

Savitribai Phule Pune University
FY BBA- IB Semester II (CBCS) Pattern 2019
Basics of Cost Accounting
Course code 201
Credit 3

Depth of the syllabus – Reasonable working knowledge

Objectives

1. To develop rational understanding regarding concept of cost expenditure in business
2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a product

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making. Ability to understand importance of costing and role of costing.
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.
3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads, Under and over absorption – Definition and Reasons	To understand concept of overhead as it contributes to total cost of a product or service. Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation.
4.	Contact and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract , Process Costing - Meaning, Features of process costing, preparation of process	To understand role of contract costing in ascertaining cost of a particular project or activity. To know how cost is ascertained for different types of processes.

		costing including Normal and Abnormal Loss/Gains,	<p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>
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Teaching Methodology

Innovative methods to be used	AV Applications	Project	Expected Outcome
Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept
NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism
Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on 'Role of different overheads in total cost structure'	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure
To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	<p>Project on development contact cost system for a particular project.</p> <p>Analysis of various elements of cost associated with multi process products in manufacturing units.</p>	Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.

Evaluation methods

Unit	Internal Evaluation (30 Marks)
Unit – I	I Filling the banks and match the pairs related with different concepts of cost ,II presentations on cost accounting in different org III cases study on role of cost accounting in profit determinations
Unit – II	I. Application based questions on –different components elements of cost ,preparing charts on different types of cost sheet
Unit – III	I. Application based questions on classification of overheads , II MCQ on concept of overheads ,III practical questions on reapportionment on classification of overheads ,Preparation of charts on classification of overheads
Unit – IV	MCQ on contract and process cost , II interpretations based questions on different types of cost III Practical based questions on contract based costing

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
2	Cost accounting Theory and practice	Bhabatosh Banerjee, Jawahar lalseemaSrivastav	PHL Learning Pvt. Ltd, McGraw Hill	New Delhi
3	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
4	Costing Adviser	P.v.Rathnam , P. Lalitha	Kitab Mahal	Allahabad
5	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson	New Delhi
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA- IB
University Examination
Subject - Basics of Cost Accounting
Course Code - 201

Q.1. (A) Write true or false	5M
Q.1. (B) Fill in the blanks	5M
Q.2. Long question	15M
Or	
Q.2. Long question	
Q.3 Write Short Notes (Any two)	10M
Q.4 Problem on Cost Sheet	15M
Q.5 Problem on contract costing on process costing	10M
Q.6 Problem on process costing	10M

Savitribai Phule Pune University
FY BBA – IB Semester II (CBCS) Pattern 2019
Origin and Development of Global Business
Course Code - 202
Credit – 4

Depth of the course- Fundamental Knowledge of Global Business and Trade

Program Objectives:

- 1) To provide an understanding of the concepts of Global business and Trade
- 2) To understand the practical applications of trade theories and its contribution.
- 3) To study the role of International Institutions in the development of modern trade.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Industrial Development (Indian Context)	<ol style="list-style-type: none"> 1. Introduction to Globalization , Concepts and importance in modern world of economy 2. International business and domestic business and companies 3. Stages of industrialization means of entry into the international business 	<p>To study the concept of Globalization and its importance in the modern business.</p> <p>To study the contribution of International and domestic business for effective trading.</p> <p>To study different facets of Industrialization and its stages for the promotion of trade among various countries.</p>
2	National and International Trade	<ol style="list-style-type: none"> 1. Concept of National and International trade in modern world and its Contribution. 2. Components of national and international business 3. PESTEL model (social political technological, economic environment and Legal) of international business. 4. Geographical Indications – Nature, Concept and Importance. 	<p>To get an understanding of national and international trade and its vitality in the modern world.</p> <p>To study various characteristics/features of National and International business and its contribution in the growth of an economy.</p>

			<p>To understand various factors affecting the setup of business in dynamic environment.</p> <p>To study the GI concept and its utility.</p>
3.	Theories of international trade	<ol style="list-style-type: none"> 1. Difference between various Theories and its merits and limitations 2. Various Commercial policy tariffs and non tariff measures - National and International. 	<p>To develop an understanding about trade theories and its role in determining trade among countries.</p> <p>To understand various commercial policies adopted by the nations to facilitate trade between them.</p> <p>To study various measures and types of barriers faced by nations and its challenges.</p>
4.	International Institutions	<p>Formation , Purpose Importance and issues -</p> <p>International institutions of trade - WTO ,UNCTAD , IMF World Bank ADB trade block the blockages And regional economic Corporation - SAARC , European Union, BRICKS,ASEAN</p>	<p>To study the role played by different International organizations for the inducement of global trade.</p> <p>To study the contribution made by International organizations and International unions for facilitating effective trade among countries.</p> <p>To understand the concept and need of International organizations/unions and its significance.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	Audio/Video	Project for 1 credit	Expected Outcome
12	Discussion forums on the contribution of Indian Industries and its role in the era of globalization.	Films/Videos on the Industrial policies adopted by India and its contribution to the world trade.	Performance measurement of the manufacturing Industry in India. (Post LPG Policy- 1991)	Understanding of the concept of globalization and the growth of Industries in the modern era.
12	Developing a business or a United Nations model to facilitate demo trade among students. Role plays for showcasing the strengths and weaknesses of a country for trading purpose	Films/Videos on Domestic and International trade policies adopted by different countries for the promotion of trade.	India's role in the export market with respect to agricultural products.	Understanding of the various facets of National and International trade and its significance. Role played by trade in bringing the world closer.
12	Case studies on International trade theories and its practical application in the modern era of business.	Films/Videos on International trade theories and its relevancy for the implementation in global trade.	International trade theories application in the current global market scenario.	Practical applicability of International trade theories and its role in globalization.
12	Assignments/Presentations on the significance and importance of International unions and organizations.	Films/Videos on the role played by various International organizations/Unions for facilitating smooth trade among them.	Role played by World bank and IMF to promote global trade.	Origin, functioning, concept and practices of International Institutes in the promotion of smooth trade among various countries.

Evaluation Methods

Subject	Internal Evaluation
Unit – I	i) Presentations on the role of Indian economy in world trade. ii) Quiz on the concept of globalization and its effects on Indian trade. iii) Presentations on Industrialization and its stages (Indian Context)
Unit – II	i) GD on the importance of National and International Trade. ii) Presentation on the characteristics and various factors affecting National and International business. iii) Case study on various economic and social factors affecting the trade. (PESTEL)
Unit – III	i) Presentation on the significance of the trade theories and its practical application. ii) GD on the importance and limitations of the trade theories. iii) MCQ on the concept of various commercial policies adopted by the countries. iv) Case study on various barriers faced by countries in world trade.
Unit – IV	i) MCQ on the concept of International Organizations and Unions. ii) GD on the role played and the contribution made by International Organizations in the world trade. iii) Presentation on the formation, Significance, Utility and Challenges faced by International unions in the world trade.
Total –	(30 + 20 Project Tutorials)

Suggested References

Title	Author	Publication	Place
International Economics	Jhingan,M.L.	VrindaPub.Ltd	Delhi
International Economics	Cherunilam,Francis	Tata McGraw Hill Education Private LTD	New Delhi
Industrial Economics	Seth,Ranjana	Ane Books Pvt.Ltd.	New Delhi
The International Business Environment: Text& Cases	Sundaram,Anant J.Stewart Black	Pearson	Tamil Nadu,Chennai
The International Business Environment	Cherunilam,Francis	Himalaya Pub.House	Mumbai
Business Environment	Saleem,Shaikh	Pearson Education	New Delhi
International Trade & Export Management	Cherunilam,Francis	Himalaya Pub.House	Mumbai
International Business : Text & Cases	P.Subba Rao	Himalaya Pub.House	Mumbai

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Course Title: Origin and Development of Global Business
Course Code 202
Credit 1

Supplementary Guidelines for conducting FY BBA IB - CCT

(Students can select any 2 topics for presentation and tutorial)

- 1) Make a comparative evaluation between National and International Trade and explain the concept of Geographical Indication and its utility in domestic and International trade.
- 2) Prepare charts showcasing the growth of Indian Industries in the past 100 years along with its evolution and historical background.
- 3) Case studies and practical application of the trade theories in International trade and its limitations.
- 4) Prepare a chart on the history of Indian exports and also prepare a list of traded products with respect to manufacturing and agricultural sectors (Indian Context)
- 5) Poster preparation on the concept of International Unions and Organizations, need, formation and its contribution in world trade.
- 6) List out various types of tariff barriers and its impact on world trade, also list out the commercial policies adopted by countries to boost their trade with different countries.

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory
4. Overall confidence & Presentation skills

Note:

Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the presentation / tutorials.

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University Examination
Sub: Origin and Development of Global Business
Code no 202

Q. No	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions- Multiple Choice Questions	5	10 Marks
		Define the Terms	5	
2	Solve any 1 out of 2	Long Answer questions	1*10	10 Marks
3	Solve any 1 out of 2	Long Answer questions	1*10	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
FY BBA – IB Semester II (CBCS) Pattern 2019
Commercial Geography
Course Code – 203
Credits - 3

Depth of the course: Fundamental Knowledge and Conceptual Clarity

Program objectives:

- To acquaint the students of commercial geography with its bases regarding commercial activities in different environments, referring to world resources in general and India in particular.
- To acquaint the students with the knowledge of Industrial resources of the world
- To know about the determination and location of various industries in the world and its commercial prospects.
- To acquaint students with the knowledge of home trade, means of transportation and International markets through the study of commercial geography.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Commercial Geography (Indian Context)	1) Definition, Nature and Scope of Commercial Geography 2) Concept, Features, Role and Utility of Commercial Geography in business and economics. 3) Major aspects of study of commercial geography 4) Commercial Sectors in the economy such as primary, secondary, tertiary, quaternary. 5) Geographical Indications – Concept, Nature and Importance	To study the commercial activities carried out reflecting different occupations in various environments. To study the diversity and physical conditions of the environment along with the social conditions. To study the spatial organization of tertiary activities in the physical environment and the social consequences in a range of geographical scales.

			To study the GI concept and its utility.
2	Natural Resources and Commercial usage (Indian Context)	<ol style="list-style-type: none"> 1) Meaning, Nature and Importance 2) Types of forests, Characteristics, Distribution and Significance 3) Non Conventional energy resources – Solar, Wind and Tidal energy 4) Commercial usage and role of natural resources in the development of commerce. 	To study and understand the importance of natural resources and its role in the contribution and development of the economy. To understand the importance of utilization of natural resources and its commercial use towards the growth of the economic sector.
3.	Role of Industries and Geographical significance (Indian Context)	<ol style="list-style-type: none"> 1) Role of Industries in the economic development and factors affecting Industrial location. Business locations and its geographical implications 2) Location – Need and Importance 3) Limitations to local localization process and sourcing of location 4) Rural and Handicraft Industries – Economic and Commercial importance 	<p>To comprehend the importance of geographic locations and its commercial usage. To study manufacturing Industries and handicrafts in the world as commercial activities.</p> <p>To acquaint the students with the importance of localization process and sourcing Industries from commercial point of view.</p>
4	Trade and Transportations (Global Context)	<ol style="list-style-type: none"> 1) Role and Importance of Trade 2) Importance of transportation in commercial development – Salient features, Merits and limitations. 3) Types of modes of transportation – Roadways, Railways, Airways, Seaways and types of trade routes – Silk route, CPCC etc 4) New trends in the means and modes of transportation. 	<p>To study the modes and means of transportation for the progress of agricultural, mineral and Industrial resources.</p> <p>To understand the importance of Trade centers for the trade and commercial activities of a nation.</p> <p>To study in detail about the recent trends and various transportation modes and its role in the commercial activities undertaken.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	<p>Field trips can be useful in exploring the physical environment. Students can be taken out into the larger landscape to observe geographic objects, prepare brief notes and so on.</p> <p>Excursions can help students to interact with the environment.</p>	Films/Videos on different occupations or activities as well as primary and tertiary sectors.	<p>Listing out different types of primary and tertiary sectors with statistics with respect to the contribution made by them to an economy.</p> <p>Challenges or limitations in carrying out commercial activities.</p>	<p>To learn the multiple activities carried out in the commercial sectors. To understand how states produce certain goods in surplus on account of environmental advantage and exchange of goods with each other.</p> <p>To study how commercial geography can obtain information about a particular country and know whether the country has economically grown or not through its commercial activities.</p>
Unit II - 13	<p>Excursions to certain locations will help students understand the general phenomena. Excursions will help students entertain and educate simultaneously.</p> <p>Combining interactive maps with multimedia.</p>	Films/Videos on the importance of natural resources and its usage. Conservation and optimum utilization of natural resources.	How to conserve the natural resources and to utilize it effectively	<p>To understand the role of natural resources in the economic development of the country by enriching agriculture, trade, imports and exports etc.</p> <p>To know the importance of natural resources for more sustainable management and long term benefits from resource related wealth.</p>

<p>Unit III- 13</p>	<p>Use of Globe to develop the concept of such as longitude, latitude and meridian to understand the importance of geographic locations.</p> <p>Use of charts prepared by students to enhance students' observation. Use of models which can be converted by students from the observations.</p> <p>Incorporating location based techniques in evaluating student knowledge through quizzes.</p>	<p>National Geographic Channel/Discovery channel and similar videos from the point of view of learning and entertainment for the acquaintance of locations and its commercial importance.</p> <p>E.g.: utilization of locations for commercial purposes done by cities like Mumbai, Shanghai, Sydney etc.</p>	<p>Study of a particular location-</p> <ul style="list-style-type: none"> a) Why the location is commercially successful /Unsuccessful b) How the location has contributed to the development of the economy. c) Why a particular location is exploited to the maximum. d) How to transform a location into a successful one? 	<p>To learn the different locations where the different branches of trade and commerce are located.</p> <p>To learn the geographical places suited for the production, storing for exporting and importing and marketing.</p> <p>To understand the concept of geographic indication and its uses.</p>
<p>Unit IV - 11</p>	<p>The laboratory method of instruction can be used extensively to study natural sciences for the application of commercial geography. Access to books, magazines, maps, pictures, drawing and other specific material will help in promoting better work.</p>	<p>Films/ Videos/Slide share for the understanding of various modes of transportation and the recent changes adopted to make it more effective. How effective transportation has transformed the economy of the nation.</p>	<p>Study of various modes of transportation and its uses.</p> <p>Case study on modern modes of transportation, e.g. Maglev bullet train of china.</p>	<p>To understand the shifts of markets and producing centers of certain goods on account of the development of new transport and communication facilities.</p> <p>To learn how transportation is an effective way to connect with people.</p> <p>To learn the importance of means of transport such as roadways, railways, Airway and waterways and its role in the development of the commercial activities undertaken.</p>

Evaluation methods

Subject	Internal Evaluation
Unit – I	iv) Presentations on the concept, scope and importance of commercial geography. v) Case study on the utility and role of commercial geography. vi) Presentations on Important aspects of commercial geography and various commercial sectors associated with. (Indian Context)
Unit – II	iv) GD on the importance and nature of natural resources. v) Presentation on the characteristics and various factors affecting Natural resources and forests. vi) GD on Importance and significance of non conventional energy resources vii) Case study on the role and commercial aspects played by natural resources towards the development of the economy.
Unit – III	v) Presentation on the significance of industries and factors affecting the Industrial location. vi) GD on the significance of business locations and geographical implications vii) Presentation on the concept of local localization process and its challenges. viii) Case study/Presentation on the role of rural and handicraft industries in the economic development of India.
Unit – IV	iv) Presentation on the role and importance of domestic and International trade. v) GD on the role played and the contribution made by transportation in commercial development. vi) Presentation on types of transportation and its utility vii) GD on the new and emerging trends in the area of transportation.
Total –	(30 Marks)

Suggested References:

Title	Author	Publication	Place
Commercial Geography	Jacques W. Redway	Forgotten Books	London ,United Kingdom
A Text-Book of Commercial Geography	Adams Cyrus C.	Forgotten Books	London ,United Kingdom
Geography of India	Majid-Hussain	Mc-Graw Hill Education	Mumbai
Commercial Geography	Prof. Mrs. P. N. Padey	Nirali Prakashan	Pune, India
Elementary Textbooks on Commercial Geography	Emory R.Johnson	Sage Publications	New Delhi, India
Commercial Geography	Sir Dudley Stamp	Prentice Hall Press	New jersey, USA
Economic Geography	Alexander I	Prentice-Hall of India Pvt.Ltd	Delhi, India
Economic and Commercial Geography	Anupam Goel and C.B. Mamoria	Shivalal Agarwal and Co	Agra, UP , India
Advanced economic geography	Dr. Alka Gautam	Sharda Pustak Bhavan	Noida, UP, India
Economic and Social Geography made simple	R. Knowles and J. Wareing	Rupa Publishers	New Delhi, India

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Course Code 203

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions- Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
FY BBA – IB Semester II (CBCS) Pattern 2019
Principles of Marketing
Course Code – 204
Credits - 3

Depth of the syllabus-Reasonable knowledge of Marketing

Objectives–

1. To develop write understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services, rural marketing and new trends in marketing

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and Functions of marketing	Marketing concepts, its objectives, importance and functions of marketing. Various approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the salient features of Indian and international marketing management To understand various challenges faced by marketing managers in different environments
2	Marketing Environment and marketing segmentation	Marketing environment–meaning Internal and external factors influencing marketing environment, Political, social economical international, technological multi-cultural environment Segmentation: concepts, importance and types of segmentation.	To know about various factors that affects the Marketing environment. To study the change in technology, economic policy and demography of Indian market. To study the types of market segmentation

3.	Constituents of Marketing mix	<p>Marketing Mix- Meanings scope and importance of marketing mix. Product mix - concept of a product, product characteristics- Intrinsic and extrinsic, Product Life Cycle. Price mix meaning, element, importance of price mix, factors, influencing pricing, pricing methods Place mix meaning and concepts of channel of distribution or intermediaries, Promotion mix meaning, definitions, importance and limitations of advertisement People mix meaning & concepts, elements, importance. Process mix-stages, meaning & importance. Physical evidence- meaning, importance & components.</p>	<p>To have right understanding of marketing mix as They influences as marketing mix.</p> <p>To develop understanding regarding various aspects of price promotion physical distribution place, people, process & physical evidence affecting the success of a product/service.</p>
4.	Classifications and types of markets	<p>Conventional classification of markets. Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy ,problems and measures to improve Recent trends in Marketing- 1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing,4.HybridMarketing</p>	<p>To understand different types of markets their role and functions. To examine different marketing activities performed and contribution to the economy. To learn about the recent trends in marketing.</p>

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
UnitI-12	Role Play Development of profiles of Indian Market analysis of Indian market ,roles and applications	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects
UnitII-12	Project on impact of technology on market, analysis of marketing economic policy as they influence Indian markets	Films on marketing Environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes, reports on New trends in market Profile of marketing policies	To improve understanding regarding marketing environment and segmentation in Indian context.
UnitIII-14	Analysis of successful Product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
UnitIV-10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of Rural market role of rural economy and growth of services marketing.	Case study on marketing of services, problems of rural markets, developing appropriate strategies for rural market.	Developing right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

Evaluation Method

Unit-I	MCQ-on concept of Marketing role and importance II practical applications on different approaches to marketing Profile study of role and functions of marketing at different organizations.	25%MCQ 35%shortnotes 40%longanswers
Unit-II	I MCQ on different facets of marketing environments II analyses of different constituents of marketing environment through case study III-MCQ on Marketing segmentation	20%MCQ 40%shortnotes 40%longanswers
Unit-III	I-MCQ on different aspect of Market mix II case study on role of product mix in marketing mix III analysis of market mix Price and place mix as criteria	20%MCQ 40%shortnotes 40%longanswers
Unit-IV	MCQ-on classification and types of Market II analysis of profile of different rural markets and rural consumers in India III analysis of marketing of services in Indi	30%MCQ 30%Shortnotes 40%longanswers
Total-	30	70

Suggested References

S.N	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Keven Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and Cases	S. Neelamurgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing-Cases Insights	Paul Baines, Chris Fill, Kelly Page, Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi

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Q.No	Compulsory/Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	5	20Marks
		Fill in the blanks	5	
		Define the terms and Match the pairs	10	
2	Solve any 3 out of 5	Long Answer Question	3*10marks	30Marks
3	Solve any 4 out of 6	Short Notes	4*5marks	20Marks
	Total			70Marks

Savitribai Phule Pune University
FY BBA – IB Semester II (CBCS) Pattern 2019
Business Statistics
Course code 205
Credit 3

Depth: Reasonable working knowledge

Objectives:

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

Unit No.	Unit Title	Contents	Purpose and Skills to be developed	No of Hours
1	Frequency Distribution	Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. Classification- Concept and definition of classification, objectives of classification, types of classification. Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	To understand basics concepts nature of data, its classification and distribution. To draw frequency distribution and its types. To understand about nature of basic graphs and	8

			diagrams and how to draw them.	
2	Measure of Central Tendency	<p>Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem.</p> <p>Determination of Mode and Median graphically.</p> <p>Empirical relation between mean, median and mode.</p> <p>Combined Mean</p> <p>Numerical Problems.</p>	<p>To understand basics of central tendency- Mean Median Mode, their features, advantages and limitations.</p> <p>To draw measures of central tendency graphically</p> <p>To understand about Empirical relation between mean, median and mode.</p>	8

3	Measure of Dispersion	<p>Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion.</p> <p>Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, Coefficient of Variation (C.V).</p> <p>Combined Standard Deviation</p> <p>Numerical Problems</p>	<p>To understand measures of dispersion- their features, advantages and limitations.</p> <p>To understand about coefficient of variation (C.V).combined standard deviation</p>	10
4	Correlation & Regression	<p>Concept and meaning of Correlation, Types of correlation.</p> <p>Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) –</p> <p>Numerical Problems on Correlation</p> <p>Regression- Concept and meaning of regression,</p>	<p>To understand measures of dispersion- their features, advantages and limitations.</p> <p>To understand about coefficient of variation (C.V).combined standard deviation</p>	12

		<p>Lines of regression equation of Y on X and X on Y.</p> <p>Regression coefficients, properties of regression coefficients,</p> <p>Numerical problems on Regression</p>		
5	Index Numbers	<p>Concept and meaning of Index Number, Notations</p> <p>Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number</p> <p>Uses of Index Number</p> <p>Numerical Problems.</p>	To understand measures of Index Number, and its types	10

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi
5	Statistics Theory and Practice	R.S. N. Pillai Bagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi
8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House	Mumbai

Savitribai Phule Pune University
Question paper Pattern 2019 for FY BBA (IB)
University Examination
Sub: - Business Statistics
Course Code - 205

MAX MARKS:-70

Instructions:

- I. All question are compulsory
- II. Figures to the right indicate full marks.
- III. Notations & abbreviations have their usual meaning
- IV. Simple calculator is allowed

- Q1.A) Fill in the blanks [2 X 5=10]
- B) State whether the following statements are True OR False: [2 X 3=6]
- Q2. Attempt any four of the following (Four out of Six) [4 X4=16]
- Q3. . Attempt any four of the following (Four out of Six) [4 X4=16]
- Q4. . Attempt any four of the following (Four out of Six) [4 X4=16]
- Q5 Attempt any one of the following (One out of Two) [1 X 6=6]

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019 PATTERN

Savitribai Phule Pune University
FY BBA- IB Semester II (CBCS) Pattern 2019
Fundamentals of Computers
Course code 206
Credit 4

Depth of the course - Reasonable working knowledge

Objectives:

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

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Computers	Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive I/O Device- Monitor	To understand role and importance of computers in business processes To develop understanding regarding role of computers in business operations.

		<p>and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters</p> <p>Number Systems-Introduction to Binary, Octal, Hexadecimal system</p> <p>Types of computers</p>	
2	Basics of Computer Networks & Internet	<p>Definition-Operating System,</p> <p>Functions of O.S.,</p> <p>Types of O. S. – Single user O.S., Multiuser O.S.,</p> <p>Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer</p> <p>Networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>
3.	Introduction to Spreadsheet Software and Presentation	<p>MS-Excel</p> <p>Various Functions such as</p>	To learn the process for usage of different computer

	Software	Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting	application in business processes. To develop skills and ability to handle different applications in business process.
4	Introduction to Internet & cyber security	WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security overview – Background and current scenario Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature	To understand cautions and stapes to be taken and net based services. Ability to handle various software and programmes with due cautions and care.

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I-11	Demonstrations and hands-on experience Practical exposure regarding usages of computers	Films on role of computers in business decision making	Role of computers in simplifications of business activities Projects on importance of computers in business data analysis.	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
Unit II-12	Demonstration and on experience exposure regarding set up of networks like client server architecture, LAN etc.	Films on role of networking in business communication, environment and process	Role of networking system in simplifications of business activities. Projects on importance of Computer network in business Processes.	Proficiency in set up of Different structure computer Network in business environment.

Unit III-11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of Spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
Unit IV-11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

Evaluation Methods

Internal Evaluation	External Evaluation
30 Marks + Tutorial /practical for 20 Marks	50 Marks
Total 50 Marks	Total 50 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Computer Security	Matt Bishop ,	Pearson	New Delhi
2	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House	Mumbai
3	Fundamentals of Computers	V. Rajaraman	PHI Learning	New Delhi
4	Computer fundamentals	Pradeep K. Sinha	BPB Publications	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for FY BBA- (IB)
University Examination
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Course Code 206

Total Marks: 50

Q.1 A) Fill in Blanks (Total 5 Questions for 1 marks each)	(05 Marks)
Q.1 B) True or False (Total 5 Questions for 1 marks each)	(05 Marks)
Q.2 Theory Question	(10 Marks)
Q.3 Theory Question	(10 Marks)
Q.4 Theory Question	(10 Marks)
Q.5 Write short note (any 2 from 3)	(10 Marks)

**FYBBA - IB CBCS-2019 Pattern
(CCT)**

**Course Title: Fundamentals of Computers (206)
Credit 1**

**Supplementary Guidelines for conducting BBA IB –Tutorial /Practical
Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and
Presentations on the given topics.**

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory
4. Overall confidence & Presentation skills

Note:

**Students should be well informed about the tutorials and sufficient time
must be given to the students to fulfill the requirements of the tutorials.**

1. Prepare a Power point presentation on “Mobile Shoppe”.
2. Prepare a Power point presentation on “New Product Launch”.
3. Prepare a Power point presentation on “Monsoon Sale Dhamaka”.
4. Using any spreadsheet package creates worksheet to calculate the balance of customer from bank after depositing and withdrawing some amount. (take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

- Maximum Balance - Minimum Balance
- Average Balance - Total No. of Accounts

5. Using any popular spreadsheet package, prepare a worksheet to calculate the monthly total salary of an Employee if basic salary is given (take 10 suitable records).

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA

HRA=15% of Basic Salary

DA=10% of Basic Salary

PF=8.33% of Basic Salary

IT=30% of Basic Salary

Net Salary=Basic+DA+HRA-(IT+PF)

6. Apply for New Passport using e-Seva.
7. Use of Internet for Railway Ticket Booking.
8. Online application for Driving License.
