



Deccan Education Society's
Brihan Maharashtra College of Commerce
(AUTONOMOUS)
845, Shivajinagar, Pune-411004

Autonomous Structure of B.B.A. Course (2017 Pattern)

F.Y.B.B.A.

Code	SEM I Course	Credits	Code	SEM II Course	Credits
2101	Principles of Management	3	2201	Introduction to Cost Accounting	4
2102	Basics of IT	4	2202	Business Organisation and System	3
2103	Business Accounting	4	2203	Entrepreneurship Development	3
2104	Micro Economics Analysis	3	2204	Personality Development	3
2105	Business Mathematics	4	2205	Principles of Finance	4
2106	Business Demography	3	2206	Global Business Environment	3
			2207	Physical Education	1
	Total Credits	21		Total Credits	21

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Subject code- 2101

Semester - I

Credit -3

Subject title - **Principles of Management** (Pattern 2017)

Objectives:

1. To provide detail knowledge of management to the student.
2. To give the information about contribution of thinkers to the management studies.
3. Help the students to get familiar with recent trends.

Unit No.	Topics	No. of lectures
1	Nature of Management	5
	Meaning, Definition, Concept, purpose, importance & Functions	
	Concept of Performance Management	
	Management as a social science & social system, Universality of Management	
	Concept of management, Administration and Organization	
2	Evolution of Management Thought	10
	Contribution of F.W.Taylor, Henry Fayol, C.K.prahlad, Vijay Govindrajan to the Management Thought	
	Various approaches to management school of management thought	
3	Functions of Management: part -I	15
	Planning- Concept, Importance, levels, Merits & Demerits	
	Forecasting -Meaning, Need, Techniques	
	Decision Making -Concept, Importance& Techniques	
	Organising	
	meaning, process, types of organisation	
	advantages and disadvantages of each organisation	
	Delegation of authority,	
	difficulties in delegation	
	Decentralisation and centralisation	
	Staffing - Concept, Importance	
Direction-Concept, Importance, Principles		
4	Functions of management: part -II	10
	Motivation	
	meaning, importance, theories of motivation(maslow's hierarchy of need, Herzberg's two factors theory)	
	Leadership- Concept, Importance, Styles	
	qualities & functions of leader	
	Controlling	
	meaning, importance,nature, techniques	
Co-ordination- Concept, Importance		
5	Recent trends in management	5
	Social and Ethical issues on management	
	Management of crisis	
	Stress management	
	Total Quality management	

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	International management	
	Rise of e-management	
	Social networks	
	Value based leadership	
	Management Audit	
	Total number of lectures	45

Suggested Reference Material –

1. Management Principles and Practices By Parag Dhawan
2. Management and Entrepreneurship By N.V.R.Naidu
3. Managing Organizations (For GBTU) By Rachana Chaturvedi

Teaching Methodology – lecture method, presentation, case study, and guest lecture

Expected Outcome –

1. Students will be able to understand theoretical and practical knowledge of the management
2. Student will gain the knowledge of recent changes in the functioning of the management
3. Student will get familiar with contribution of management thinkers.

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Subject code- 2102

Semester - I

Credit - 4

Subject title - **Basics of IT** (Pattern 2017)

OBJECTIVES:

- 1) To know the basics of Computer
- 2) To understand Operating System
- 3) To learn to use the applications of MS-Office
- 4) To know the basics of Networking
- 5) To understand the concept of Internet

Unit No	Topic	No. of lectures
1	Introduction to Computer Definition, Characteristics of Computer, Block Diagram of Computer Types of Computer Data Organization Drives, Directory, File Memory Primary Memory RAM, DRAM, SRAM, DDRAM ROM, PROM, EPROM, EEPROM, Secondary Memory, Magnetic Tape, Magnetic Disc, Compact Disc(CD- ROM, CD-RW), DVD, Blu-Ray Disc, Input Output Devices - Keyboard, Scanner- Types, Joystick, Touch Screen, Digitizer, Types of Output Devices - Printer-types, Plotter, Monitor- Types(LCD, LED, Plasma display), Types of Programming Language, Machine Language, Assembly Language, High Level Language, Compiler and Interpreter	15
2	Number System Introduction to Binary, Octal, Hexadecimal System, Conversion to different systems, Simple Addition, Subtraction, Multiplication, Division	15
3	Software Types of software -System software, Application Software, Definition and functions of Operating System, Types of Operating System- Batch Operating System, Multiprogramming Operating System, Time Sharing Operating System, RealTime Operating System, Introduction to Android, MS-Word, Ms-Excel, Ms-PowerPoint	15
4	Introduction to Networking Definition of Communication, Types of Communication - Simplex,	10

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	Half Duplex, Duplex, Types of Network - Wired Network, Wireless Network, Types of Cables in wired network, Wireless network - Microwave, Satellite network, LAN, MAN, WAN, Types of Topology, Networking Components - Router, Bridge, Hub, Switch, Repeater, Gateway	
5	Internet Introduction to Internet, Internet Protocols, Advantages and Disadvantages of Internet, Internet Services - Bill Payment, Ticket Reservation, Share trading, Information search, Entertainment, Ebooks, Internet Service Provider (ISP)	5

Suggested Reading Material –

- 1) Fundamental of Computers - V.Rajaraman
- 2) Introduction to Computers - Peter Norton (The McGraw Hill Companies)
- 3) Operating System Principles - Silberschatz, Galvin, Gagne (Willey & Sons)
- 4) Complete Guide to Networking - Peter Norton (Techmedia Publication)
- 5) Programming Android - Mednieks, Dornin, Meike, Masumi Nakamura (O'Reilly Publication)
- 6) Hello Android - Ed Burnette
- 7) The Complete Android Guide - Kevin Purdy
- 8) Computer Fundamentals - P.K. Sinha

Teaching Methodology – Lecture, Presentation, Lab activity

Expected Outcome –

- 1) Basic organization of Computer is understood
- 2) The working of computer is known
- 3) Applications of Computer are known
- 4) Networking of computers and its use is understood
- 5) Internet Basics are understood

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Subject code- 2103

Semester - I

Credit – 4

Subject title – **Business Accounting** (Pattern 2017)

Objectives:

1. To enable students to understand various basic concepts and accounting environment
2. To enable students to understand accounting cycle , recording of business transaction and understand how to calculate profit or loss of the enterprise
3. To understand how to depreciate the fixed asset.
4. To acquaint students about the computerised accounting environment.

Unit No.	Topics	No. of lectures
1	Overview Of Business Accounting Introduction, book-keeping and Accountancy , Development of Accounting Methods, system , concepts and conventions , principles of Accounting and indian GAAP	3
2	Recording of business Transactions in primary and secondary book Accounting Documents , Accounting process ,Classification of Accounts,Golden Rules of Accounting , Application of Rules in Deciding Debit and Credit ,Examples Journal : Meaning, features,Advantages and limitations,casting, steps,Illustrations Subsidiary books (including cash book) : meaning,need, types of subsidiary book, illustration Ledger: Meaning, format, posting , Balancing of Accounts	18
3	Preparing of accounting statements Trial Balance: Introduction, meaning, purpose, preparation of Trial balance, Illustration Final Account of Sole proprietor: Introduction, Trading A/C, Profit & Loss A/C, Balancesheet, Accounting Treatment of Adjustments in Final Account	14
4	Computerised Accounting Environment Accounting Software, importance of accounting software, Tally , Features of Tally	2
5	Bills of exchange Introduction,Meaning of bills of exchange,Features,Advantages,Parties,Acceptance, Types of Bills of exchange,Bills receivable,bills payable,honour and dishonour of	8

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	bill,endorsement,dicounting,collection,retirement ,renewal,format of bill,cases	
6	Depreciation Methods of charging depreciation - Written Down Value, Straight line method, production method, Block method, Illustrations	11
7	Accounting environment Indian Accounting Standard As-1, As-2, As 6, International Accounting Standard(meaning , objective) IFRS(meaning , objective)	4

Suggested Reference Material –

Accountingcoach.com

Romancing with balance sheet by Dr. Anil Lamba

Maharashtra state board XI std book

Teaching Methodology – Lecture method, Problem solving, Case study method

Expected Outcome –

After successful completion of the course, the student should be able to understand

1. how to record various business transactions in the books of accounts and calculate profit of the enterprise.
2. Through, practical work of computerized accounting software student can understand the essential role of computerized accounting system.

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Subject code- 2104

Semester - I

Credit - 3

Subject title – **Micro Economic Analysis** (Pattern 2017)

Objectives:

1. To expose students to basic microeconomic concepts
2. To use economic reasoning to draw correct conclusions/solve economic problems
3. To apply economic concepts in day to day analysis

Unit No.	Topics	No. of lectures
1	Introduction	4
1.1	Scarcity and Basic Economic Problems; role of market/price mechanism in solving them	
1.2	Introduction to microeconomics	
2	Demand and supply analysis	15
2.1	Concept of utility, cardinal measure of utility, Law of Diminishing Marginal Utility, ordinal measure	
2.2	Concept of Individual and Market Demand and their determinants. Law of Demand	
2.3	Elasticity of Demand: types and usefulness	
2.4	Demand Forecasting - meaning and methods	
2.5	Revenue Concepts - TR, AR, MR and their relationship	
2.6	Supply analysis- Meaning, definition Law of supply, Factors affecting Supply	
3	Production and Cost analysis	10
3.1	Short run production function- TP, AP, MP; Law of Variable Proportion (meaning and stages)	
3.2	Long run- Law of Returns to Scale (meaning and stages)	
3.4	Cost Concepts	
3.4.1	Short run Total, Average and Marginal costs and their relationship	
3.4.2	LAC, LMC, Economies and Diseconomies of scale	
4	Market Structures	11
4.1	Perfect Competition- Equilibrium of a firm and Industry in the short run and long run	
4.2	Monopoly -Price and Output determination in short and long run	
4.3	Monopolistic Competition- price and output determination	
4.4	Duopoly and Oligopoly- meaning and characteristics	
5	Distribution	5
5.1	Rent- Modern Theory of Rent	
5.2	Wages-Marginal Productivity Theory	
5.3	Interest- Liquidity Preference Theory	
5.4	Profit- Innovation, Risk bearing,	
	Uncertainty and Dynamic Theories	

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Suggested Reference Material –

1. Introduction to positive Economics – Richard Lipsey
2. Principles of Economics – Gregory Mankiw
3. Principles of Economics – Case and Fair
4. Micro Economics- Ahuja

Teaching Methodology –

- 1 Lecture method and diagrammatic representation
- 2 Numerical
- 3 Caselets
- 4 Presentations

Expected Outcome –

Students should be able to analyze economic problems and find solutions for the same.

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Subject code- 2105

Semester - I

Credit - 4

Subject title - **Business mathematics** (Pattern 2017)

Objectives:

1. To understand the concept and application of elementary mathematical concepts like ratio and proportion.
2. To understand the concept and application of: Elementary Financial Mathematics.
3. To understand the concept and application of Functions.
4. To understand the concept and application of Derivatives.
5. To understand the concept and application of Matrices and Determinants (Upto order 3 only)
6. To understand the concept and application of Permutation and Combination.

Unit No.	Topics	No. of lectures
1.	Elementary Financial Mathematics 1.1 Basics computation of ratio , proportion and percentage 1.2 Interest - Simple, Compound, Compounded more than once in a year 1.3 Annuity - Immediate EMI, Depreciation of Assets, Sinking fund 1.4 Problems related to business	10
2 .	Functions 2.1 Different type of functions 2.2 Functions related to Business and Economics 2.3 Equilibrium point, break even analysis	8
3 .	Derivatives and their applications	

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4 .	<p>3.1 Derivative as measure of rate</p> <p>3.2 Rules of Derivatives - Derivatives of certain functions</p> <p>3.3 Second order of derivatives</p> <p>3.4 Application of derivatives - Marginal Cost, Marginal revenue, elasticity of demand, Maxima-Minima of certain functions in Economics and business</p> <p>Basic Applications of Integration in Business: Introduction to the concept that integration can be used to obtain revenue function and demand function from marginal function, maximum profit from marginal revenue and marginal cost.</p>	12 4
5 .	<p>Matrices and Determinants (Upto order 3 only)</p> <p>5.1 Determinants of order 2 & 3, properties</p> <p>5.2 Types of Matrices and Matrix operations</p> <p>5.3 Inverse of a matrix, solving a system of linear equations using adjoint method</p> <p>5.4 Problems based on application of matrices</p>	12
6.	<p>Basics of Permutation and Combination</p> <p>6.1 Concept of factorial, principles of counting, definition of permutation and combination</p> <p>6.2 Permutation of dissimilar objects taken few at a time with or without repetition, permutation of similar objects , circular permutations etc. ,problems</p> <p>6.3 Combination problems</p> <p>6.4 Relation between Permutation and Combination and their applications</p>	14

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Suggested Reference Material –

1. Business Mathematics by Bari - New Literature Publishing Company, Mumbai
2. Business Mathematics by Padmalochan Hazarika - Sutan Chand & Sons- Delhi
3. Business Mathematics theory and applications - J. K. Sharma - Ane Books India
4. Business Mathematics by Qazi Zameeruddin, V K Khanna, S K Bhambri - Vikas Publishing House
5. Business Mathematics by D C Sancheti and V K Kapoor - Sutan Chand & Sons- Delhi
6. Business Mathematics by Dr. Amarnath Dikshit and Dr. Jinendra Jain, Himalaya Publication
7. Business Mathematics by Kashyap and Chirag Trivedi

Teaching Methodology –

Lecture , solving numerical problems , presentation and discussion

Expected Outcome –

1. Students should know the basic concepts and application of these concepts of Mathematics in Business and Economics and Management.
2. Their interest and curiosity in the subject should be enhanced.

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Subject code- 2106

Semester – I

Credit - 3

Subject title – **Business Demography** (Pattern 2017)

Objectives:

1. To study the basics of Demography
2. To understand the relationship between business and population issues

Unit No.	Topics	No. of lectures
1	Introduction to Demography Meaning of Demography Definition of Demography Nature of Demography Scope of Demography Importance of Demography Present population situation and past and future trends in the world	8
2	Components of Demography Concepts of Fertility, Birth Rates Calculation and Factors Affecting Fertility Concepts of Mortality, Death Rates Calculations and Factors Affection Mortality Migration Concept Definitions Classification, Pull and Push Factors Demographic Transition Theory Concept Of Growth Rates Calculations	12
3	Population distribution and density Definitions of Population Density and Distribution Indian Population Density: Spatial Distribution Factors Affecting Population Distribution and Density Concepts of Over Under and Optimum Population Population Related Problems Faced By Over Populated , Under Populated And Advanced Countries	10
4	Composition and characteristics of population (concepts and statistics) Sex Ratio Literacy Rates Age Sex Pyramids Work Participation Rate Human Development Index Languages And Dialects	8
5	Settlement Studies Rural and Urban Settlements (Concepts in Different Countries) Factors Responsible for Urbanization Urban Morphology: Central Business Districts, Rural Urban Fringe	7

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	Problems Faced by Urban Sprawls Solutions To The Urban Problems	
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Suggested Reference Material –

1. Human and Economic Geography: Leong and Morgan
2. Economic Geography Truman H Hartshorn And John Alexander
3. India : Comprehensive Geography: Dr.D.R. Khullar
4. Indian Economy: Mishra and Puri
5. India by Gopal Singh
6. Geography of international trade: Thomas R S and Conkling E C Prentice Hall
7. Economic and commercial geography of India : T C Sharma and O Coutinho

Teaching Methodology –

1. Lecture method
2. Case studies
3. Presentations
4. videos
5. Map Reading

Expected Outcome –

subject understanding will enhance the students' ability to know relationship between population and business

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Subject code- 2201

Semester - II

Credit - 4

Subject title – **Introduction to cost accounting** (Pattern 2017)

Objectives:

1. To facilitate the students for learning cost concepts, elements and preparation of cost sheet.
2. To understand methods and techniques of cost Accounting to ascertain and control the cost
3. To Understand Recent trends in cost accounting

Unit No.	Topics	No. of lectures
1	Overview of cost accounting Concept of Cost, Costing, Cost Accounting & Cost Accountancy, origion, limitations of financial accounting, objective of cost Accounting Advantages, limitations,differences between cost and financial accounting,cost unit, cost center	4
2	Elements of Cost Direct cost and indirect Cost , Material, labour, Expenses	4
3	Preparation of cost sheet Classification of Cost , Types of Cost Division of Cost, Cost sheet items to be included and excluded from Cost,Types Preparation of Cost Sheet	8
4	Introduction to Material Management Concept of Inventory, Inventory Management,types, Mehods of inventory Valuation, ,Fixation of Inventory, Inventory Control Techniques Tally With Inventory : creation of company with inventory , create godown, stock items, level of inventory , Inventory vouchers, stock Journals, features(F11),configuration(F12)	14
5	Overheads Meaning,defination,classification of overheads.	5
6	Labour Cost Meaning,Introduction,Records and methods of remuneration,incentive plans Time keeping, Bokk keeping,Time wage, piece rate system	10
7	Marginal Costing Meaning and concepts- Fixed cost, Variable costs, Contribution, Profit-volume Ratio, Break-Even Point & Margin of Safety. Cost-profit-volume analysis Application of marginal costing technique- Make or buy, Limiting factors	15

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Suggested Reference Material –

- 1) Videos : Marginal costing CD by Dr. Anil lamba
- 2) Cost Management - strategies for business Decisions, by Ronald Hilton, Michael Maher, irin Mc-Grow hill
- 3) ACCOUNTING FOR MANAGEMENT, 3/e, S N Maheshwari, Sharad K Maheshwari & Suneel K Maheshwari;Vikas Publishing
- 4)Cost Accounting: A Managerial Emphasis, 13/e, pearson, Charles H.Horngren, Shrikant M.Datar, Foster, Rajan, Ittner.

Teaching Methodology – Lecture method,problem solving,case studies

Expected Outcome

After successful completion of the course, the student should be able to understand

1. the importance of keeping cost records and how it is useful to reduce the cost.
- 2.Analysed the financial data and calculate the cost and Profit
- 3.Understand the cost controlling Tools.
4. Advance and systematic material Management.

BMCC – F.Y.B.B.A.

Subject code- 2202

Semester - II

Credit - 3

Subject title - **BUSINESS ORGANISATION & SYSTEM** (Pattern 2017)

Objectives:

1. To provide adequate basic understanding about Business Organization
2. To make students aware about various activities of business practices and recent trends in business world

Unit No.	Topics	No. of lectures
1.	Nature and evolution of business	11
1.1	Introduction, Characteristics of Business, divisions of business, Objectives of Business, Purpose of the Business activity, Effective Utilisation of Resources.	
1.2	Development of Commerce, Evolution of Industry, The industrial evolution, Economic Reforms since 1991 an overview, Emergence of MNCs, Developing and Developed economies	
1.3	Enterprise and Entrepreneurship, Characteristics of successful entrepreneurs, Women Entrepreneurs, Self Help Groups	
2	Forms of business organisation	10
2.1	Mixed Economy, Private Sector, Public sector, Cooperative sector, Joint sector, Service sector	
2.2	Forms of Business Organisation, Sole Proprietorship, Partnership firm, Joint Stock Company, Non-Profit Organisation, Features, Merits, Demerits and suitability of various forms of business	
3	Domestic and Foreign trade	12
3.1	Wholesale and retail trade, emergence of foreign players in trading, government policy, effects of FDI on retail trade	
3.2	Organisation of Finance, Insurance, Transportation and Communication and other services, Import Export Procedure, Logistic management, Working capital management	
4	Business and society	6
4.1	Objectives of Business Changing concept, Professionalization, Technological and Social changes	
4.2	Business ethics and culture, Social Responsibility of Business, Clean Technology, Corporate social responsibility, Social Audit	
5	Recent trends	6

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5.1	Business Recessions, Merger and Acquisition, Networking, Franchising, BPOs and KPOs, E-commerce, Online Trading, patents, trademarks and Copy rights, Challenges before Indian business sector	
5.2		
	Total number of hours	45

Suggested Reference Material – Business studies NCERT, By P.K.Ghosh
Business Organization and Management by D.P.Jain
Essentials of Management by Harold Koontz
Organization and Management, TMH by R.D. Agarwal
Public enterprise management by R.K.Maheshwari
Industry and Infrastructure Development in India since 1947, By Anup Chatterjee

Teaching Methodology – lecture method, case study, Guest lecture on logistic management, and case study on working capital management

Expected Outcome-

1. Application of the concept of business and different aspects of the business.
2. Thorough understanding of different types of the business organization
3. Gaining knowledge Current recent trends of the business which is very important for the survival of the business.

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Subject code- 2203

Semester -II

Credit - 3

Subject title - **ENTREPRENEURSHIP DEVELOPMENT** (Pattern 2017)

Objectives:

1. To acquaint the students with the basic aspects of Entrepreneurship and to make the students understand what a prospective entrepreneur must know before embarking on a Business Venture.
2. To help them appreciate the significance of a Project and the formulation of a Business Plan.
3. To make them understand the reasons behind the success of the current start-ups.
4. To make them aware of the recent trends in Entrepreneurship Development.

Unit No.	Topics	No. of lectures
1	Concept of an Entrepreneur-Definition and Meaning Concept of Entrepreneurship- Definition and Meaning and Importance. Qualities of an Entrepreneur And Functions of an Entrepreneur Role of Entrepreneurship in Economic Development. Entrepreneurial Competencies Concept of wealth, Innovation ,Intrapreneur,Self-Employment	10
2	Concept of Wealth Creation, Innovation and Creativity, Intrapreneur,Self-Employment Idea Generation and Business Opportunity Identification Opportunity Selection Divergent thinking and Convergent thinking (Brain storming) Concept of Market, and Marketing Mix, Swot analysis	10
3	Introduction of a Business plan –Meaning and importance 10 Important Contents of a Business Plan Need and Importance of Financed Data, Primary and Secondary Data, Questionnaire Project Appraisal- Meaning	10

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Subject code - 2204

Semester - II

Credit - 3

Subject title - **Personality Development**

Objectives:

1. To familiarize students with the basic concepts and origin of the term Personality.
2. To build confidence and self-esteem in students.
3. To sharpen communication skills of students.
4. To polish and inculcate good manners and etiquettes in students.
5. To help students in becoming value adding and contributing members of society.

Unit No.	Topics	No. of Lectures
1	Personality	10
1.1	History & Origin of the term Personality	
1.2	Defintions & Meaning	
1.3	Determinants of Personality	
1.4	Theories of Personality	
2	The Concept of Self	9
2.1	Self- Meaning	
2.2	Self Esteem & Ego	
2.3	Perception	
2.4	Introspection	
2.5	SWOT analysis of the Self	
3	Personality Development Factors	
3.1	Attitude	
3.2	Motivation	
3.3	Success	
3.4	Failure	
4	Paradigms for Excellence	10
4.1	Be Proactive	
4.2	Begin with the End in Mind	
4.3	Put First Things First	
4.4	Think Win-Win	
4.5	Seek First to Understand and then to be understood	
4.6	Synergize	

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4.7	Sharpen the Saw	
5	Essential Soft Skills	9
5.1	Effective communication	
5.2	Body Language	
5.3	Listening Skills	
5.4	Manners & Etiquettes	
5.5	Appropriate Dressing	
	Total	45

Suggested Reference Material –

Personality Development – Hurlock, You Can Win – Shiv Khera, The 7 Habits of Highly Effective People – Stephen Covey, Basic Business Communication – Lesiker Flatley, Winning with People-John C. Maxwell, Everyday Greatness- Stephen R. Covey, You Can Heal Your Life- Louis Hay

Teaching Methodology –

Ice-breaking Session, Self Affirmation Exercises, Introspection, Johari window, Story telling, Movie, Team Building Exercises, Public Speaking, Group Discussion, Dumb Charades, Chinese Whispers, Guest lecture, Activity for a Social/ Environmental cause.

Expected Outcome –

- Well rounded Personalities, ready to take up challenges of life.
- Necessary polishing and grooming of the student with social etiquettes.
- Boosting of Self Confidence & Self Esteem of Students.

BMCC – F.Y.B.B.A.

Subject code- 2205

Semester - II

Credit - 4

Subject title - **Principles of Finance** (Pattern 2017)

Objectives:

- 1 To understand the basic concept of Finance
- 2 To pinpoint the role of a finance manager in today's business world
- 3 To Impart knowledge regarding the current trends in the Financial markets.
- 4 To provide an understanding about the Financial calculations and its uses.

Unit No.	Topics	No. of Lectures
1	Introduction to Finance	
	--- Concept, nature, scope and definition of finance	
	---Financial Management - Meaning, organizational framework, Evolution, Scope, Objectives, Functions and	
	Changing role of a Finance Manager.	
	(Reasons of change and its importance)	8
2	Sources Of Finance	
	---- Owned and Borrowed sources of Finance	
	---- External and Internal sources of Finance	
	----Advantages, Limitations and types of	
	Equity shares, Preference Shares, Debentures	
	Public deposits, Reserves, Bonus issue and	
	Mini Bonus issue	10
3	Capital Structure and Capitalization	
	--Meaning and factors affecting Capital Structure	
	--Concept of Cost of Capital and Cost of raising Funds	
	--Difference in Interest and Dividend	
	--Concept of Capitalisation	
	Over and Under Capitalisation	10
4	Short Term and Long Term Financial Planning	
	---- Meaning and steps in Planning	
	--- Working Capital Management	

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	--- Computation of Working Capital	
	--- Concept of Capital Budgeting	
	---Concept of Leverages	12
5	Calculation of Raio's	
	--Calculation of EPS and Market Price of the Share	10
6	Recent trends in Finance	
	--- Venture Capital	
	---Stock Markets of India	
	--- Micro Finance	
	--- Mutual Funds	
	---Leasing	10
	TOTAL HOURS	60

Suggested Reference Material – Financial Management By -- S. N. Maheshwari
Financial Management By -- Satish Inamdar
Financial Management By -- Ravi Kishore
Financial Management By -- R. P. Rustagi

Teaching Methodology – Lecture, Sum Solving, Case study, PPT Presentation.

Expected Outcome –

1. It is expected that the students will understand the basic concept of finance through the class activity.
2. It is expected that the sources of finance will be clearly identifiable to the students through the practical assignment
3. It is expected that the students will get the knowledge of calculation of Earnings per share and the Market price of the share.
4. The students are expected to understand the concepts of long term and short term financial planning
5. It is expected that the students will get knowledge about the recent trends in the financial markets.

BMCC – F.Y.B.B.A.

Subject code- 2206

Semester - II

Credit – 3

Subject title –**Global Business Environment** (Pattern 2017)

Objectives:

1. to study the basics of Business Environment
2. to understand the relationship between business and environmental issues

Unit No.	Topics	No. of lectures
1	Introduction to business environment Concept, Meaning and Definitions of Environment Nature and Scope of Business Environment\ Importance of Environmental Studies to Business	10
2	Demographic and Sociocultural environment Demographic Environment Concepts of Society and Culture, Groups And Subgroups Concepts of Values and Attitudes, Folkways and Norms, Customs And Traditions Management Of Cultural Diversity	10
3	Economic and Financial Environment Economic Factors Affecting Business Adapting Foreign Economic Environment In The Internationalization Process Similarities And Differences Between Domestic And International Sources Of Capital	5
4	Concepts of Political And Legal Environment Home Country Perspective Host Country Perspective Regulating International Business Behavior	10
5	Physical and Technological Environment Physical Environment: Concept and Components Technological Environment Telecommunication and Information Technology Revolution Global Business Operations and Market Selection Process Environmental Analysis PESTELE And SWOC	10

Suggested Reference Material –

1. International Business Environment : Raj Kumar
2. International Business M R Czinkota I A Ronkanen M H Mofeatt
3. International Business Text and Cases P Subba Rao

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4. Sociology by Vidya Bhushan

Teaching Methodology –

6. Lecture method
7. Case studies
8. Presentations
9. videos

Expected Outcome – After studying this subject the students should be able to grasp the patterns of international business environment. They should also enhance the ability to understand specially for locating international PESTEL points.

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Subject code- 2207

Semester - II

Credit – 1

Subject title – **Physical Education** (Pattern 2017)

Objectives: To make the students understand the importance of fitness

Unit No	Topics
1	Health related Physical Fitness – Muscular Strength and Endurance Flexibility Cardio Vascular Endurance Body Composition
2	Project Work

A compulsory subject which involves Field Activities.

Expected Outcome – Students will be mentally and physically fit. That will increase their concentration and thus, enhance their overall personality and efficiency.