ul style="list-style-type: none"> <li>Understand basic terms of economics</li> <li>Understand the concepts relating to Theory of Demand and Supply.</li> <li>Understand different types of market structures and pricing strategies used by firms in those markets.</li> <li>Understand the concepts of production function and cost and revenue analysis.</li> </ul>
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**References:**

- Ahuja, H.L. (2004) *Business Economics* (5th Ed). New Delhi: Sultan Chand & Sons.
- Mithani, D.M.(2012).*Managerial Economics*. New Delhi: Himalaya Publishing House.
- Pandey, K.M., and Others. (2010), *Economics for Managerial Decisions*.
- Srivatava, R.M. (2013). *Financial management-Management and Policy*. New Delhi: Himalaya Publishing House.
- Appannaiah. H.R, Reddy. P.N and Shanthi. S. (2015), *BBM Semester Economics*. Himalaya publishing house.



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**Semester - I**

**BBA115 : Principles of Management**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Principles of Management
B) Course Objectives	<ul style="list-style-type: none"> <li>• To understand the concept and functions of Management.</li> <li>• To familiarize the Principles of Management</li> </ul>
C) Level of Knowledge Expected	Basic level Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>• Each Lecture shall be of 1 hour duration.</li> <li>• Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>• Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction:</b> <ul style="list-style-type: none"> <li>• Introduction.</li> <li>• Meaning, nature and characteristics of management.</li> <li>• Scope and functional areas of management.</li> <li>• Management as a science or art or profession.</li> <li>• Management &amp; Administration.</li> <li>• Henry Fayol's Principles of management.</li> <li>• Social responsibility and Ethics.</li> </ul>	7	<b>1 Credit</b>
<b>UNIT-II: Planning:</b> <ul style="list-style-type: none"> <li>• Meaning and Nature of Planning.</li> <li>• Importance and purpose of planning.</li> <li>• Planning process.</li> <li>• Objectives.</li> <li>• Types of plans.</li> <li>• Decision making.</li> <li>• Importance of decision making &amp; steps of decision making.</li> </ul>	8	

<b>UNIT-III: Organizing:</b> <ul style="list-style-type: none"> <li>• Nature and purpose of organization.</li> <li>• Principles of organization.</li> <li>• Types of organization.</li> <li>• Centralization Vs. Decentralization of authority and responsibility.</li> <li>• Span of Control.</li> <li>• MBO and MBE(Meaning only).</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-IV Staffing:</b> <ul style="list-style-type: none"> <li>• Nature and importance of Staffing.</li> <li>• Process of Recruitment &amp; Selection (in brief).</li> </ul>	<b>7</b>	
<b>UNIT-V: Directing:</b> <ul style="list-style-type: none"> <li>• Meaning and nature of directing;</li> <li>• Leadership styles;</li> <li>• Motivation: Meaning and Importance;</li> <li>• Communication: Meaning and importance;</li> <li>• Coordination: meaning and importance</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-VI: Controlling:</b> <ul style="list-style-type: none"> <li>• Meaning and steps in controlling.</li> <li>• Essentials of a sound control system.</li> <li>• Methods of establishing control (in brief).</li> </ul>	<b>7</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> <li>• Understand meaning nature and scope of management</li> <li>• Understand various principles of management</li> <li>• Obtain knowledge about different steps involved in management process</li> </ul>
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## References

- Appannaiah and Reddy (2011), Business Management. Himalaya Publishing House
- Koontz & O'Donnell. (2002), Management (5th Ed). New Delhi: Himalaya Publishing House.
- Duening, Thomas N., and Ivancevich, John. M. (2003). Management Principles and Guidelines. Biztantra Publications.
- Sherlekar.S.A. and Sherlekar. V.S. (2005), Principles of Business Management. Himalaya publishing house.
- SharmaΦ & Gupta. (2005). Principles of Management. Ludhiana: Kalyani Publishers.

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**Semester - I**

**BBA116 : Information Technology for Business**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Information Technology for Business
B) Course Objectives	<ul style="list-style-type: none"> <li>To understand fundamental concepts of computer.</li> <li>To know the process of computer functions and networks in real life</li> <li>To give practical knowledge of computers to the students.</li> </ul>
C) Level of Knowledge Expected	Basic level Knowledge of
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction to Information Technology:</b> <ul style="list-style-type: none"> <li>Introduction to computer,</li> <li>Computer Generations, Working of computer ,</li> <li>Characteristics of Computer,</li> <li>Impact of using computer on –health, public safety, labour force &amp; environment, Classification of computer by- Size, Purpose &amp; Technology,</li> <li>Applications of computer.</li> </ul>	7	<b>1 Credit</b>
<b>UNIT-II: Computer Hardware &amp; Software:</b> <ul style="list-style-type: none"> <li>Meaning of Hardware &amp; Software,</li> <li>Input devices ( Pointing Devices, Touch Screen , Scanner, Keyboard, Mouse),</li> <li>Output devices ( Plotter, Printer, Speaker),</li> <li>Classification of Computer Software( System, Application &amp; Programming), Memory Concepts( RAM, ROM, Hard Disk, CD).</li> </ul>	8	

<b>UNIT-III: Operating System Concepts:</b> <ul style="list-style-type: none"> <li>• Definition, Need and Function of an operating system,</li> <li>• Types of operating system,</li> <li>• Comparative study of various operating systems.</li> </ul>	<b>7</b>	<b>1 Credit</b>
<b>UNIT-IV Computer Network :</b> <ul style="list-style-type: none"> <li>• Introduction, Advantages of computer Network,</li> <li>• Network Topology,</li> <li>• OSI reference Model,</li> <li>• Internetwork ( Intranet, Extranet &amp; Internet),</li> <li>• Applications &amp; Services of Internet.</li> </ul>	<b>8</b>	
<b>UNIT-V: Network Transmission:</b> <ul style="list-style-type: none"> <li>• What is Computer Network.</li> <li>• Types of Networks: LAN, MAN, WAN,</li> <li>• Wireless Networks,</li> <li>• Transmission Path: Twisted Pair, Coaxial Cable, Fiber Optics,</li> <li>• Working of Internet, Use of Internet, Applications of Internet,</li> <li>• Study of Web Browsers, Search Engines,</li> <li>• Creating an E-mail Account, Sending &amp; Receiving Email (with attachment)</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-VI: Topologies &amp; Switching:</b> <ul style="list-style-type: none"> <li>• Introduction to different Topologies:</li> <li>• Star,</li> <li>• Tree,</li> <li>• Bus,</li> <li>• Ring,</li> <li>• Mesh</li> </ul>	<b>7</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> <li>• Enter basic computer learning</li> <li>• Use computer for simple operations</li> <li>• Obtain basic knowledge of computer hardware and software.</li> </ul>
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**Skills Based Component:**

1. Run different commands of MS DOS – CD, DIR, COPY, REN, CLS, MD, CD, RD etc.
2. Search any topic related to your subject using any search engine and download the relevant material.
3. Create your E-Mail ID on any free E-Mail Server.

4. Surf Internet using Google to find colleges around your area.
5. Write letter regarding holiday in your college using MS-Word.
6. Create Time Table in your class using MS-Word.
7. Use of Mail-Merge in MS-Word.
8. Study of different Calculation in MS Excel.
9. Creating data entry form using MS Excel.
10. Create different slides in MS PowerPoint.

**Reference Books:**

1. Information Technology in Business- Amir Manzoor
2. Fundamentals of computer - V. Raja Raman (PHI Publication)
3. Fundamentals of MS Office 2007 – Gretchen Douglas, Mark Connell
4. Sams Teach Yourself Microsoft Office 2007 All in One – Greg Perry

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**Semester - I**

**AECC-1111: Professional Communication**

**40+10 Pattern: ESE 40 Marks CIA 10 Marks Maximum Total Marks 50**

**Required Lectures 30 (30 Hours)**

A) Title of Paper	Professional Communication
B) Course Objectives	<ul style="list-style-type: none"> <li>To impart language skills to students with a practical approach.</li> <li>To enable students to use English language for professional and personal purposes</li> <li>To inculcate the habit of using language with individual linguistic creativity.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Reading/Listening Skills: Comprehension</b> <ul style="list-style-type: none"> <li>Master Choa Kok Sui: The Great Invocation</li> <li>G. N Devy: On Development</li> <li>Sri Aurobindo: The Powers of the Mind</li> <li>H. H. Munro 'Saki': The Open Window</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-II: Writing-I</b> <ul style="list-style-type: none"> <li>Information Transfer</li> <li>Summarizing</li> <li>Expansion of an idea</li> </ul>	<b>7</b>	
<b>UNIT-III: Writing-II</b> <ul style="list-style-type: none"> <li>Letter writing: Application Letters and Personal Letters</li> <li>Resume writing: Types and Examples</li> <li>Report writing: Newspaper Reports, Project Reports, Investigative Reports</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-IV: Speaking:</b>	<b>7</b>	

<ul style="list-style-type: none"> <li>• Oral Communication: Starting Conversation, Greetings, Enquiring and Making Offers, Requests and Orders</li> <li>• Describing Objects, People, Places and Processes</li> <li>• Group Discussion</li> <li>• Interview</li> </ul>		
<b>Total</b>	<b>30 Hours</b>	<b>2 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

**References:**

- 1) *Language, Literature and Creativity*, (2013), Orient Blackswan.
- 2) Krishna Mohan and Meera Banerji (2007) *Developing Communication Skills*, Macmillan.
- 3) John Seely (2005) *Oxford Guide to Effective Writing and Speaking*.
- 4) Chaudhari, Vijay & Bhupendra Kesur (2018). *Language Pearls*. Atharva Publications, Jalgaon.

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**Semester - II**

**BBA121: Compulsory English - III**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Compulsory English - III
B) Course Objectives	<ul style="list-style-type: none"> <li>To enable students to use English language in various contexts.</li> <li>To introduce the contextual vocabulary to students.</li> <li>To inculcate human values among students.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

<b>Topics</b>	<b>Lectures</b>	<b>Credits</b>
<b>UNIT-I: Communications</b> <ul style="list-style-type: none"> <li>External and Internal Communication</li> <li>Grapevine Communication, Consensus, Paralanguage</li> <li>Interpersonal and Intrapersonal Communication</li> <li>Diagonal Communication</li> <li>Listening : Types and Significance in communication</li> </ul>	<b>08</b>	<b>1 Credit</b>
<b>UNIT-II: Oral Communication Skills</b> <ul style="list-style-type: none"> <li>Group Discussion (GD) -Importance, Concept, Purposes, Techniques of Effective performance.</li> <li>Public Speaking : Welcome Speech, Introductory Speech, Vote of thanks, Presidential Address, opening and closing of speech</li> <li>Technical Communication : Video Conferencing, Teleconferencing.</li> </ul>	<b>07</b>	
<b>UNIT-III: Written Communication Skill</b> <ul style="list-style-type: none"> <li>Letter Writing : Status inquiry, Collection letter, Goodwill letters</li> <li>Advertisement Drafting : Types and Techniques, samples</li> <li>News Writing : Accidental, social and occasional</li> <li>Information Manual Writing of Various products : Mobile, Washing</li> </ul>	<b>08</b>	<b>1 Credit</b>



Machine, Television, Laptop, Cosmetics	<b>07</b>	
<b>UNIT-IV: Employment Communication</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Correspondence Related to Recruitment / cover Letter ,Resume ,</li> <li>• Cold call Letter Letters of Enquiry ,Thank you Letter</li> <li>• Interview ,Types, process</li> </ul>		
<b>UNIT-V: Soft Skills</b> <ul style="list-style-type: none"> <li>• Leadership Skills</li> <li>• Team Building</li> <li>• Attitude</li> <li>• Stress Management</li> </ul>	<b>08</b>	<b>1 Credit</b>
<b>UNIT-VI: Grammar and Vocabulary</b> <ul style="list-style-type: none"> <li>• Tenses : Usage</li> <li>• Change the Voice</li> <li>• Add Question Tag</li> <li>• Words often Confused</li> <li>• One word Substitution</li> </ul>	<b>07</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

### References:

1. Urmila Rai and Rai. *Business Communication*. Himalaya Publication, New Delhi, 1999.
2. Raman, Minakshi and Sangeeta Sharma. *Technical Communication: Principles and Practices*. Oxford University Press, New Delhi, 2004.
3. Susmita, Dey. *Business Communication*. Reliable Publication, Mumbai, 1999. Alex. *Soft Skills*. Sultan Chand and Chand publication, New Delhi, 2008.
4. Thorat and Lokhandwala. *Enriching Oral and Written Communication*. Orient Blackswan, Hyderabad, 2009.
5. Pal and Suri. *English Grammar and Composition*, Sultan Chand and Chand publication, New Delhi, 2003.
6. Green, David. *Contemporary English Grammar and Composition*. Macmillan, Chennai, 1971.

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**Semester - II**

**BBA122: Compulsory English - IV**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Compulsory English - IV
B) Course Objectives	<ul style="list-style-type: none"><li>To enable students to use English in various situations.</li><li>To create interest in language and inculcate reading habit among students.</li><li>To acquaint students with a few business wizards, who built the industrial world.</li><li>To introduce entrepreneurship values among students.</li><li>To expose the learners to human role models and success stories.</li></ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"><li>Each Lecture shall be of 1 hour duration.</li><li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li><li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li></ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Role Models: I</b> Dhirubhai Ambani	<b>15</b>	<b>2</b> <b>Credit</b>
<b>UNIT-II: Role Models:II</b> Rahul Bajaj	<b>15</b>	
<b>UNIT-III: Role Models: III</b> Ratan Tata	<b>15</b>	<b>1</b> <b>Credit</b>
<b>UNIT-IV: Role Models: IV</b> Aditya Vikram Birla	<b>15</b>	
<b>Total</b>	<b>45</b> <b>Hours</b>	<b>3</b> <b>Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

**References:**

- 1) 50 Inspirational Speeches—Collectable Edition. Fingerprint Classics—2018.
- 2) Musings on Vital Issues—Edited by P. J. George. Orient Black Swan-2013.
- 3) Men of Steel—India's Business Leaders in Conversation with Vir Sanghvi.
- 4) English For Students of Commerce—North Maharashtra University.

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**Semester - II**

**BBA123: Financial and Cost Accounting - II**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Financial and Cost Accounting- II
B) Course Objectives	<ul style="list-style-type: none"> <li>• To give the practical knowledge of accounting to the students.</li> <li>• To make the students competent in preparation of Accounts for the Business Entities.</li> </ul>
C) Level of Knowledge Expected	Working Knowledge of accounting.
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>• Each Lecture shall be of 1 hour duration.</li> <li>• Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>• Question paper will be divided into 2 sections.                             <ul style="list-style-type: none"> <li>• Section A will consist of practical component having 5 questions, students will have to attempt any 3 out of given 5 questions.</li> <li>• Section B will consist of theoretical component having 3 questions, students will have to attempt any 2 out of given 3 questions.</li> </ul> </li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Conceptual Frame work</b> <ul style="list-style-type: none"> <li>• Brief review of Accounting Standards in India</li> <li>• Accounting Standards-concept, objectives and Scope                             <ul style="list-style-type: none"> <li>• AS – 1 Disclosure of Accounting policies.</li> <li>• AS – 2 Accounting of Inventories.</li> <li>• AS – 6 Depreciation Accounting</li> </ul> </li> <li>• Introduction to IFRS</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-II: Rectification of Errors:</b> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Types of Errors</li> <li>• Problems on Rectification of Errors</li> </ul>	<b>7</b>	
<b>UNIT-III: Preparation of Final Accounts:</b> <ul style="list-style-type: none"> <li>• Preparation of Trading and Profit &amp; Loss Account and Balance Sheet of sole proprietor</li> <li>• Pro-forma of Trading Accounts</li> </ul>	<b>7</b>	<b>1 Credit</b>

<ul style="list-style-type: none"> <li>• Pro-forma of Profit &amp; Loss Accounts</li> <li>• Pro-forma of Balance sheet</li> <li>• Importance of final accounts to the Businessman, Government, Creditors and other stakeholders of Business.</li> <li>• Practical Problems</li> </ul>		
<b>UNIT-IV: Practical Approach</b> <ul style="list-style-type: none"> <li>• Journal to Final Account</li> </ul>	<b>8</b>	
<b>UNIT-V: Materials</b> <ul style="list-style-type: none"> <li>• Bin Cards,</li> <li>• Store Ledger Cards</li> <li>• Inventory Pricing Methods: FIFO, LIFO, Simple Average Method</li> </ul>	<b>7</b>	<b>1 Credit</b>
<b>UNIT-VI: Labour</b> <ul style="list-style-type: none"> <li>• Importance of Labour in Industry</li> <li>• Labour Time Recording: Time Keeping &amp; Time Booking</li> <li>• Meaning of Labour Remuneration, Incentives and Bonus</li> <li>• Methods of Labour remuneration</li> <li>• Time Rate, Piece Rate &amp; Differential Piece Rate</li> <li>• Halsey Plan and Rowan Plan.</li> </ul>	<b>8</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> <li>• Prepare Final Accounts from Trial Balance.</li> <li>• Rectify Journal Entries.</li> <li>• Carry on inventory pricing and prepare material stock reports</li> <li>• Calculate labor rates using various methods.</li> </ul>
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### References:

1. Financial Accounting – Jawaharlal & Shrivastava – S. Chand & Sons
2. Accounting for Managers - Vijay Kumar – TMH
3. Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd.
4. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
5. Fundamentals of Accounting: S.K Paul
6. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta

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**Semester - II**

**BBA124: Business Organization & Corporate Environment**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Business Organization & Corporate Environment
B) Course Objectives	<ul style="list-style-type: none"> <li>To explain different kinds of business organisations to students.</li> <li>To familiarize the students with aspects of business organisation and its environment.</li> <li>To introduce basic concepts of company law to students.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction to Business Organization and Environment:</b> <ul style="list-style-type: none"> <li>Meaning of business.</li> <li>Classification of Business.</li> <li>Industry: types of industry, commerce, trade, aids to trade, meaning, advantages and disadvantages.</li> <li>Internal environment and external environment: political, economic, social, legal, natural and technological environment</li> </ul>	8	1 Credit
<b>UNIT-II: Forms of Business Organisations:</b> <ul style="list-style-type: none"> <li>Forms of Business: sole proprietary concerns; meaning; characteristics; advantages and disadvantages.</li> <li>Partnership firms: meaning; characteristics; advantages and disadvantages; types of partners; LLP.</li> <li>Cooperative Society: meaning; characteristics; advantages and disadvantages</li> </ul>	7	
<b>UNIT-III: Joint Stock Company –I:</b> <ul style="list-style-type: none"> <li>Meaning; definition; features.</li> <li>Types of companies.</li> <li>Formation of company; Promotion of company.</li> </ul>	8	1 Credit

<ul style="list-style-type: none"> <li>• Incorporation-capital subscription and certificate of commencement of business.</li> </ul> <p><b>UNIT-IV: Joint Stock Company -II:</b></p> <ul style="list-style-type: none"> <li>• Memorandum of association-Definition-clauses.</li> <li>• Articles of Association-Definition-contents-distinction between MOA &amp;AOA</li> <li>• Alteration of Memorandum of Association and Articles of Association.</li> <li>• Prospectus-meaning contents-statement in lieu of prospectus.</li> <li>• Corporate Social Responsibility.</li> </ul>	<b>7</b>	
<p><b>UNIT-V: Corporate Capital:</b></p> <ul style="list-style-type: none"> <li>• Share capital-meaning</li> <li>• Shares-kinds of share-merits and demerits of shares.</li> <li>• Debentures-meaning features-types-merits and Demerits.</li> <li>• Listing of shares.</li> </ul> <p><b>UNIT-VI: Corporate Meetings:</b></p> <ul style="list-style-type: none"> <li>• Meeting-Meaning and Definition.</li> <li>• Types of meeting Statutory meeting, Annual General Meeting, Extraordinary General Meeting.</li> <li>• Board Meeting and Resolution.</li> </ul>	<b>7</b>	<b>1 Credit</b>
	<b>8</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> <li>• Understand different types of business organisations and their merits and limitations.</li> <li>• Have a basic knowledge on how companies are formed.</li> <li>• Understand corporate concepts like share capital, meetings, board of directors etc.</li> </ul>
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**Reference Books:**

1. Aswathappa, K. (1996). *Business Environment* (3rd Ed). New Delhi: Himalaya Publishing House.
2. Francis, Cherunilam. (2007). *Business Environment* (2nd Ed). New Delhi: Himalaya Publishing House.
3. Mittal, Vivek. (2007). *Business Environment* (2nd Ed). New Delhi: Excel Books.
4. Dr.V. Prabudev, Dr. H.R. Appannaiah (2013) *Corporate Environment* (first Ed) New Delhi: Himalaya publishing House.
5. K.C.Garg Vijay Gupta (2015). *Corporate Administration* (2nd Ed). New Delhi: Kalyani publishing house.
6. Maheshwari & Maheshwari, *Element of corporate laws*, Himalaya publishers.
7. M.C Bhandari, *guide to company Law procedures*, Bhandari publications.
8. K.Aswathappa (8th and 10th Ed ) *Essential of Business Environment* Himalaya Publishing House

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**Syllabus of BBA 2019-20**

**Semester - II**

**BBA125: Business Organizational Behaviour**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Organizational Behaviour
B) Course Objectives	<ul style="list-style-type: none"> <li>To understanding the dynamics of individual and group behavior for efficient and effective utilization of human resources in the organizations.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>Each Lecture shall be of 1 hour duration.</li> <li>Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction to Organisational Behaviour:</b> <ul style="list-style-type: none"> <li>Meaning &amp; definition; importance;</li> <li>Scope of OB;</li> <li>Contribution of other disciplines towards OB;</li> <li>Important concepts in OB; emerging challenges in OB; models of organisational behaviour: autocratic, custodial, supportive, collegial and system (concept only).</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-II: Individual Determinants of Organisational Behaviour- I:</b> <ul style="list-style-type: none"> <li>Personality: meaning; determinants of personality: biological, cultural, family and social and situational factors;</li> <li>Personality attributes influencing OB;</li> <li>Attitude: meaning; characteristics; components;</li> <li>Attitude and behavior; attitude formation; measurement of attitudes.</li> </ul>	<b>7</b>	
<b>UNIT-III: Individual Determinants of Organisational Behaviour- II:</b> <ul style="list-style-type: none"> <li>Perception: meaning; need; perceptual process; perceptual mechanism; factors influencing perception;</li> <li>Motivation: meaning; nature; motivation process; theories of motivation (Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor Theory X &amp; Theory Y);</li> <li>Learning: meaning; components of learning; theories of learning</li> </ul>	<b>8</b>	<b>1 Credit</b>



(Classical Conditioning and Operant Conditioning only); principles of learning. <b>UNIT-IV: Group Interactions and Dynamics – I:</b>		
<ul style="list-style-type: none"> <li>• Group: meaning; types of groups;</li> <li>• functions of small groups; group size; status; managerial implications;</li> <li>• group behavior; group norms; cohesiveness; teams; meaning; importance of team in organization;</li> </ul>	<b>7</b>	
<b>UNIT-V: Group Interactions and Dynamics – II:</b>		
<ul style="list-style-type: none"> <li>• types of teams; creating effective team;</li> <li>• leadership: meaning; importance;</li> <li>• difference between leader and manager;</li> <li>• leadership styles</li> </ul>	<b>7</b>	
<b>UNIT-VI: Organisational Change and Development:</b>		<b>1 Credit</b>
<ul style="list-style-type: none"> <li>• Nature of change; components of change management.</li> <li>• Importance; factors influencing organization change;</li> <li>• Resistance to change;</li> <li>• Organizational Development: meaning; characteristics; effective OD programme;</li> <li>• Techniques of OD; managerial implication on OCD.</li> </ul>	<b>8</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	<p>By the end of the course students will be able to</p> <ul style="list-style-type: none"> <li>• Understand the Basic Concepts of Organizational Behaviour</li> <li>• Understand how an individual's personality, attitude, perception affects his behavior.</li> <li>• Understand the role of groups in shaping employee behavior and motivation.</li> <li>• Understand change management in an organisation.</li> </ul>
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### Reference Books:

1. Aswathappa, K. (2012). *Organisational Behaviour*. New Delhi: Himalaya Publishing House.
2. Gangadhar, M., Rao, V.S.P. and Narayan, P.S. (2000). *Organisational Behaviour*. New Delhi: Konark Publication.
3. Newstrom, John W & Davis, Kieth. (2007). *Organisational Behaviour*. New Delhi: Tata McGraw Hill.
4. Robbins, Stephen P. (2002). *Organisational Behaviour*. New Delhi: Pearson Education.
5. P. Subba Rao (2013) revised edition *Organisational Behaviour*. New Delhi: Himalaya Publishing House

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**Semester - II**

**BBA126: Introduction to Marketing Management**

**60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75**

**Required Lectures 45 (45 Hours)**

A) Title of Paper	Introduction Marketing Management
B) Course Objectives	<ul style="list-style-type: none"> <li>• To develop basic understanding about marketing concepts &amp; marketing mix.</li> <li>• To provide information about buyers and sellers behavior in marketing.</li> <li>• To gain knowledge about the changing scenarios of current marketing system.</li> </ul>
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> <li>• Each Lecture shall be of 1 hour duration.</li> <li>• Question paper shall be set in English. Students have to attempt the paper in English language only.</li> <li>• Question paper will consist of 8 questions of 12 marks each, student will have to attempt any 5 questions out of given questions.</li> </ul>
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
<b>UNIT-I: Introduction to Marketing Management:</b> <ul style="list-style-type: none"> <li>• Definition, nature, scope and importance of marketing;</li> <li>• Approaches to the study of marketing;</li> <li>• Functions of marketing</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-II: Market Segmentation, Targeting and Positioning</b> <ul style="list-style-type: none"> <li>• Market Segmentation: Meaning; importance;</li> <li>• Bases of segmentation;</li> <li>• Market Targeting: types of targeting;</li> <li>• Market Positioning: strategies for positioning.</li> </ul>	<b>7</b>	
<b>UNIT-III: Consumer Behaviour</b> <ul style="list-style-type: none"> <li>• Buying motives;</li> <li>• Factors influencing buying behavior;</li> <li>• The buying decision process,</li> <li>• Stages of the buying Decision process.</li> </ul>	<b>8</b>	<b>1 Credit</b>
<b>UNIT-IV: Marketing Mix:</b> <ul style="list-style-type: none"> <li>• Meaning and elements - classification of products;</li> </ul>		

<ul style="list-style-type: none"> <li>• Product mix decision,</li> <li>• Product line, product addition &amp; deletion,</li> <li>• Product life cycle; product planning, diversification, product positioning, new product development process;</li> <li>• Branding &amp; packaging;</li> <li>• Pricing: objectives; policy, factors influencing pricing policy; method of pricing; pricing policies and strategies;</li> </ul>	<b>7</b>	
<p><b>UNIT-V: Distribution:</b></p> <ul style="list-style-type: none"> <li>• Distribution: definition; need;</li> <li>• Channel design decision; channel management decision;</li> <li>• Factors affecting channels;</li> <li>• Types of marketing channels;</li> <li>• Promotion: nature and importance of promotion;</li> <li>• Promotion mix; advertising; sales promotion; public relation; direct selling and publicity.</li> </ul> <p><b>UNIT-VI: Recent Trends in Marketing:</b></p> <ul style="list-style-type: none"> <li>• M-marketing;</li> <li>• Tele-marketing;</li> <li>• M-business;</li> <li>• Relationship marketing;</li> <li>• Retailing;</li> <li>• Online marketing; social media network marketing;</li> <li>• Rural marketing;</li> <li>• Green marketing.</li> </ul>	<b>8</b>	<b>1 Credit</b>
	<b>7</b>	
<b>Total</b>	<b>45 Hours</b>	<b>3 Credits</b>

**Note:** 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	<p>By the end of the course students will be able to</p> <ul style="list-style-type: none"> <li>• Understand the basic concepts of Marketing.</li> <li>• Identify target marketing and product positioning based on market segmentation.</li> <li>• Understand Product pricing and product life cycle.</li> <li>• Understand different types of marketing channels and promotion strategies.</li> </ul>
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### Reference Books:

6. Aswathappa, K. (2012). *Organisational Behaviour*. New Delhi: Himalaya Publishing House.
7. Gangadhar, M., Rao, V.S.P. and Narayan, P.S. (2000). *Organisational Behaviour*. New Delhi: Konark Publication.
8. Newstrom, John W & Davis, Kieth. (2007). *Organisational Behaviour*. New Delhi: Tata McGraw Hill.
9. Robbins, Stephen P. (2002). *Organisational Behaviour*. New Delhi: Pearson Education.
10. P. Subba Rao (2013) revised edition *Organisational Behaviour*. New Delhi: Himalaya Publishing House.

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**Semester - II**

**ENVI-55555: Environmental Studies**

**40+10 Pattern: ESE 40 Marks CIA 10 Marks Maximum Total Marks 50**

**Required Lectures 30 (30 Hours)**

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**Unit 1 : Multidisciplinary nature of environmental studies**

Definition, scope and importance

Need for public awareness

**Unit 2 : Natural Resources :**

**Renewable and non-renewable resources :**

Natural resources and associated problems.

- a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
  - b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
  - e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
  - f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

**Unit 3 : Ecosystems**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the

following ecosystem :-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **Unit 4 : Biodiversity and its conservation**

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity

#### **Unit 5 : Environmental Pollution**

Definition

- Cause, effects and control measures of :-

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

- Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides

#### **Unit 6 : Social Issues and the Environment**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.

- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

#### **Unit 7 : Human Population and the Environment**

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

#### **Unit 8 : Field work**

- Visit to a local area to document environmental assetsriver/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)