

**The Kelkar Education Trust's  
V. G. Vaze College of Arts, Science and Commerce**



Revised Syllabus as per  
NEP 2020 Guidelines and  
Question Paper Pattern of Courses of  
**BACHELOR OF BUSINESS ADMINISTRATION  
(B.B.A.) PROGRAMME  
FIRST YEAR  
*SEMESTER I AND II***

Under Choice Based Credit System,  
Grading and Semester System  
(To be implemented from  
Academic Year 2023-2024)  
**As per NEP 2020 Guidelines**

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# **SEMESTER I**

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<b>B.B.A. SEMESTER I</b>		
Course Code	Full Name of Course (With Paper Name)	Credit Point
	<b>Major Course (Major)</b>	
VGVUCAMBM101	Business Management & Practices	4
VGVUCAMEC101	Business Economics - I	2
	<b>Minor Course (Minor)</b>	
	NA	
	<b>Open Elective (OE) (Any One)</b>	<b>4</b>
VGVUOE113	Basics of Physics	
VGVUOE114	Environmental Biotechnology	
VGVUOE116	Food and Nutrition	
VGVUOE117	Fundamentals of Information Technology	
VGVUOE118	Fundamentals of Web Design	
VGVUOE119	History of Media	
VGVUOE123	The India Story	
VGVUOE124	Visual Communication	
	<b>Vocational &amp; Skill Enhancement Course (VSEC)</b>	
	<u>Vocational Skill Courses (VSC)</u>	
VGVUFVS101	Business Mathematics	2
	<u>Skill Enhancement Course (SEC)</u>	
VGVUFSE103	Business Accounting	2
	<b>Ability Enhancement Course (AEC)</b>	
VGVUFAE101	Business Communication - I	2
	<b>Value Education Course (VEC)</b>	
VGVUVE107	Business Demography & Environmental Studies	2
	<b>Indian Knowledge System (IKS)</b>	
VGVUIKS102	Ancient Indian Culture	2
	<b>Co-curricular Course (CC)</b>	2
VGVUCC101	Community Engagement Activities	
VGVUCC102	Cultural Activities	
VGVUCC103	National Service Scheme (NSS)	
VGVUCC104	Sports Activities	
VGVUCC105	Yoga	
	<b>Total</b>	<b>22</b>

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Management and Practices</b>		<b>Course Code: VGVUCAMBM101</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>4</b>	
<b>Number of Credits</b>		<b>4</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

<b>Course Objectives:</b>	
<b>1</b>	<i>It will help students to understand core concepts of management.</i>
<b>2</b>	<i>To understand process of management and to make students aware about functions of business.</i>
<b>3</b>	<i>This subject will help to create awareness about management department and functioning of them.</i>

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Unit	Content	No. of Lectures
<b>1</b>	<b>NATURE AND EVOLUTION OF MANAGEMENT</b>	<b>15</b>
	a. Meaning, Definition, Nature, Importance & Functions	
	b. Management as an Art, Science & Profession	
	c. Various approaches to management (i.e., School of management thought) Indian management thought. Contribution of F.W. Taylor, Henri Fayol, Peter Drucker to the management thought	
	d. Traditional v/s Contemporary management	
<b>2</b>	<b>FUNCTIONS OF MANAGEMENT Part I</b>	<b>15</b>
	a. Planning –Meaning –Need & Importance, advantages & limitations; Need & Techniques, Decision making process; MBO.	
	b. Organizing – Elements of organizing & process Types of organizations, Delegation of authority; Centralization & decentralization; Departmentation.	
	c. Directing	
	d. Staffing–Importance, sources and selection process.	
<b>3</b>	<b>FUNCTIONS OF MANAGEMENT Part II</b>	<b>15</b>
	a. Communication – Types & Importance	
	b. Motivation – Importance & Theories	
	c. Leadership – Meaning - Styles, qualities & functions of leaders	
	d. Coordination & Controlling – Need, nature, Importance, process & techniques	
<b>4</b>	<b>RECENT TRENDS IN MANAGEMENT</b>	<b>15</b>
	a. Management of change	
	b. Management of Crisis	
	c. Total Quality Management	
	d. Stress Management	
	e. Other contemporary practices	
Total		<b>60</b>

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**Course Outcomes:**

<b>CO1</b>	To summarise the elementary concepts, principles, theories of management
<b>CO2</b>	To examine and understand managerial functions and its impact on organization effectiveness
<b>CO3</b>	To demonstrate understanding of the role of manager in an organization
<b>CO4</b>	To understand and evaluate contemporary issues and challenges in management and develop ethical workplace practices

**Recommended Resources**

<b>Reference Books -</b>	<ul style="list-style-type: none"><li>• Principles of Management, T.Ramaswamy Himalaya Publications, Mumbai.</li><li>• Practices and Principles of Management L.M. Prasad, S.Chand and Sons Education Publishers, New Delhi.</li><li>• Business Maharajas, Gita Piramal, Penguin Books, New Delhi.</li><li>• Wisdom of Indian Business Leadership, G. Narayana, English Edition Publishers and Distributors India Pvt, Ltd.</li><li>• In Search of Change Maestros Pritam Singh and Asha Bhandarkar, Sage Publications, UK</li></ul>
<b><u>E-Resources</u></b>	
<b>Webliography:</b>	

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Economics – I</b>		<b>Course Code: VGVUCAMEC101</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

<b>Course Objectives:</b>	
<b>1</b>	It will help students analyse how an economy functions, combining practical & theoretical knowledge of Economics.
<b>2</b>	To understand Cost concepts which is a field in applied economics, will help them analyse cost benefit theories, deadweight loss, economies of scale.
<b>3</b>	It will help them to focus on the market structures and pricing strategies of the firms.

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Unit	Content	No. of Lectures
<b>1</b>	<b>Introduction to Business Economics</b>	<b>10</b>
	a.10 Principles of Business Economics.	
	demand function: Change and movement of demand.	
	c. Elasticity of demand and Revenue Concepts	
	d. Forecasting of demand	
	e. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost and Break-even analysis	
<b>2</b>	<b>Production and Pricing decisions</b>	<b>10</b>
	a. Production function -Law of Variable Proportion and Law of Returns to scale.	
	b. Economies and diseconomies of scale	
	c. Pricing practices -Cost oriented pricing and product pricing	
<b>3</b>	<b>Market Structures</b>	<b>10</b>
	a. Features of Perfect, Monopoly, Monopolistic and Oligopoly competition	
	b. Equilibrium of a firm under 4 competitions	
	c Role of Advertising	
	d. Oligopoly-Collusive and non-collusive oligopoly	
	e. Price Cartels and Price leadership.	
	<b>TOTAL</b>	<b>30</b>

**Course Outcomes:**

<b>CO1</b>	Understand, explain and interpret the concepts of demand and cost structure of the business.
<b>CO2</b>	Develop the understanding of production function and its industry relevance.
<b>CO3</b>	Understand the forms of markets and the changing business environment.



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<b>Recommended Resources</b>	
<b>Reference Books -</b>	<ul style="list-style-type: none"><li>• Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand &amp; Sons, N. Delhi,2000)</li><li>• Hirchey .M., Managerial Economics, Thomson South western(2003)</li><li>• Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore,2001)</li><li>• Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill(ed.3)</li><li>• Gregory Mankiw., Principles of Economics, Thomson South western (2002reprint)</li><li>• Samuelson &amp; Nordhas.: Economics (Tata McGraw Hills, New Delhi,2002)</li><li>• Pal Sumitra, Managerial Economics cases and concepts (Macmillan, NewDelhi,2004)</li></ul>
<b><u>E-Resources</u></b>  <b>Webliography:</b>	

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Food and Nutrition</b>		<b>Course Code: VGVUOE216</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2 Lectures + 2 Practicals</b>	
<b>Number of Credits</b>		<b>4</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

<b>Course Objectives:</b>	
<b>1</b>	Demonstrate the interaction between food nutrition and human health.
<b>2</b>	Define social, cultural and environmental influences on food access and dietary choices.

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Unit	Details	Lectures
I	Human nutrition Carbohydrates: Overview of Classification, Functions Carbohydrate recommendations, Glycemic Index and Glycemic Load, Sugar substitutes -Nutritive and non - nutritive sweeteners Synthetic and Natural sweeteners. Fats and Fatty acids: Overview of Classification, Functions RDAs of total dietary fat and fatty acid consumption. Fatty acid ratios, SFA, MUFA & PUFAs in health & disease. Proteins and Amino acids- Overview of Classification, Functions, Essential Amino acid requirements and AA imbalances. Vitamins and minerals: Overview of Classification, Functions.	10
II	Complementary Nutrition- Classification, Health benefits, Mechanism of action, sources & recommendations of Prebiotics, Probiotics and Synbiotics -Types, Sources of prebiotics and probiotics, Health benefits, Regulations. Bioactive Dietary Components, Functional foods. Meal Replacers - Classification, Health benefits, Mechanism of action, Recommendations & concerns. Organic foods & Convenience foods.	10
III	Nutrition For Exercise & Fitness Definition and domains of fitness-Physical, Mental, Social & Spiritual domains of fitness. Components of physical fitness: Health oriented components -cardiovascular endurance, muscular strength, muscular endurance, flexibility, and body composition. Skill oriented components-agility, balance, coordination, power, reaction time, and speed  Factors influencing Physical fitness - Role of exercise and nutrition in Physical fitness. Psychological Fitness- stress- Causes, consequences & strategies of management. Nutrition and Physical Fitness in sports persons	10

**Books and References:**

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Fundamentals of food, nutrition & diet therapy	Sumati Mudambi, M V Rajagopal	New Age International	6th	2020
2.	Food Science	B Srilakshmi	New Age International	7th	2018

**Course Outcomes:**

<b>CO1</b>	Describe multiple food systems.
<b>CO2</b>	Apply the knowledge of food and nutrition to real -world situations.



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<b>List of Practical</b>	
1.	Qualitative tests for carbohydrates.
2.	Qualitative tests for proteins.
3.	Qualitative tests for lipids.
4.	Qualitative tests for aminoacids.
5.	Detection of food adulterants.
6.	Microscopic observation of curd microflora.
7.	Extraction of casein from milk.
8.	Natural food preservation methods.

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Mathematics</b>		<b>Course Code: VGVUFVS101</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

<b>Course Objectives:</b>	
<b>1</b>	To enable the students to combine practical and theoretical knowledge of Mathematics.
<b>2</b>	To equip the students with fundamentals of Financial Mathematics and Counting Principles.
<b>3</b>	To equip the students with Matrix methods of converting practical problems into mathematical and their solutions.

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Unit	Content	No. of Lectures
<b>1</b>	<b>Elementary Financial Mathematics</b>	<b>15</b>
	a. Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest, depreciation of assets	
	b. Annuity: Definition and types, present and future value, sinking fund, nominal and effective rate of annuity, Equated Monthly Instalment (EMI), amortization table	
	c. Functions: Standard mathematical functions, economic functions, Break Even and Equilibrium points	
	d. Counting: Addition and Multiplication principles, factorial, permutation and combination (definition and simple problems)	
<b>2</b>	<b>Matrices and Determinants</b>	<b>15</b>
	a. Matrices: Types, matrix operations (Addition, scalar multiplication, matrix multiplication, transpose)	
	b. Determinants of order two or three: properties (statement only), types of matrices (singular, non-singular, invertible, non-invertible), inverse of a matrix by adjoint method	
	c. System of linear equations in two or three variables: Cramer's rule and inversion method	
	d. Case Study: Transaction table, transaction matrix, demand, input, output matrices, technology matrix, Leontief's matrix (two or three industry problems only)	
	<b>Total</b>	<b>30</b>

**Course Outcomes:**

<b>CO1</b>	Students will be able to analyse different schemes while investing/borrowing money and will be able to estimate a quantity by knowing the relation between the variables and also be able to analyse the possible outcomes for decision making.
<b>CO2</b>	Students will understand the conversion of practical problems into mathematical problems and different ways to solve them and will be able to estimate the input requirements for the given demands and will be able to analyse industry transactions.

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<b>Recommended Resources</b>	
<b>Reference Books -</b>	<ul style="list-style-type: none"><li>• Business Mathematics and Statistics by R.K. Ghosh and S. Saha, New Central Agency Pvt. Ltd. Calcutta</li><li>• Commerce Mathematics by Om P. Chug, etc., Anmol Publication Ltd., New Delhi</li><li>• Mathematics for Economics and Business by J. Soper, Blackwell Publishing, U.S.A.</li><li>• Business Mathematics &amp; Statistics: B Aggarwal, Ane Book Pvt. Limited</li><li>• Business Mathematics: D C Sancheti &amp; V K Kapoor, Sultan Chand &amp; Sons</li><li>• Business Mathematics: A P Verma, Asian Books Pvt.: Limited.</li><li>• Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 &amp; 10.</li><li>• Business Mathematics by D. C. Sancheti and V. K. Kapoor, Sultan Chand &amp; Sons, 2006, Chapter 1, 5, 7, 9 &amp; 10.</li><li>• Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc- Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 &amp; 16.</li><li>• Discrete Mathematics &amp; Its Applications, Seventh Edition by Kenneth H. Rosen.</li><li>• Discrete Mathematics &amp; with Applications, Forth Edition by Susanna S. Epp</li></ul>
<b><u>E-Resources</u></b>  <b>Webliography:</b>	

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Accounting</b>		<b>Course Code: VGVUFSE103</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

**Course Objectives:**

<b>1</b>	This course will enable the students to combine practical & theoretical knowledge of financial accounting.
<b>2</b>	The course will provide decision making skills to the students in the financial analysis context.
<b>3</b>	The students of this course will be active learners & develop awareness of emerging trends in financial accounting.



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Unit	Content	No. of Lectures
<b>1</b>	<b>INTRODUCTION TO ACCOUNTING</b>	<b>10</b>
	a. Meaning and Scope of Accounting: Need and development, definition: Book- Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting	
	b. Accounting principles: Introductions to Concepts and conventions	
	c. Introduction to Accounting Standards: Meaning and Scope) AS 1 : Disclosure to Accounting Policies AS 6: Depreciation Accounting AS 10: Accounting for Fixed Assets	
<b>2</b>	<b>ACCOUNTING TRANSACTIONS</b>	<b>10</b>
	a. Accounting cycle, Journal, Journal proper	
	b. Ledger Trial Balance : Rules regarding posting	
	c. Subsidiary Books Purchase, Purchase Returns, Sales, Sales Returns	
<b>3</b>	<b>FINAL ACCOUNTS</b>	<b>10</b>
	a. Introduction to Final Accounts of a Manufacturing Concern	
	b. Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet	
<b>TOTAL</b>		<b>30</b>

**Course Outcomes:**

<b>CO1</b>	To equip the learner with fundamental concepts of Book Keeping & Accountancy and impart the knowledge about basic terminologies, concepts of accounting & applicability of several accounting standards.
<b>CO2</b>	Students will be able to fathom the techniques of recording, posting, casting & balancing the different types of business transactions on the basis of golden rules of accounting.
<b>CO3</b>	Learners will be able to discern the cost of goods manufactured during the financial year and to enumerate the amount of any profit or loss occurred during the manufacturing process.

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<b>Recommended Resources</b>	
<b>Reference Books -</b>	<ul style="list-style-type: none"> <li>• Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books</li> <li>• Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)</li> <li>• Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman</li> <li>• Financial Accounting for Business Managers: By Ashish K. Bhattacharya.</li> <li>• Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi</li> <li>• Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi</li> <li>• Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi</li> <li>• Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai</li> <li>• Financial Accounting by Lesile Chandwichk, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi</li> <li>• Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai</li> <li>• Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi</li> <li>• Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc</li> <li>• Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida</li> <li>• Compendium of Statement and Standard of Accounting, ICAI</li> <li>• Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai</li> <li>• Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai</li> <li>• Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi</li> <li>• Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi</li> <li>• Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi</li> </ul>
<b><u>E-Resources</u></b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Webliography:</b>	

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Communication – I</b>		<b>Course Code: VGVUFAE101</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	-	-
	• <b>Internal Assessment</b>	-	<b>50</b>

**Course Objectives:**

<b>1</b>	To develop awareness of the communication process among the learners.
<b>2</b>	To make the learners master various aspects business communication such as effective listening, official correspondences etc.
<b>3</b>	To develop effective spoken skills so as to enable students to express confidently interpersonally as well as in large groups.
<b>4</b>	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience-centred ways.
<b>5</b>	To enable the students to develop the awareness of communication technology.

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Unit	Content	No. of Lectures
<b>1</b>	<b>Theory of Communication 1</b>	<b>15</b>
	A. <b>Concept of Communication:</b> Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world	
	B. <b>Impact of Technology Enabled Communication:</b> Types – Internet, Blogs, E-Mail, Moodle, social media (Facebook, Twitter & WhatsApp: Advantages & Disadvantages)	
	C. <b>Communication at Workplace:</b> Channels – Formal and Informal; Vertical, Horizontal, Diagonal; Grapevine, Methods – Verbal and Non-Verbal (including Visual), Business Etiquettes	
	<b>Theory of Communication 2</b>	
	D. <b>Barriers to Communication:</b> Physical, Semantic / Language, Socio-Cultural, Psychological; Ways to Overcome Barriers to Communication	
	E. <b>Listening:</b> Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills	
<b>2</b>	<b>BUSINESS CORRESPONDENCE</b>	<b>15</b>
	A. <b>Theory of Business Letter Writing:</b> Parts, Structure, Layouts - Full Block, Principles of Effective Letter Writing, Principles of effective E- mail Writing	
	B. <b>Personal Correspondence:</b> Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation.	
	<b>LANGUAGE AND WRITING SKILLS</b>	
	A. <b>Commercial Terms used in Business Communication</b> (to be only discussed)	
	B. <b>Paragraph Writing:</b> Developing an idea, using appropriate linking devices, etc.; Cohesion and Coherence, etc.	
<b>Total</b>		<b>30</b>

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Course Outcomes:	
<b>CO1</b>	A. Students can identify the complexities in communication.
	B. Students become enabled to be a part of the growth and development of global communities which share knowledge, <b>learning</b> and best practices.
	C. Students learn to identify the appropriate use of different channels of oral and written communication in business.
	D. Students learn the significance of factors such as background, experience, attitudes, cultural beliefs and self-esteem in communication.
	E. Students learn to use listening skills to create more effective, less confrontational, more productive professional and personal relationships. Students learn to use strategies appropriately to improve one's ability to listen and to understand people.
<b>CO2</b>	A. Students learn to recognize key parts of a business letter. Students learn the block format of a business letter. Students learn to understand the professional nature of a business letter.
	B. Students learn effective written communication in a managerial environment. Students learn to draft structured business messages
	C. Learners will be conversant with business or official communication terms and writing skills.
	D. Identify the three key parts of a paragraph: topic sentence, supporting details, and conclusion. Write a paragraph containing a topic sentence, supporting details, and conclusion.

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**Recommended Resources**

**Reference Books -**

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behaviour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
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- Black, Sam (1972) Practical Public Relations, E.L.B.S.
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<p><b><u>E-Resources</u></b></p> <p><b>Webliography:</b></p>	<ul style="list-style-type: none"> <li>• <a href="https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607">https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607</a></li> <li>• <a href="https://www.slideshare.net/draizelle_sexon/business-letter-12043197">https://www.slideshare.net/draizelle_sexon/business-letter-12043197</a></li> </ul>

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Demography &amp; Environmental Studies</b>		<b>Course Code: VGVUVE107</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	-	-
	• <b>Internal Assessment</b>	-	<b>50</b>

**Course Objectives:**

<b>1</b>	To acquaint the students with basic concept, Principles and functions of Management.
<b>2</b>	To make students aware about the recent trends in Management.



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Unit	Content	No. of Lectures		
<b>1</b>	<b>INTRODUCTION TO BUSINESS ENVIRONMENT</b>	<b>15</b>		
	a. <b>Business Environment:</b> Meaning, Characteristics, Scope and Significance, Components of Business Environment			
	b. <b>Micro and Macro Environment:</b> Definition, Differentiation, Analysis of Business Environment.			
	c. <b>Introduction to Micro-Environment:</b> <b>Internal Environment:</b> Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity <b>External Environment:</b> Firm, customers, suppliers, distributors, Competitors, Society			
	d. <b>Introduction to Macro Components:</b> Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal			
<b>2</b>	<b>MACRO ENVIRONMENT</b>	<b>15</b>		
	a. <b>Introduction to Business Demography</b> Meaning of resource, types of resources, Importance of human resource in development and growth of business			
	b. <b>Political and Legal Institutions:</b> Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.			
	c. <b>Economic environment:</b> economic system and economic policies. Concept of Joint sector Sun-rise sectors of India Economy. Urbanisation - Meaning, definitions of urbanization, factors responsible for urbanization and problems of urbanization. Urbanization as Behavioral concept, structural concepts and demographic concept, Problems of Urbanization and Sustainable approaches to business			
	d. <b>International Environment</b> <b>MNC</b> - Definition, meaning, merits, demerits, MNCs in India <b>FDI:</b> Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India			
	e. <b>Social and Cultural Environment:</b> Nature, Impact of foreign culture on Business, Traditional Values and its Impact			
	f. <b>Technological environment:</b> Features, impact of technology on Business (case studies)			
	<b>International Environment</b>			
	a. International Environment - I (strategies for going Global)			
	b. International Environment – II (Foreign Trade in India)			
	c. International Environment - III (FDI Investment flows)			
	d. Contemporary issues in CSR and corporate governance.			
	<b>Total</b>		<b>30</b>	

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<b>Course Outcomes:</b>	
<b>CO1</b>	To acquaint the Students with the basic concept of Business Environment Management.
<b>CO2</b>	To make students aware about the recent trends in Management.

<b>Recommended Resources</b>	
<b>Reference Books -</b>	<ul style="list-style-type: none"><li>• Peter Nortorn"s, " Introduction to Computer", TMH, 2004, ISBN-0-07-05-3142-0</li><li>• S.B. Kishor, "Information Technology", Das Ganu, 978-81-921757-9-9</li><li>• Pradeep K. Sinha and Priti Sinha " Computer Fundamentals", BPB, 2007, 13:978-81- 7656-752-7</li><li>• Sanjay Saxena and Prabhpreet Chopra, "IT Tools and Applications",2008</li><li>• Akshay Kumar, " Information Technology and Info Guide", Authors press,2000, ISBN-81-7273-040-3</li></ul>
<b><u>E-Resources</u></b>	
<b>Webliography:</b>	

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Ancient Indian Culture</b>		<b>Course Code: VGVUIKS102</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	-	-
	• <b>Internal Assessment</b>	-	<b>50</b>

**Course Objectives:**

<b>1</b>	To provide a general introduction to the ancient education system and sensitise the students to the contributions of ancient Indian traditions.
<b>2</b>	The students will be acquainted with Indian classical dance, music forms and temple architecture.
<b>3</b>	The students will be able to comprehend Ayurveda, Yoga, Meditation and Mindfulness for health and wellbeing.

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Unit	Content	No. of Lectures
1	<b>Ancient Indian Education and Philosophy</b>	10
	A. Ancient Indian Education System - Gurukul tradition	
	B. Indic scriptures/literature - Vedas, Upanishads, Bhagavat Geeta, Mahabharat	
	C. Indic religions - Hinduism, Buddhism, Jainism, Sikhism	
2	<b>Performing and Visual Arts in Ancient India</b>	10
	A. Indian Classical Dance - Bharatnatyam and Kathak	
	B. Indian Music - Carnatic and Hindustani	
	C. Temple Architecture, architecture, painting.	
3	<b>Medicine and Holistic Health in Ancient India</b>	10
	A. Fundamentals of ancient medicine - Ayurveda	
	B. Fundamentals of Yoga - Suryanamaskar, Padmasadhana, Pranayama and Meditation	
	<b>Total</b>	<b>30</b>

**Course Outcomes:**

<b>CO1</b>	Students will be able to appreciate the ancient Indian education system and its significance.
<b>CO2</b>	Students will understand the synthesis between Indian performing and visual arts.
<b>CO3</b>	Students will be able to acknowledge holistic nature of Indian medicine and its relevance in contemporary era.

**Recommended Resources**

<b>Reference Books -</b>	<ul style="list-style-type: none"> <li>• Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan,</li> <li>• History of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata (2014).</li> <li>• Pride of India- A Glimpse of India's Scientific Heritage edited by Pradeep Kohle et al. Samskrit Bharati (2006).</li> <li>• Vedic Physics by Keshav Dev Verma, Motilal Banarsidass Publishers (2012).</li> <li>• India's Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt. Ltd. (2010).</li> </ul>
<b><u>E-Resources</u></b>	
<b>Webliography:</b>	



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**EXAMINATION PATTERN**  
**INTERNAL ASSESSMENT**

• **For Major, Minor, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses**

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	30
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>40</b>

• **For Open Electives (OE)**

• **Open Elective (OE) from Arts Stream**

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	30
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>40</b>

• **Open Elective (OE) from Science Stream**

Sr. No.	Description	Marks
	Practical exam at the end of the semester	40
	<b>TOTAL MARKS</b>	<b>40</b>

• **For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses**

Sr. No.	Description	Marks
I	Class Test	15
	<b>Q.1 Objectives. (1 Mark each)</b> (Fill in the blanks / True or False / Match the Following)	
	<b>Q.2 Answer Any Two of the Three. (05 Marks each)</b> (Unit based theory questions)	
II	Project / Assignment / Presentation	25
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>50</b>

• **For Co - Curricular (CC) Courses**

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	<b>TOTAL MARKS</b>	<b>50</b>

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**EXAMINATION PATTERN  
EXTERNAL ASSESSMENT**

**For Major, Minor, Open Elective, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses**

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are Compulsory Carrying 15 Marks each.**

Q. No.	Description	Marks
Q.1	Full Length Question <b>OR</b> Full Length Question	15
Q.2	Full Length Question <b>OR</b> Full Length Question	15
Q.3	Full Length Question <b>OR</b> Full Length Question	15
Q.4	Full Length Question <b>OR</b> Full Length Question	15
	<b>TOTAL MARKS</b>	<b>60</b>

**Note:**

- Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

**For Ability Enhancement (AEC), Value Education (VEC), Indian Knowledge System (IKS) & Co-Curricular (CC) Courses**

**Not Applicable**

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Syllabus Prepared by:	
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# **SEMESTER II**

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<b>B.B.A. SEMESTER II</b>		
Sr. No.	Full Name of Course (With Paper Name)	Credit Point
	<b>Major Course (Major)</b>	
VGVUCAMOB201	Organisational Behaviour	4
VGVUCAMEC201	Business Economics – II	2
	<b>Minor Course (Minor)</b>	
VGVUCFNBL201	Business Law	2
	<b>Open Elective (OE) (Any One)</b>	2
VGVUOE213	Basics of Physics	
VGVUOE214	Environmental Biotechnology	
VGVUOE216	Food and Nutrition	
VGVUOE217	Fundamentals of Information Technology	
VGVUOE218	Fundamentals of Web Design	
VGVUOE219	History of Media	
VGVUOE223	The India Story	
VGVUOE224	Visual Communication	
	<b>Vocational &amp; Skill Enhancement Course (VSEC)</b>	
	<u>Vocational Skill Courses (VSC)</u>	
VGVUFVS201	Business Statistics	2
	<u>Skill Enhancement Course (SEC)</u>	
VGVUFSE203	Human Skills	2
	<b>Ability Enhancement Course (AEC)</b>	
VGVUFAE201	Business Communication - II	2
	<b>Value Education Course (VEC)</b>	
VGVUVE205	Office Management	2
	<b>Indian Knowledge System (IKS)</b>	
	NA	
	<b>Co-curricular Course (CC)</b>	2
VGVUCC201	Community Engagement Activities	
VGVUCC202	Cultural Activities	
VGVUCC203	National Service Scheme (NSS)	
VGVUCC204	Sports Activities	
VGVUCC205	Yoga	
	<b>Total</b>	<b>22</b>

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<b>FY B.B.A.</b>		<b>Semester II</b>	
<b>Course Name: Organisational Behaviour</b>		<b>Course Code: VGVUCAMOB201</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>4</b>	
<b>Number of Credits</b>		<b>4</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

**Course Objectives:**

<b>1</b>	This course will enable the students to combine practical & theoretical knowledge of Organisational Behaviour
<b>2</b>	The course will provide decision-making skills to the students.
<b>3</b>	The students of this course will be active learners & develop awareness of Human Behavior

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Unit	Content	No. of Lectures
1	<b>INTRODUCTION OF ORGANIZATIONAL BEHAVIOUR</b>	15
	a. Meaning, Nature and scope of OB, Models of OB	
	b. Theories of Motivation: Maslow, Herzberg, McGregor Theory X and Theory Y, William Ouchi's Theory Z, Victor Vroom. ERG theory	
	c. Application of the Theories	
2	<b>GROUP DYNAMICS</b>	15
	a. Individual Behaviour (IQ, EQ, SQ)	
	b. Group Formation, Team Building, Team Development	
	c. Goal Setting	
	d. Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills.	
3	<b>ORGANIZATIONAL CULTURE AND CHANGE MANAGEMENT</b>	15
	a. Work Culture, Ways for Making Work Culture Effective and Lively, Work Conflicts.	
	b. Organizational Change, effects of Resistance to Change, ways to overcome resistance to change.	
	c. Time and Stress Management.	
	d. Techniques of OD, Importance of OD	
4	<b>Organizational Dynamics:</b>	15
	a. Group communication- importance, corporate communication- need, importance, and techniques	
	b. Power and politics- meaning and bases of power, Organizational politics- meaning, reasons, managing organizational politics	
	c. Virtual team and group cohesiveness - structure, types, stages in management of virtual teams	

**Course Outcomes:**

<b>CO1</b>	Introduction to organizational behaviour
<b>CO2</b>	Studying individual as well as group behaviour to understand personality.
<b>CO3</b>	They will understand about organization and its dynamics.
<b>CO4</b>	They will be aware about individual as well as group behaviour, relations in organisation.

**Recommended Resources**

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<b>Reference Books -</b>	<ul style="list-style-type: none"><li>• Organizational Behaviour - Stephen Robbins, Prentice Hall</li><li>• Organizational Behaviour, John N. Newstrom and Keith Davis</li><li>• Organizational Behavior, Fred Luthans, Mcgraw Hill, New York</li><li>• Organizational Behaviour, K. Aswathappa, Himalaya Publishing House</li></ul>
<b><u>E-Resources</u></b>  <b>Webliography:</b>	

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<b>FY B.B.A.</b>		<b>Semester II</b>	
<b>Course Name: Business Economics – II</b>		<b>Course Code: VGVUCAMEC201</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

**Course Objectives:**

<b>1</b>	<i>It will help students analyse how macroeconomic indicators affect the economy</i>
<b>2</b>	It will help them to focus on the economic issues related to business organization and management.
<b>3</b>	To understand and study the impact of Public finance on the economy.

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Unit	Content	No. of Lectures
1	<b>Introduction to Macroeconomics</b>	10
	a. Introduction to Macroeconomics	
	b. Circular flow of income	
	c. Phases of Trade Cycle	
	d. Theory of effective demand	
	e. Consumption function and Investment function	
2	<b>Constituents of Economic Policy</b>	10
	a. Theory of Multiplier	
	b. Monetary Policy	
	c. Fiscal Policy	
	d. Policies of the Government	
3	<b>Open Economy: Theory and issues of international trade</b>	10
	a. Theories of International Trade	
	b. Free trade Vs. Protection	
	c. Foreign Investments	
	d. Balance of Payment	
	e. Foreign Exchange Market	
<b>Total</b>		<b>30</b>

**Course Outcomes:**

<b>CO1</b>	Explain the concepts of Macroeconomics and its interrelations with Microeconomics
<b>CO2</b>	Apply the principle of Macroeconomics in explaining the behaviour of RBI and Government in determining various policies.
<b>CO3</b>	Able to analyse different trends in international trade.

**Recommended Resources**

<b>Reference Books -</b>	<ul style="list-style-type: none"> <li>● Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand &amp; Sons, N. Delhi, 2000)</li> <li>● Hirschey .M., Managerial Economics, Thomson South western (2003)</li> <li>● Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)</li> <li>● Frank R.H, Bernanke. B.S., Principles of Economics (Tata McGraw Hill (ed.3)</li> <li>● Gregory Mankiw., Principles of Economics, Thomson South western (2002 )</li> </ul>
<b><u>E-Resources</u></b>	
<b>Webliography:</b>	



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<b>FY B. B. A.</b>		<b>Semester I</b>	
<b>Course Name: Business Law</b>		<b>Course Code: VGVUCFNBL201</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

**Course Objectives:**

<b>1</b>	To enable students to understand the meaning of contract, essentials of valid contract and terms associated with contract.
<b>2</b>	To generate awareness about types of goods, conditions and warranties and right of seller and buyer under Sale of Goods Act.
<b>3</b>	To expose students to various Negotiable Instruments and concept of dishonour of cheque.



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Unit	Content	No. of Lectures
<b>1</b>	<b>INDIAN CONTRACT ACT, 1872</b>	<b>15</b>
	a. Nature and Classification of Contract	
	b. Offer and Acceptance, capacity of parties	
	c. Free Consent, Consideration	
	d. Legality of object, Agreement declared void.	
	e. Performance, Discharge of Contract, Remedies for Breach of Contract, Indemnity, Guarantee. Agency.	
<b>2</b>	<b>SALE OF GOODS ACT, 1930</b>	<b>08</b>
	a. Goods and their classification	
	b. Price, Conditions, Warranties	
	c. Transfer of property in goods	
	d. Performance of contract in sale	
	e. Rights of Unpaid seller	
	f. Sale by Auction	
<b>3</b>	<b>NEGOTIABLE INSTRUMENTS ACT, 1881</b>	<b>07</b>
	a. Definition, Features of Negotiable Instruments	
	b. Promissory Notes	
	c. Bills of Exchange	
	d. Cheque, Holder in due course	
	e. Crossing of cheque, dishonour and discharge of negotiable instruments	
	<b>Total</b>	<b>30</b>

**Course Outcomes:**

<b>CO1</b>	To Understand basic elements of a valid contract and terms associated with the contract.
<b>CO2</b>	To know about the Rights and duties of seller and buyer and action that can be taken in case breach of contract.
<b>CO3</b>	To gain the knowledge of Negotiable instruments and legal action that can be taken against dishonour of cheque.

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<b>Recommended Resources</b>	
<b>Reference Books -</b>	<ul style="list-style-type: none"><li>• Indian Contract Act, Sales of Goods Act and Partnership Act by T.R. Desai, Sarkar and Sons Pvt. Ltd., Kolkata</li><li>• The Negotiable Instrument Act by J.S. Khergamwala, N.M. Tripathi Pvt. L.td., Mumbai</li><li>• The Principles of Mercantile Law by Avtar Singh, (East)ern Book Company, Lucknow</li><li>• Business Law by M.C.Kuchal, Vikas Publishing House, New Delhi</li><li>• Business Law by N.D. Kapoor, Sultan Chand and Sons, New Delhi</li><li>• Business Law by P.R. Chandha, Galotia, Dew Delhi</li></ul>
<b><u>E-Resources</u></b>  <b>Webliography:</b>	

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SEMESTER - II										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

<b>Course Title</b>	<b>History of Media</b>
<b>Paper</b>	OE
<b>Course Code</b>	VGVUOE219
<b>Total Marks</b>	60 + 40 = 100
<b>Number of Lectures</b>	60 lectures of 60 minutes each

Syllabus		
Module	Details	Lectures
I	<b>Evolution of Press In India</b> A. Newspaper – the rise of the voice of India during British rule B. India's Freedom Struggle and role of media C. Independence and rise of Newspapers D. Newspapers – a social aspect for freedom struggle E. PRESS ACTS of India F. Press during the Emergency Period	12
II	<b>History of Indian Language Press in India</b> A. Rise of Hindi Language Newspapers (Detailed report on vernacular press in India referring to newspapers) B. Regional press and its popularity of India regional languages in various regions C. Vernacular PRes Act 1876 D. Newspaper (Incitement of Offences Act 1908) E. India Press Act 1910 F. India Press (Emergency Powers) Act 1931 Also.	12

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III	<b>History of Documentaries and Films</b> A. Origin of motion picture B. History of motion picture in India—early decades and the pioneers C. Genres of documentary film D. Evolution of motion picture from silent films to talkies E. Origin and evolution of short film F. Introduction to contemporary award-winning and critically acclaimed short films	12
IV	<b>History of Radio and Television in India</b> A. Radio & Television as Mass Media B. Radio and Television Broadcasting C. The beginning of Radio and Television Shows <ul style="list-style-type: none"> <li>● A New Era in Broadcasting in India</li> <li>● Satellite Television &amp; Privatization in Broadcasting</li> <li>● Advertising in India</li> </ul> D. Internet Protocol Television	12
V	<b>Role of Media Icons in the History of Indian Media</b> A. Raja Rammohan Roy B. Bal Gangadhar Tilak C. M.K.Gandhi D. B.R.Ambedkar E. KP Kesava Menon F. K.C Mammen Mappillai G. Maulana Abul Kalam Azad H. R. K. Karanjia I. Shyam Lal J. C V Ramoji Rao K. Kamaleshwar L. M. Chalapati Rau M. P. Sainath N. B. G. Verghese	12
<b>TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT</b>		<b>60</b>

**Methodology for Internal Assessment:**

1. Projects, presentations, viva voce, participation in debates, discussions, seminars, conferences and symposia.
2. The teacher/s can use their discretion and modify the methodology for internal assessment as per the dynamics of the mode of teaching-learning.

**Reference Material:**

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1. Mass Communication In India Paperback – By Keval J. Kumar
2. Journalism In India: History, Growth, Development By K. C. Sharma
3. Media's Shifting Terrain: Five Years That Transformed The Way India Communicates By Pamela Philipose
4. Indian News Media: From Observer To Participant By Usha M. Rodrigues & Maya Ranganathan
5. Documentary Films And Indian Awaken By Jagmohan, Publications Divisions Ministry Of Broadcasting And Information, Government Of India
6. History Of Indian Cinema Paperback – 1 Jan 2012 By Renu Saran
7. History Of Broadcasting In India By Dr. P. Thangamani
8. India On Television By Nalin Mehta(HarperCollins Publishers)
9. Press In India: New History Hardcover – 1 Aug 1995 By G.S.C. Raguavan
10. Communication In History: Stone Age Symbols To Social Media By David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)

**Course Outcomes:**

	<b>Learners should be able to</b>
<b>CO1</b>	Learner will be able to understand Media history through key events in the cultural history.
<b>CO2</b>	To enable the learner to understand the major developments in media history.
<b>CO3</b>	To understand the history and role of professionals in shaping communications.
<b>CO4</b>	To understand the values that shaped and continue to influence Indian mass media.
<b>CO5</b>	Learners will develop the ability to think and analyze the media.
<b>CO6</b>	To sharpen the reading, writing, speaking, and listening skills that will help the students to understand the development of Media

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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Statistics</b>		<b>Course Code: VGVUFVS201</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>2</b>	<b>60</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>40</b>

**Course Objectives:**

<b>1</b>	To enable the students to combine practical and theoretical knowledge of Statistics.
<b>2</b>	To equip the students with different methods of presenting and analysing statistical data.
<b>3</b>	To equip the students with techniques of comparing two different types of statistical data and method of estimation.

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Unit	Content	No. of Lectures
1	<b>Introduction to Statistics and Measures of Central Tendency</b>	15
	a. Introduction: Meaning, functions, advantages, limitations of statistics, data (primary & secondary), collection of data	
	b. Presentation of Data: Classification, frequency distribution (discrete & continuous), bivariate frequency distribution, Graphical presentation- frequency curve, frequency polygon, histogram, bar diagram, pie chart	
	c. Measures of Central Tendency: Mean (A.M., combined, weighted), Median (calculation, graphical), Mode (calculation, graphical), Comparative analysis of all measures of central tendency	
2	<b>Measures of Dispersion, Correlation and Linear Regression</b>	15
	a. Measures of Dispersion: Range with coefficient of range, Quartile Deviation with coefficient of Q.D., Mean deviation from mean with coefficient of M.D., Standard deviation with coefficient of variance, Skewness and Kurtosis (concept only)	
	b. Correlation: Meaning, types, scatter diagram (concept only), Karl Pearson's coefficient of correlation, Spearman's Rank correlation	
	c. Regression: Least square method, properties of regression lines	
<b>Total</b>		<b>30</b>

**Course Outcomes:**

<b>CO1</b>	Students will understand the methods of collecting and presenting data and will be able to perform statistical analysis and interpret the result.
<b>CO2</b>	Students will be able to compare two data sets with the help of measures of dispersions and will be able to identify the relation between given quantities and also be able to estimate them.

**Recommended Resources**

<b>Reference Books -</b>	<ul style="list-style-type: none"> <li>• Contemporary Auditing by Kamal Gupta, Tata Mc-Graw Hill, New Delhi</li> <li>• A Hand-Book of Practical Auditing by B.N. Tandon, S. Chand and Company, New Delhi</li> <li>• Fundamentals of Auditing by Kamal Gupta and Ashok Arora, Tata McGraw Hill, New Delhi</li> <li>• Auditing: Principles and Practice by Ravinder Kumar, Virender Sharma, PHI Learning Pvt. Ltd., New Delhi</li> <li>• Auditing and Assurance for CA IPCC by Sanjib Kumar Basu, Pearson Education, New Delhi</li> <li>• Contemporary Auditing by Kamal Gupta, McGraw Hill Education Pvt. Ltd., New Delhi</li> </ul> <p>Fundamentals of Auditing by Kamal Arora and Ashok Gupta, Tata McGraw Hill, New Delhi</p>
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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Human Skills</b>		<b>Course Code: VGVUFSE203</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	-	-
	• <b>Internal Assessment</b>	-	<b>50</b>

**Course Objectives:**

<b>1</b>	It develops human skills, awareness of different individual difference in their behaviour, attitudes and personalities
<b>2</b>	Enhance the learner on thinking and perception for managerial decision making.
<b>3</b>	It develops the personality of the learner in creativity and change managment.



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Unit	Content	No. of Lectures
1	<b>Understanding of Human Nature</b>	10
	a. Individual Behaviour - Basics of Human Nature, Influence of Heredity and Environment	
	b. Personality -Determinants of Personality, Traits Theory, Type A and Type B Personalities, Big Five Model of Personality,	
	c. Johari Window - Understanding self through Johari Windows	
	d. Attitude - Nature and components of Attitude, Functions of Attitude, Ways of changing attitude. Reading Emotions	
2	<b>Thinking, Learning and Perception</b>	10
	A. Thinking, and Learning - Thinking Skills, Thinking Styles and Thinking Hat, Managerial Skills and Development	
	B. Learning Characteristics, Theories of Learning (Classical conditioning, Operant Conditioning and Social Learning Approach)	
	c. Perception - Features, Factors influencing individual Perception, Effects of Perceptual Error in Managerial Decision Making at workplace.	
3	<b>Organizational Change and Creativity</b>	10
	a. Organizational Change Creativity : Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development,	
	b. Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.	
<b>Total</b>		<b>30</b>

**Course Outcomes:**

<b>CO1</b>	The students will learn basics of human skills and stages in span of life and also individual differences.
<b>CO2</b>	Students will get knowledge of Thinking and Learning theories to implement in different situations of life.
<b>CO3</b>	Understanding of Organizational change and creativity that will help to build individual creativity at the workplace.

**Recommended Resources**

<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Organizational Behaviour - Stephen Robbins, Prentice Hall</li> <li>• Organizational Behaviour, John N. Newstrom and Keith Davis</li> <li>• Organizational Behavior, Fred Luthans, Mcgraw Hill, New York</li> <li>• Organizational Behaviour, K. Aswathappa, Himalaya Publishing House</li> </ul>
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<b>FY B.B.A.</b>		<b>Semester I</b>	
<b>Course Name: Business Communication - II</b>		<b>Course Code: VGVUFAE201</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	-	-
	• <b>Internal Assessment</b>	-	<b>50</b>

**Course Objectives:**

<b>1</b>	To develop awareness of the communication process among the learners.
<b>2</b>	To make the learners master various aspects business communication such as effective listening, official correspondence etc.
<b>3</b>	To develop effective spoken skills to enable students to express confidently interpersonally as well as in large groups.
<b>4</b>	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience-centred ways.
<b>5</b>	To enable the students to develop the awareness of communication technology.

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Unit	Content	No. of Lectures
<b>1</b>	<b>GROUP COMMUNICATION 1</b>	<b>15</b>
	<b>Presentations:</b> (To be tested in Tutorials/Internals only) Principles and techniques of effective presentation; How to make an effective PowerPoint presentation.	
	<b>Interviews:</b> Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, etc.	
	<b>Meetings:</b> Need and Importance of meetings, Conduct of meeting and Group Dynamics; Role of the Chairperson; Role of the Participants; Drafting of Notice; Agenda and Resolutions.	
	<b>GROUP COMMUNICATION 2</b>	
	<b>Conference:</b> Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing.	
	<b>Public Relations:</b> Meaning of PR, Functions of PR Department, External and Internal Measures of PR.	
<b>2</b>	<b>BUSINESS CORRESPONDENCE</b>	<b>15</b>
	<b>Trade Letters:</b> Order, Credit and Status Enquiry, Collection	
	Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Consumer Grievance Letters, Letters under Right to Information (RTI) Act	
	<b>LANGUAGE AND WRITING SKILLS</b>	
	<b>Reports:</b> Parts, Types: Feasibility Reports, Investigative Reports, Progress Report, Confidential Performance Report, etc.	
<b>Summarisation:</b> Identification of main and supporting/sub points; Presenting these in a cohesive manner.		
	<b>Total</b>	<b>30</b>

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Course Outcomes:	
<b>CO1</b>	<ul style="list-style-type: none"> <li>• Create and manipulate simple slide shows with outlines and notes.</li> <li>• Create slide presentations that include text, graphics, animation, and transitions.</li> <li>• Use design layouts and templates for presentations.</li> </ul>
	<ul style="list-style-type: none"> <li>• Understand the various ways of gathering information by asking people questions</li> <li>• Understand how to decide between the different types of interview</li> <li>• Develop the skills needed for approaching different types of interviews.</li> </ul>
	<ul style="list-style-type: none"> <li>• Demonstrate how to prepare for effective business meetings.</li> <li>• Manage an effective business meeting techniques outlined.</li> <li>• Determine when too many meetings are too much.</li> <li>• Summarise meetings for productivity and effectiveness.</li> <li>• Design and agenda for an effective meeting.</li> <li>• Deal with common meeting problems.</li> </ul>
	<ul style="list-style-type: none"> <li>• Define groups and teams</li> <li>• Discuss how primary and secondary groups meet our interpersonal needs</li> <li>• Discuss how groups tend to limit their own size and create group norms</li> <li>• Identify the typical stages in the life cycle of a group</li> <li>• Describe different types of group members and group member roles</li> <li>• Identify and describe how to implement seven steps for group problem solving</li> <li>• Understand how to prepare for and conduct business meetings</li> <li>• Understand how to use technology to aid in group communications</li> <li>• Understand the basic principles of organizational communication</li> <li>• Define teamwork and explain how to overcome various challenges to group success</li> <li>• Describe the process of leader development</li> <li>• Describe several different leadership styles and their likely influence on followers</li> </ul>
	<ul style="list-style-type: none"> <li>• Display critical thinking skills in an effort to solve a problem.</li> <li>• Integration of meaningful information from varies relevant sources (e.g., surveys, polls, forums, primary/secondary sources).</li> </ul>
	<ul style="list-style-type: none"> <li>• Ability to draft effective letters of enquiry and collection.</li> </ul>
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Ability to draft effective letters.</li> <li>• Ability to apply for focused information under the RTI.</li> </ul>
	<ul style="list-style-type: none"> <li>• Recognise how to plan and complete reports for maximum impact.</li> <li>• Understand the Who, What, When, Where, Why and How.</li> <li>• Identify the different measures of readability.</li> <li>• Know how to tailor a report for a specific audience.</li> <li>• Understand the different stages and time allocation of report writing.</li> </ul>
	<ul style="list-style-type: none"> <li>• Evaluate and apply strategies to paraphrase a text's thesis statement</li> <li>• Evaluate and apply strategies to quote significant passages from a text</li> <li>• Evaluate and apply strategies to distinguish a text's major claims from minor ones</li> <li>• Evaluate and apply strategies to convey the essential features of a text to someone who hasn't read it.</li> </ul>
	<ul style="list-style-type: none"> <li>• Evaluate and apply strategies to paraphrase a text's thesis statement</li> <li>• Evaluate and apply strategies to quote significant passages from a text</li> <li>• Evaluate and apply strategies to distinguish a text's major claims from minor ones</li> <li>• Evaluate and apply strategies to convey the essential features of a text to someone who hasn't read it.</li> </ul>

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**Recommended Resources**

**Reference Books -**

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behaviour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers.
- Black, Sam (1972) Practical Public Relations, E.L.B.S.
- Bovee Courtland, L and Thill, John V (1989) Business Communication Today. McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) Management Today – Principles and Practices. T.M.H.
- Darrow, Richard, Forstall, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago.
- Drucker, P.F. (1970) Technology, Management and Society, Pan Books.
- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
- Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Publishing House.
- French, Astrid (1993) Interpersonal Skills. Sterling Publishers.
- Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd.
- Ghanekar, a (1996) Communication Skills for Effective Management. Everest Publishing House.
- Graves, Harold F. (1965) Report Writing, Prentice Hall.
- Kaul, Asha. (2013) Business Communication, Prentice-Hall.
- Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin

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	<p>Inc.</p> <ul style="list-style-type: none"> <li>• Ludlow, Ron.(1995) the Essence of Effective Communication, Prentice.</li> <li>• Martson, John E. (1963) the Nature of Public Relations, McGraw Hill.</li> <li>• Merrihue, William (1960) Managing by Communication, McGraw Hill.</li> <li>• Monippalli, M.M. (1997), the Craft of Business Letter Writing, T.M.H.</li> <li>• Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.</li> <li>• Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill.</li> <li>• Phillip, Louis V. (1975) Organisational Communication – The Effective Management, Columbus Grid Inc.</li> <li>• Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press.</li> <li>• Ross, Robert D. (1977) the Management of Public Relations. John Wiley and Sons.</li> <li>• Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd.</li> </ul>
<p><b><u>E-Resources</u></b></p> <p><b>Webliography:</b></p>	<ul style="list-style-type: none"> <li>• <a href="http://www.garreynolds.com/preso-tips/design/">http://www.garreynolds.com/preso-tips/design/</a> ( how to make ppts)</li> <li>• <a href="https://www.slideshare.net/sekharkls/group-discussion-ppt(GD)">https://www.slideshare.net/sekharkls/group-discussion-ppt(GD)</a></li> <li>• <a href="https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html">https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html</a></li> </ul>

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<b>FY B. B. A.</b>		<b>Semester I</b>	
<b>Course Name: Office Management</b>		<b>Course Code: VGVUVE205</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	-	-
	• <b>Internal Assessment</b>	-	<b>50</b>

**Course Objectives:**

<b>1</b>	To Create, edit, save, and print documents to include documents with lists and tables. To use advanced functions and productivity tools to assist in developing worksheets.
<b>2</b>	To create, edit, save, format and print presentations. Add graphics to a presentation.
<b>3</b>	To connect with Microsoft databases using Ms Access at the back end and help them manage and store their data efficiently. To facilitate the sharing of information.

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Unit	Content	No. of Lectures
1	<b>MS Word</b>	7
	a. Introduction of MS-Word, Menus, Advanced Formatting,	
	b. Editing Document, Table in Document, Insert the Object	
	c. Mail Merge, Saving Document	
	printing Document, e. Shortcuts Keys, Exercise.	
2	<b>MS Excel</b>	8
	a. Introduction to MS-Excel, Menus, Operator & Functions, Cell Formatting,	
	b. Working with formulas and cell referencing, Auto sum,	
	c. Formatting to worksheet, Graphic Objects, Chart,	
	d. Database, Sorting, Filtering, Scenario Manager, List Box, e. Goal Seek, Validation, Macro, Printing Worksheet, Shortcut Keys, Exercise.	
3	<b>MS Power Point, Internet &amp; E-Mail</b>	7
	a. Introduction to MS- PowerPoint, Menus, Formatting, Drawing, Editing slides, Changing templates, Slide Layouts,	
	b. Inserting Clipart, Sound and Movies into Slides, Add, Rearrange and Delete Slides, Printing in Microsoft Power Point,	
	c. Understanding Animation, Transition and Action Buttons, Exercise.	
	d. What is Internet?, Receiving Incoming Messages· Sending Outgoing Messages, Email addressing· Email attachments, e. Browsing, Search engines· Text chatting, Job Searching· Downloading video and Music· Uploading Video or Music, Voice chatting,· Webcam Chatting etc	
4	<b>MS Access &amp; MS Publisher</b>	8
	a. Introduction to MS-Access, Menus, Create a Database Using Template	
	b. Create Table, Form, Query, Report, Pages and Macro,	
	c. Table Sorting and Filtering, Database Security, Exercise.	
	d. Introduction to MS- Publisher, Menus, e. Create a Certificate, Greetings Card through Template	
	<b>Total</b>	<b>30</b>



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Course Outcomes:	
<b>CO1</b>	The learners will be able to Navigate and perform common tasks in Word, such as opening, viewing, editing, saving, and printing documents, and configuring the application. Format text and paragraphs. Perform repetitive operations efficiently using tools such as Find and Replace, Format Painter, and Styles.
<b>CO2</b>	Enables the learner to use advanced functions and productivity tools to assist in developing worksheets. Manipulate data lists using Outline, Auto filter and tools under Data tab Use Consolidation to summarise and report results from multiple worksheets.
<b>CO3</b>	To help learners to create slide presentations that include text, graphics, animation, and transitions. Use design layouts and templates for presentations. To facilitate the sharing of information
<b>CO4</b>	Enable learners to connect with Microsoft databases at the back end and help them manage and store their data efficiently. To help with page layout and design. Users can style texts, create borders, and design photo layouts, then email the final product, publish it online, or print it.

**Recommended Resources**

<b>Reference Books -</b>	<ul style="list-style-type: none"> <li>❖ Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)</li> <li>❖ Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch</li> <li>❖ Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective(Ch-13,Ch-14)</li> <li>❖ Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, LisaJ.Carnahan</li> <li>❖ Electronic Commerce - Technologies &amp; Applications. Bharat, Bhaskar</li> </ul>
<b>E-Resources</b> <b>Webliography:</b>	<ul style="list-style-type: none"> <li>❖ (EBook:<a href="https://play.google.com/books/reader?id=tsP15h9gr8MC&amp;printsec=frontcover&amp;output=reader&amp;hl=en&amp;pg=GBS.PR7.w.2.1.0">https://play.google.com/books/reader?id=tsP15h9gr8MC&amp;printsec=frontcover&amp;output=reader&amp;hl=en&amp;pg=GBS.PR7.w.2.1.0</a>)</li> <li>❖ <a href="https://play.google.com/books/reader?id=F1zbUaBtk7IC&amp;printsec=frontcover&amp;output=reader&amp;hl=en&amp;pg=GBS.PP1">https://play.google.com/books/reader?id=F1zbUaBtk7IC&amp;printsec=frontcover&amp;output=reader&amp;hl=en&amp;pg=GBS.PP1</a></li> </ul>

**The Kelkar Education Trust's**  
**V. G. Vaze College of Arts, Science and Commerce**  
**(Autonomous)**

**EXAMINATION PATTERN**  
**INTERNAL ASSESSMENT**

• **For Major, Minor, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses**

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	30
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>40</b>

• **For Open Electives (OE)**

• **Open Elective (OE) from Arts Stream**

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	30
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>40</b>

• **Open Elective (OE) from Science Stream**

Sr. No.	Description	Marks
	Practical exam at the end of the semester	40
	<b>TOTAL MARKS</b>	<b>40</b>

• **For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses**

Sr. No.	Description	Marks
I	Class Test	15
	<b>Q.1 Objectives. (1 Mark each)</b> (Fill in the blanks / True or False / Match the Following)	
	<b>Q.2 Answer Any Two of the Three. (05 Marks each)</b> (Unit based theory questions)	
II	Project / Assignment / Presentation	25
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>50</b>

• **For Co - Curricular (CC) Courses**

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	<b>TOTAL MARKS</b>	<b>50</b>

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**EXAMINATION PATTERN  
EXTERNAL ASSESSMENT**

**For Major, Minor, Open Elective, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses**

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are Compulsory Carrying 15 Marks each.**

Q. No.	Description	Marks
Q.1	Full Length Question <b>OR</b> Full Length Question	15
Q.2	Full Length Question <b>OR</b> Full Length Question	15
Q.3	Full Length Question <b>OR</b> Full Length Question	15
Q.4	Full Length Question <b>OR</b> Full Length Question	15
	<b>TOTAL MARKS</b>	<b>60</b>

**Note:**

- Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

**For Ability Enhancement (AEC), Value Education (VEC), Indian Knowledge System (IKS) & Co-Curricular (CC) Courses**

**Not Applicable**

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