



**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

SYLLABUS

For

Ist Year

(According TO NEP2020)

(Applicable from 2023)

SEMESTER- I



TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Principles of Management	
COURSE CODE	BBA23-111	
PAPER NO	1	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : NA
TEACHING HOURS	Theory: Yes	Practical: NA

COURSE OBJECTIVES:

1. To provide adequate basic understanding about the managerial functions like planning, organizing, staffing, leading and controlling to the students.
2. To provide a basis of understanding to the students with reference to working of business organization through the process of management.

COURSE OUTCOME:

By the end of the course, students will be able to understand:

1. Fundamental concepts and principles of management including roles, skills and functions of management.
2. Concepts and approaches to decision making, leadership, motivation, management control, quality management.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-	Theory	Practical	Marks Weightage
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		learning hours per unit			INT (continuous evaluation)	EXT (end-sem)
1	Management- Meaning, Definition, Nature & Significance of Management, Evolution of Management, Management as a combination of Art & Science, Management Vs Administration.	5	5	NA	5	7
2	Features and Functions of Management: Planning, Organizing, Staffing, Directing, Controlling, Levels of Management, Manager-Roles and Responsibilities of Manager, Skills required by manager, Manager Vs Administrator	10	10	NA	10	15
3	Introduction to Planning: Meaning and Importance of Planning, characteristics of planning, Advantages and Disadvantages of Planning, Steps in Planning Process, Types of Plans.	12	12	NA	10	15
4	Introduction to Decision Making: Meaning and Importance of Decision Making, Characteristics of Decision Making, Types of Decisions, Decision-making process.	12	12	NA	10	15
5	Theories of Management: Classical, Neoclassical, Modern Theories of Management.	6	6	NA	5	8
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Principles and Practices of Management	Dr. P.C. Shejwalkar & Dr. Anjali Ghanekar	Everest Publishing House
Principles of management	Rudani, Ramesh	McGraw Hill Education (India) Private Limited
Principles of management	Ganguly, Atreyee	Cengage Learning India Pvt. Ltd
Essentials of Management	Koontz	McGraw Hill Education
Principles of management.	Ramasamy, T.	Himalaya Publishing House

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071		
YEAR	1st year		
SEMESTER	I		
NAME OF COURSE	Fundamentals of Accounting		
COURSE CODE	BBA23-112		
PAPER NO	2		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 3	Passing: 40%
	Theory : Yes	Practical : Yes	
TEACHING HOURS	Theory: Yes	Practical: Yes	

COURSE OBJECTIVES:

Knowledge:

- To introduce with fundamentals of accounting.
- To develop right understanding regarding role and importance of monetary and financial transactions in business.

Skills:

- To develop skills of recording business transactions.
- To analyze business transactions.

Attitude:

- To cultivate right approach towards classifications of different transactions and their implications.
- To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

COURSE OUTCOME:

By the end of the course, students will be able to understand:

- To analyze and record business transitions in correct way.
- To cross verify accounting records

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Acquainting with Accounting (Theory): Accounting- Meaning, objective, importance, utility, Basis of Accounting – Cash Basis and Accrual Basis, Branches of Accounting, Concepts of Accounting, Accounting Concepts and Conventions, Accounting Standards – Meaning, need, application, Indian Accounting Standards, IFRS	5	5	NA	5	7
2	Theoretical Framework (Theory and Problems): Double Entry System- Introduction, advantages, limitations 2.2 Classification of Accounts 2.3 Rules for different accounts for passing entries 2.3 Accounting Equation	10	4	6	10	15
3	Journal (Theory and Problems) Introduction, advantages, limitations, utility 3.2 Passing Journal Entries 3.3 Subsidiary Books 3.4 Cash Book – Simple Cash Book, Petty Cash Book	10	3	7	10	15
4	Ledger and Trial Balance (Theory and Problems): 4.1 Ledger - Meaning, Purpose 4.2 Posting of entries to ledger 4.3 Balancing of Ledger 4.4 Trial Balance – Meaning, Purpose	10	02	08	10	15

	4.5 Specimen of Trial Balance 4.6 Preparation of Trial Balance					
5	Bank Reconciliation Statement (BRS) (Theory and Problems): BRS – Meaning, Purpose, Importance 5.2 Reasons for difference in bank balance 5.3 Specimen of BRS 5.4 Preparation of BRS	10	04	06	5	8
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Financial Accounting	P. C. Tulsian	Tata McGraw-Hill Publishing Co. Ltd
Financial Accounting	A. Mukharji & M.Hanif	Tata McGraw-Hill Publishing Co. Ltd
Financial Accounting	S.N. Maheshwari & S.K. Maheshwari	Vikas Publishing House Pvt. Ltd
Book Keeping and Accountancy	Mrs. Jayashree Kotibhaskar	Suvichar Prakashan

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071		
YEAR	1st year		
SEMESTER	I		
NAME OF COURSE	Basics of Marketing-I		
COURSE CODE	BBA23-113		
PAPER NO	3		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 3	Passing: 40%
	Theory : Yes	Practical : NA	
TEACHING HOURS	Theory: Yes	Practical: NA	

COURSE OBJECTIVES:

The objective of the course is to familiarize the students with the evolution of marketing as an important function of any business activity. The course seeks to introduce students to basic concepts in marketing and help the students to undergo meaningful exercises to implement the knowledge in their further tasks.

COURSE OUTCOME:

By the end of the course, students will be able to understand:

1. Understand the significance of marketing in business practices.
2. Understand basic marketing concepts to implement in developing marketing strategies at a later stage.
3. Describe a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution;
4. Use examples from current events and real-world marketing situations to apply, illustrate and discuss applications of marketing concepts.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous)	EXT (end-sem)

					evaluation)	
1	Meaning, Scope and Importance of Marketing: Introduction, Nature, Scope and Importance of Marketing, Definition of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand.	5	5	NA	6	10
2	Marketing Orientation Concepts: Production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept, marketing myopia.	12	12	NA	8	10
3	Market, Types of Markets.	5	5	NA	6	10
4	Marketing Environment	6	6	NA	6	10
5	Functions and Objectives of Marketing: Various functions, Objectives of Marketing, difference between Marketing and Selling,	12	12	NA	8	10
6	Consumer: Meaning of Consumer, difference between Consumer and Customer, Factors influencing consumer behavior.	5	5	NA	6	10
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Marketing Management	Ramaswami & Namakumari	Macmillan(India) Limited ,New Delhi
Marketing Strategies	Rajan Saxena	Tata McGraw-Hill Publishing Co. Ltd
Strategic Marketing Management	Khurana & Ravihandran	Global Business Press ,New Delhi

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PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Legal Aspects of Business – I	
COURSE CODE	BBA23-114	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : NA
TEACHING HOURS	Theory: Yes	Practical: NA

COURSE OBJECTIVES:

1. To provide a comprehensive understanding of the legal framework governing businesses and commercial activities.
2. To familiarize students with the essential principles of business law
3. To develop critical thinking and problem-solving skills in applying legal principles to real-world business scenarios.
4. To enhance students' ability to communicate effectively and professionally about legal issues in a business context.

COURSE OUTCOMES:

1. Identify and comprehend the legal aspects that impact various business activities and decision-making processes.
2. Engage in critical thinking to resolve legal issues and make informed decisions in a business context.
3. Understand the legal implications of different forms of business organizations and their compliance requirements.
4. Effectively communicate legal concepts and analyses in oral and written forms within a business setting.
5. Develop a heightened awareness of legal issues that may arise in their future careers or entrepreneurial endeavors.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Part 1: Indian Contract Act,1872: Nature & Classification of Contract, Offer, Acceptance Consideration, Consent, Valid consideration & Valid Agreement	11	11	NA	10	15
2	Sales goods Act 1930 <ul style="list-style-type: none"> • Meaning – Sales of goods & agreement to sale • Condition & Warranty • Transfer of property or Ownership • Performance, rights & Remedial measures relating to contract sale 	12	12	NA	10	15
3	Negotiable Instrument Act 1881 <ul style="list-style-type: none"> • Meaning types & characteristics • Negotiation & types of Endorsement • Negotiable instrument – disowner 	11	11	NA	10	15
4	Indian Partnership Act 1932 <ul style="list-style-type: none"> • Meaning • Nature of Partnership & Types • Partnership deed, Rights & Liabilities of Partner • Dissolution of Partnership 	11	11	NA	10	15
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Business Law	Sathish B Mathur	McGraw Hill Education
Business law for management	Bulchandani, K. R.	Himalaya Publishing House
Elements of Mercantile Law	N.D.Kapoor	Sultan Chand & Sons
Company Law	Dr. Avtar Singh	Eastern Book Company

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PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071		
YEAR	1st year		
SEMESTER	I		
NAME OF COURSE	MS Office Tools		
COURSE CODE	BBA23-115		
PAPER NO	5		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 3	Passing: 40%
	Theory : Yes	Practical : Yes	
TEACHING HOURS	Theory: Yes	Practical: Yes	

COURSE OBJECTIVES:

1. Develop proficiency in Microsoft Word for creating and formatting business documents, reports, and letters.
2. Acquire practical skills in Microsoft Excel for data management, analysis, and basic financial modeling.
3. Master Microsoft PowerPoint for creating engaging and impactful presentations to convey business ideas effectively.
4. Apply the knowledge gained to enhance productivity, communication, and problem-solving in various business scenarios.

COURSE OUTCOMES:

After completion of the course, students will be able to:

1. Gain proficiency in creating, editing, and formatting documents efficiently.
2. Gain competency in managing data through filtering, validation, and data protection.
3. Create, edit and formatting spreadsheets with formulas and functions.
4. Design presentations through PowerPoint tools and deliver them confidently and professionally.

COURSE DETAILS:

Unit	Title of unit with detailed	No of	Theory	Practical	Marks Weightage
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No	content	teaching-learning hours per unit			INT (continuous evaluation)	EXT (end-sem)
1	Introduction to MS Office Suite: <ul style="list-style-type: none"> • Overview of MS Office tools (Word, Excel, PowerPoint). • Understanding the user interface and common features. 	11	2	9	10	15
2	Microsoft Word: <ul style="list-style-type: none"> • Creating, saving, and opening documents • Formatting text and paragraphs • Working with tables and lists • Inserting images and shapes • Headers, footers, and page numbering • Using templates and themes • Mail merge and basic automation 	12	3	9	10	15
3	Microsoft Excel: <ul style="list-style-type: none"> • Introduction to spreadsheets and cells • Entering and formatting data • Basic formulas and functions (e.g., SUM, AVERAGE, COUNT) • Working with charts and graphs • Sorting and filtering data • Data validation and protection • Introduction to pivot tables 	11	2	9	10	15
4	Microsoft PowerPoint: <ul style="list-style-type: none"> • Creating and editing slides • Applying themes and slide layouts • Inserting images, videos, and multimedia • Slide transitions and animations • Tips for effective presentations 	11	2	9	10	15

Total	45			40	60
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List of Reference Books:

Title	Author	Publisher
Mastering MS Office	Bittu Kumar	V&S Publishers
MS-Office 2010 Training Guide	Jain Sathish	BPB Publications

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PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071		
YEAR	1st year		
SEMESTER	I		
NAME OF COURSE	Basics of Communication Skills		
COURSE CODE	BBA23-116		
PAPER NO	6		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 2	Passing: 40%
	Theory : Yes	Practical: Yes	
TEACHING HOURS	Theory: Yes	Practical: Yes	

COURSE OBJECTIVES:

1. To develop effective inter-personal communication skills in the students.
2. To train the students for expressing their ideas and thoughts with appropriate word usages and sentence construction.
3. To develop confidence in using English language fluently.

COURSE OUTCOMES:

1. At the end of the course, the students should have developed the ability to construct sentences in English Language and Express their thoughts with confidence.
2. Students should be able to listen actively to the spoken communication and understand as well as interpret them effectively.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)

1	Introduction to Communication <ul style="list-style-type: none"> • Introduction • Nature, Scope and Importance of Communication • Functions of Communications. • Internal Communication • External Communication • Conclusion 	9	5	4	8	12
2	The Communication Process <ul style="list-style-type: none"> • Principles of Communication: 7 Cs of Communication, ABC Rule • Elements of Communication • The Communication Cycle 	9	5	4	8	12
3	The Modes of Communication <ul style="list-style-type: none"> • Introduction • Types of Communication • Verbal Communication: Oral and Written • Non-Verbal Communication • Visual Signs in Non-Verbal Communication • Audio Signals in Non-Verbal Communication • Merits and Demerits of types of communication. 	9	5	4	8	12
4	The Art of Listening <ul style="list-style-type: none"> • Listening & Hearing • The Value of Listening • The Functions of Listening • How to Listen Efficiently • The Barriers to Efficient Listening • The Types of Listening • Conclusion 	9	5	4	8	12
5	Communication in groups <ul style="list-style-type: none"> • Debate • Group Discussions • Meetings 	9	5	4	8	12
Total		45			40	60

LIST OF PRACTICAL TOPICS PER UNIT:

List of Reference Books: Recommended Books:

Title	Author	Publisher
Excellence in Business Communication	John Thill, Courtland L. Bovee	Pearson
Professional Communication Skills	A.K. Jain, A M Sheikh & Pravin S R Bhatia	S Chand Publishing
Communication Skills for Professionals and Students	Dr. Amitabh Dwivedi	Notion Press

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Event Management (Open Elective)	
COURSE CODE	VAC108	
PAPER NO	7	
MARKING SCHEME	Continuous evaluation (INT): 50	
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : Yes
TEACHING HOURS	Theory: Yes	Practical: Yes

COURSE OBJECTIVES:

1. Introduce students to the event management industry, its scope, and the various types of events.
2. To equip students with basic knowledge and skills in event planning, organization, and execution.
3. Teach students the step-by-step process of event planning.
4. Introduce students to event logistics.
5. Educate students about identifying potential risks and challenges in events and developing contingency plans to handle emergencies effectively.
6. Develop students' ability to work in teams and coordinate various aspects of an event smoothly.

COURSE OUTCOMES:

After completion of this course, the students will be able to:

1. Understand the concept of event management, its scope, and its role in various industries.
2. Learn step-by-step event planning and execution process.
3. Develop contingency plans and crisis management strategies to handle unforeseen challenges during events.
4. Demonstrate effective communication skills in dealing with the stakeholders.

COURSE DETAILS:

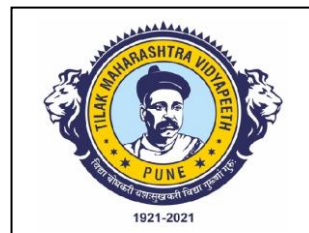
Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Event Management Overview of the event industry Types of events and their purposes	4	4	NA	5	NA
2	Event Planning and Coordination Event concept development Venue selection and logistics Event life cycle: Pre-event planning, execution during the event and post-event evaluation. Risk assessment and contingency planning	12	2	10	20	NA
3	Event Marketing, Sponsorship and Fundraising Event branding and promotion strategies Sponsorship proposal development Fundraising strategies and donor relations	12	2	10	20	NA
4	Legal considerations for events.	2	2	NA	5	NA
Total		30			50	

Recommended books:

Title	Author	Publisher
Event Management and Marketing	Dr. Anukrati Sharma and Dr. Shruti Arora	Bharti Publications
Event Management: A Zero Investment Startup Business	Abhijeet Bhattacharjee	Kindle Edition
Marketing Management Essentials You Always Wanted To Know	Callie Daum	Vibrant Publications

SEMESTER- II

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071		
YEAR	1st year		
SEMESTER	II		
NAME OF COURSE	Introduction to HRM		
COURSE CODE	BBA23-211		
PAPER NO	1		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 3	Passing: 40%
	Theory : Yes	Practical : NA	
TEACHING HOURS	Theory: Yes	Practical: NA	

COURSE OBJECTIVE:

- To enable the students to bring insights into the basics of human resource management and its implications in today's world.
- To familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a resource.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
- Understand the basic concepts which characterize the field of human resource management.
- Understand how human resource is acquired and trained
- Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them.

COURSE DETAILS:

Unit	Title of unit with detailed	No of	Theory	Practical	Marks Weightage
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No	content	teaching-learning hours per unit			INT (continuous evaluation)	EXT (end-sem)
1	Human Resource Planning: <ul style="list-style-type: none"> • Introduction • Definition • HRP & Strategic Planning • Activities in HRP • HRP & Environment scanning • Importance of HRP • Factors affecting HRP • HRP implementation • Succession Planning • Barrier to HRP 	10	10	NA	8	12
2	Relationship of Job Requirement and HRM Functions <ul style="list-style-type: none"> • Job Analysis – Process Responsibilities gathering information, approaches to job analysis. • Job description – job title, job identification section, job duties, • Problems with Job Descriptions, • Job Design • Job Enrichment 	10	10	NA	8	12
3	International Human Resource Management <ul style="list-style-type: none"> • Approaches to Global Staffing • Expatriate Management • Impact of Expatriate Staffing • Concept of Host country national • Concept of Third country national 	10	10	NA	8	12
4	<ul style="list-style-type: none"> • Meaning and Definition 	10	10	NA	8	12

	<ul style="list-style-type: none"> • Objectives • Appraisal Process • Methods of appraisal • Feedback mechanism • Errors in performance appraisal • Challenges of appraisal 					
5	Assignment / Letter writing – <ul style="list-style-type: none"> • Writing clear Job Descriptions; • Promotion, • Transfer, • Resignation, • Job Application, • Appointment / offer 	5	5	NA	8	12
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Human Resource Management	Pattanayak, Biswajeet.	Prentice Hall of India Private Limited
Human Resource Management	Dr. Anjali Ghanekar	Everest Publishing House
International Human Resource Management	Bhatia, S.K.	Deep & Deep Publication (P) Ltd
Future of human resource management 64 thought leaders	Losey, Mike.	Society for Human Resource Management

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction: 2023

Syllabus Code No.	071		
YEAR	1st year		
SEMESTER	II		
NAME OF COURSE	Financial Accounting		
COURSE CODE	BBA23-212		
PAPER NO	2		
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40	
CREDITS – MARKS	Total: 100	Credits: 3	Passing: 40%
	Theory : Yes	Practical : Yes	
TEACHING HOURS	Theory: Yes	Practical: Yes	

COURSE OBJECTIVES:

1. To familiarize students with the basic concepts and principles of financial accounting.
2. To develop an understanding of the accounting process and its role in business decision-making.
3. To enable students to prepare and interpret financial statements in compliance with accounting standards.
4. To analyze financial information and assess the financial health of a business.
5. To develop an awareness of ethical considerations in financial reporting.

COURSE OUTCOMES:

By the end of the course, students should be able to:

1. Understand the basic accounting principles and their application.

2. Prepare financial statements, including the income statement, balance sheet, and cash flow statement.
3. Analyze financial statements to evaluate a company's performance and financial position.
4. Apply accounting standards and regulations to ensure accurate and ethical financial reporting.
5. Identify and address potential accounting issues and errors.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Final Accounts of Trading Organization 1.1 Introduction 1.2 Parts of Final Account : Trading Account, Profit and Loss Account 1.3 Adjustments 1.4 Interpretation of final accounts	5	5	NA	5	7
2	Departmental Accounting 2.1 Introduction, Meaning, Objectives, Features 2.2 Basis of allocation of expenses in Departmental accounts 2.3 Trading and Profit and Loss Account (Basic problems on Departmental Accounts) 2.4 Problems on Inter Departmental Transfers at invoice price 2.5 Case study on departmental accounting	10	4	6	10	15
3	Consignment Accounts 3.1 Introduction & Meaning of Consignment Accounts 3.2 Parties involved in consignment 3.3 Goods Invoiced at Cost Price and selling price	10	3	7	10	15

	<p>3.4 Types of commission: Regular Commission, DelcrederCommision</p> <p>3.5 Normal & Abnormal Loss</p> <p>3.6 Valuation of Stocks in Consignment accounting and Stock reserve calculation</p> <p>3.7 Journal entries and Ledgers in the books of Consignor and Consignee</p> <p>3.8 Problems related to Consignment accounts</p> <p>3.9 Case study on consignment</p>					
4	<p>Accounting for Joint Ventures</p> <p>4.1 Introduction, Meaning and Objective of Joint Venture</p> <p>4.2 Distinction between joint venture and consignment and partnership</p> <p>4.3 Maintenance of accounts in the books of co-ventures</p> <p>4.4 Maintaining separate books for joint venture, Preparation of memorandum joint venture</p> <p>4.5 Problems related to Joint Ventures, Case studies on Joint Ventures</p>	10	04	06	10	15
5	<p>Piecemeal Distribution of Cash on Dissolution of Partnership Firm</p> <p>5.1 Introduction, Need of Piecemeal Distribution</p> <p>5.2 Order for repayment of Liabilities</p> <p>5.3 Surplus Capital method, Maximum Loss method</p>	10	03	07	5	8
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Advanced Accounts	M.C.Shukla& S.P. Grewal	Sultan Chand & Sons, New Delhi
Advanced Accountancy	S.P. Jain & K.N. Narang	Kalyani Publishers, New Delhi

Advanced Accountancy	R.L.Gupta& M. Radhaswamy	Sultan Chand & Sons, New Delhi
Accountancy theory and practice	Sanwaria, F. S.	Essential Books

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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Basics of Marketing -II	
COURSE CODE	BBA23-213	
PAPER NO	3	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : NA
TEACHING HOURS	Theory: Yes	Practical: NA

COURSE OBJECTIVES:

- To develop an overview about concepts underlying in the marketing management process.
- To learn about market, product, consumer behaviour, distribution, promotion and pricing decisions.

COURSE OUTCOMES:

- Developed understanding of various facets of Marketing management.
- The ability to take decisions and plan, develop, execute and control marketing strategies
- Attainment of organisational marketing goals.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	MARKETING MIX: Meaning, Definition and Importance of Marketing Mix ; Elements of marketing Mix (4 Ps),	5	5	NA	5	5

	Extended Marketing Mix (3 Ps of Services)					
2	PRODUCT: Product – Meaning, Goods & Services, Types of Products. Product Life Cycle - Managing the product in Product Life Cycle.	5	5	NA	6	8
3	New Product Development: Process of New Product Development	5	5	NA	6	8
4	PRICE: Meaning, Importance, Pricing objectives, Factors influencing pricing decision - Approaches to pricing – Price & Non-price competition, setting the price and managing the price changes.	10	10	NA	6	8
5	PLACE: Importance, functions of distribution channels - Introduction to the various channels of distribution – Designing marketing channels – Introduction to Wholesaling, Retailing, Franchising, Direct Marketing, Impact of technology & Internet on distribution.	5	5	NA	6	8
6	PROMOTION: Promotional Mix - Advertising, Sales Promotion, Direct / Personal Selling, Public Relations, Publicity.	10	10	NA	6	8

7	Caselets Discussions	5	5	NA	5	15
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Marketing Management	V.S.Ramaswamy and S.Namakumari	McMillan Publishers
Marketing Management	Philip Kotler, Kevin Lane Keller, Alexander Chernev	Pearson Education, 2021
Marketing Management	Rajan Saxena	Tata McGraw Hill Education Private Limited.
Basics of Marketing	Pardeshi, Prukash Chandrakishor.	Nirali Prakashan
Modern Marketing Management	Davar, Rustom S.	Universal Book Stall
Marketing Management	Sanwaria, F. S.	Tata McGraw Hill Education Private Limited.

**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Legal Aspects of Business-II	
COURSE CODE	BBA23-214	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : NA
TEACHING HOURS	Theory: Yes	Practical: NA

COURSE OBJECTIVES:

1. Develop a profound understanding of the legal principles, regulations, and frameworks that govern various aspects of business operations.
2. Apply legal concepts to real-world business scenarios, enabling students to make informed and ethical decisions within legal boundaries.
3. Explore the ethical dimensions of business decisions and understand the role of legal compliance in maintaining social responsibility.

COURSE OUTCOMES:

By the end of this course, students will be able to:

1. Exhibit a comprehensive understanding of various legal concepts, such as contract law, business torts, intellectual property rights, and regulatory compliance.
2. Apply legal knowledge to analyze and resolve complex business problems while adhering to legal and ethical guidelines.
3. Evaluate, draft, and interpret contracts with precision, considering the legal implications and

risks involved.

4. Integrate ethical considerations into business decision-making processes, recognizing the importance of social responsibility and legal compliance.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Indian Contract Act (1872) Performance & Discharge of Contract Remedies for Breach of Contract Contract of Guarantee Rights, Duties, Liabilities of Agents and Principle	12	12	NA	10	15
2	Companies Act, 2013: • Definition, Meaning, Feature & Types • Memorandum of Association • Article of Association • Membership in Company, Shares, Accounts & Audit, Company Management & Meetings • Compromise, Arrangement, Re construction & Amalgamation • Winding –up of a Company	12	12	NA	10	15
3	The Information Technology Act 2000 • Introduction & Background • Digital Signatory, Electrical Governance, Electrical Records	12	12	NA	10	15
4	The Consumer Protection Act 2019: Definitions Central Consumer Protection Council State Consumer Protection Council Consumer Dispute, Redressal agencies Consumer Dispute Redressal	9	9	NA	10	15

	Forum Consumer Dispute Redressal Commission: State and National Commission					
Total		45			40	60

LIST OF PRACTICAL TOPICS PER UNIT: NA

List of Reference Books:

Title	Author	Publisher
Legal Aspects Of Business	Pathak, Akhileshwar	McGraw Hill Publishing Company
Legal Aspects Of Business	Geet S.D	Nirali Prakashan

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DEPARTMENT OF MANAGEMENT**



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	MS Excel for Data Analysis and Presentation	
COURSE CODE	BBA23-215	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : Yes
TEACHING HOURS	Theory: Yes	Practical: Yes

COURSE OBJECTIVES:

1. Familiarize students with the Excel interface, tools, and basic functions relevant to data analysis and presentation.
2. Teach techniques for importing, cleaning, and organizing raw data within Excel efficiently.
3. Introduce statistical functions and tools in Excel for descriptive and inferential analysis.
4. Explore various methods of visual representation using charts, graphs, and pivot tables to effectively communicate insights.
5. Teach complex formulas, conditional logic, and advanced functions for sophisticated data analysis.

COURSE OUTCOMES:

By the end of the course, students should be able to:

1. Utilize Excel's interface competently for data manipulation, analysis, and presentation purposes.
2. Apply statistical functions and tools to derive meaningful insights from data.
3. Create visually compelling representations of data through charts, graphs, and pivot tables.
4. Construct complex formulas and utilize advanced Excel functions for data analysis.
5. Develop informative dashboards showcasing analyzed data for effective communication.

COURSE DETAILS:

Unit	Title of unit with detailed	No of	Theory	Practical	Marks Weightage
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No	content	teaching-learning hours per unit			INT (continuous evaluation)	EXT (end-sem)
1	Managing worksheets: 1.1 Create Worksheets 1.2 Navigate in Worksheets 1.3 Format Worksheets 1.4 Customize Options and Views for Worksheets 1.5 Configure Worksheets and for Distribution	8	1	7	7	12
2	Design formats and layouts: 2.1 Apply Custom Data Formats and Validation 2.2 Apply Advanced Conditional Formatting and Filtering 2.3 Create and Modify Custom Workbook Elements	8	1	7	7	12
3	Create Tables 3.1 Create and Manage Tables 3.2 Manage Table Styles and Options 3.3 Filter and Sort a Table	8	1	7	7	12
4	Performing operations with functions and formulae: 4.1 Summarize Data by using Functions 4.2 Perform Conditional Operations by using Functions 4.3 Format and Modify Text by using Functions	8	1	7	7	12
5	Create and format charts: 5.1 Creating charts 5.2 Formatting charts	8	1	7	7	12
6	Assignments related top previous chapters.	5	1	4	5	NA
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
The Basic Concepts of MS Excel	Sudhir Kumar	BOOK WORLD
A To Z Of MS EXCEL	Rinkoo Jainn	Kindle Edition

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DEPARTMENT OF MANAGEMENT**



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Business Communication-I	
COURSE CODE	BBA23-216	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : Yes
TEACHING HOURS	Theory: Yes	Practical: Yes

COURSE OBJECTIVE: The course aims to:

- Help students develop new perspectives and prepare them to meet the demands of a rapidly changing world
- Improve proficiency and competencies in verbal and non-verbal communication skills with a holistic long-term perspective
- Assist students in managing cross-cultural communication

COURSE OUTCOMES:

By the end of this course, students will be able to:

- Use both fundamental and advanced business writing techniques.
- Write business documents that are brief and easy to understand.
- Gain the interpersonal communication skills necessary for both social and professional interactions.
- Organise and lead productive meetings.

COURSE DETAILS:

Unit	Title of unit with detailed	No of	Theory	Practical	Marks Weightage
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No	content	teaching-learning hours per unit			INT (continuous evaluation)	EXT (end-sem)
1	<ul style="list-style-type: none"> • Introduction • Need - Importance • Principles of Communication • Communication Process • Verbal and Non-Verbal Communications • Barriers to Communication 	9	4	5	8	12
2	<ul style="list-style-type: none"> • Flow of Communication in an Organization • Types of Communication • Principles to effective Communication 	9	4	5	8	12
3	<ul style="list-style-type: none"> • Business Letters • Need, Functions and Kinds of Business Letters • Essentials of an Effective Business Letter • Layout – Appearance – Size – Style – Form and Punctuation • Routine Request Letters • Responses to Letters – Refusal Letters – Claims Letters – Collection Letters – Mild and Strong Appeals. 	9	4	5	8	12
4	<ul style="list-style-type: none"> • Letters of Inquiries, Quotations and Offers: • Opening and Closing Sentences in Letters of Inquiry • Cancellation, Acknowledgment, Refusal and Execution of Order. 	9	4	5	8	12

5	<ul style="list-style-type: none"> • Circular • Sales • Bank Correspondence • Bank Correspondence with Customers 	9	4	5	8	12
Total		45			40	60

List of Reference Books:

Title	Author	Publisher
Essentials of Business Communication	Rajendra Pal & J.S. Korlahalli	Sultan Chand & Sons
Business communication	Arora, Vikas	Global Academic Publishers & Distributors
Business communication	Gupta, H. C.	Wisdom Publications

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DEPARTMENT OF MANAGEMENT**



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 071

YEAR of Introduction : 2023

Syllabus Code No.	071
YEAR	1st year
SEMESTER	II
NAME OF COURSE	E-Business

COURSE CODE	VAC209	
PAPER NO	7	
MARKING SCHEME	Continuous evaluation (INT): 50	
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : NA
TEACHING HOURS	Theory: Yes	Practical: NA

COURSE OBJECTIVES:

1. Understand the fundamental concepts and components of E-Business.
2. Analyze the impact of technology on business models and strategies.
3. Evaluate different E-Business models and their applicability in diverse industries.
4. Develop skills in leveraging digital platforms for marketing, sales, and customer relationship management.
5. Examine the legal, ethical, and security issues related to E-Business.

COURSE OUTCOMES:

By the end of this course, students will be able to:

1. Demonstrate an understanding of the fundamental concepts, models, and frameworks of E-Business.
2. Explore innovative trends and emerging technologies
3. Evaluate and compare various E-Business models
4. Understand the technological infrastructure required for E-Business.
5. Assess ethical dilemmas and social responsibility issues related to E-Business practices

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Understanding E-Business Fundamentals: Define E-Business and its evolution. Identify the different types of E-Business models, E-Business strategies.	10	10	NA	8	NA
2	E-Commerce Platforms and Technologies Explore various e-commerce platforms.	10	10	NA	10	NA

	Understand the technology infrastructure supporting E-Business.					
3	Digital Marketing in E-Business Examine digital marketing tools and techniques. Understand the role of social media in E-Business.	10	10	NA	12	NA
4	E-Business Legal and Ethical Issues Discuss legal and ethical considerations in E-Business such as data privacy, data protection issues.	10	10	NA	8	NA
5	Payment Systems and Security Explore different online payment systems. Understand security measures for E-Business transactions.	5	5	NA	12	NA
Total		30			50	

List of Reference Books:

Title	Author	Publisher
E-business and e-commerce for managers	Deitel, Harvey M.	Pearson India Education Services Pvt Ltd.
“E. Commerce”	Murthy CSV	Himalaya Publishing House Pvt.Ltd.
Effortless E-commerce	Ullman, Larry.	Pearson Education
