

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



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 2025-2026)
Board of Studies

PROGRAM OUTCOMES

- PO1:** Understanding of core business concepts such as finance, accounting, marketing, management, and economics.
- PO2:** To analyse complex business situations, identify problems, and propose effective solutions using analytical and critical thinking skills.
- PO3:** To acquire leadership skills necessary for leading teams, managing projects, and making strategic decisions within organizations.
- PO4:** To have a strong ethical framework to guide their decision-making processes in business practices
- PO5:** Expose students to global business practices, cultures, and economic systems, providing them with a global perspective.
- PO6:** Equipped with the skills and mindset required for entrepreneurship and innovation, enabling them to start and grow their ventures.



Semester I



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B. B. A. Semester I		
Course Code	Full Name of Course (With Paper)	Credit Points
	Major Course (Major)	
VYBM100	Business Management & Practices	4
VYBE101	Business Economics - I	2
	Minor Course (Minor)	
	NA	
	Open Elective (OE) (Any One)	4
VFMS125	Mathematical & Statistical Techniques	
	Vocational & Skill Enhancement Course (VSEC)	
	<u>Vocational Skill Course (VSC)</u>	
VYCA102	Cost Accounting - I	2
	<u>Skill Enhancement Course (SEC)</u>	
VYBA103	Business Accounting	2
	Ability Enhancement Course (AEC)	
VFBC130	Business Communication - I	2
	Value Education Course (VEC)	
VFBD137	Business Demography & Environmental Studies	2
	Indian Knowledge System (IKS)	
VFAI142	Ancient Indian Culture	2
	Co-curricular Course (CC)	2
VCE143	Community Engagement Activities	
VCA142	Cultural Activities	
VNS144	National Service Scheme (NSS)	
VSA145	Sports Activities	
VYG146	Yoga	
VKB147	Rhythmic Narratives: History & Foundation of Kathak and Bollywood Dance	
VSS148	Sangeet Sadhna-I	
	Total	22



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Business Management and Practices		Course Code: VYBM100	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	It will help students to understand core concepts of management.
2	To understand process of management and to make students aware about functions of business.
3	This subject will help to create awareness about management department and functioning of them.

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



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Course Outcomes:		
CO1	To Summarise the elementary concepts, principles, theories of management	L1 ,L3 &L4
CO2	To examine and understand managerial functions and its impact on organization effectiveness.	L1 ,L3 &L4
CO3	To demonstrate understanding of the role of manager in an organization	L1 ,L3 &L4
CO4	To understand and evaluate contemporary issues and challenges in management and develop ethical workplace practices.	L1 ,L3 &L4

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



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Business Economics-I		Course Code: VYBE101	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

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

Unit	Content	No. of Lectures
1	INTRODUCTION TO BUSINESS ECONOMICS	10
	a.10 Principles of Business Economics.	
	b.demand function: Change and movement of demand & Elasticity of demand	
	c. Forecasting of demand and Revenue Concepts	
	d.Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost and Break-even analysis	
2	PRODUCTION AND PRICING DECISIONS	10
	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	
3	MARKET STRUCTURES	10
	a. Features of Perfect, Monopoly, Monopolistic and Oligopoly competition and Equilibrium of a firm under the four competitions.	
	b. Role of Advertising	
	c.Oligopoly-Collusive and non-collusive oligopoly	
	d. Price Cartels and Price leadership.	
TOTAL NO. OF LECTURES		30



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Course Outcomes:		
CO1	Understand, explain and interpret the concepts of demand and cost structure of the business.	L1 And L2
CO2	Develop the understanding of production function and its industry relevance	L1, And L4
CO3	Understand the forms of markets and the changing business environment	L1,L3 And L4
CO4	Will be able to understand and analyse important concepts used while taking business decisions. After learning the syllabus students can cope up with the business scenarios.	L1 ,L2,L3 & L4

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



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Mathematical & Statistical Techniques		Course Code: VFMS125	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	To understand and apply concepts of counting and probability.
2	To develop skills in statistical analysis, including data classification, presentation and interpretation.
3	To develop critical thinking and problem-solving skills using statistical methods.
4	To learn hypothesis testing methods in order to interpret results and draw meaningful conclusions.

Unit	Content	No. of Lectures
1	Counting and Probability:	15
	Counting: Fundamental Principles, Permutation, Combination, Simple problems.	
	Probability: Random Experiment, Sample Space, Events, Probability, Addition and Multiplication Theorem.	
	Random Variable, Discrete and Continuous random variables, Probability Distribution, Expectation, Variance, Binomial Distribution, Normal Distribution (Definition and properties only).	
2	Statistical Measures:	15
	Introduction, Classification, Presentation of data.	
	Averages, A.M. G.M. H.M., Median, Mode, Quartiles, Deciles, Percentiles.	
	Combined Mean, Weighted Mean.	
3	Measures of Dispersion:	10
	Absolute Measures: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance.	
	Relative Measures: Coefficient of Range, Coefficient of Quartile Deviation, Coefficient of Mean Deviation, Coefficient of Variation.	



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4	Testing of Hypothesis:	20
	Population, Sample, Central Limit Theorem (Statement only), Population Mean, Population Proportion, Population Standard Deviation, Sample Mean, Sample Proportion, Sample Standard Deviation.	
	Hypothesis- Null, Alternate, Type-I error, Type-II error, One-tailed Test, Two-tailed Test, Test Statistic, Level of Significance, Critical Region.	
	z-Test, t-Test, Chi-Square Test of Association, Confidence Level, Confidence Interval.	
	TOTAL	60

Course Outcomes:		
CO1	Students will be able to understand and apply the concepts of counting and probabilities to solve problems and will be able to interpret the expected results.	L1, L2, L3
CO2	Students will be able to classify and present data effectively, and will be able to evaluate different statistical measures.	L1, L3, L4
CO3	Students will be able to apply the concepts of measures of dispersion and will be able to analyse or compare two different sets of information.	L2, L3, L4
CO4	Students will understand the concepts of hypothesis testing and will be able to conduct hypothesis testing using different statistical tests and will be able to interpret results and draw meaningful conclusions.	L1, L2, L3

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> • Probability and Statistics for Engineering and Sciences, Jay L. Devore. • Introduction to Probability and Statistics for Engineers and Scientists, Third Edition, Sheldon M. Ross. • Basic Statistics, P.K. Mohanty and S.K. Patel, Scientific Publishers. • Statistics, Dr. S. Sachdeva, Lakshmi Narain Agarwal. • Statistical Methods, S.P. Gupta, Sultan Chan & Sons. • Statistics for Management, Richard Levin & David Rubin, Prentice Hall. • Statistical Methods and Testing of Hypothesis, Tech Max Publications. • Quantitative Methods-I and II, Manan Prakashan.
<u>E-Resources</u> Webliography:	



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Cost Accounting I		Course Code: VYCA102	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	This course will enable the students to combine practical & theoretical knowledge of cost accounting
2	The course will provide decision-making skills to the students in the cost analysis context.

Unit	Content	No. of Lectures
1	CLASSIFICATION OF COSTS, COST SHEET & RECONCILIATION <ul style="list-style-type: none"> • Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre • Material, Labour and overhead costing (Theory) 	05
2	COST SHEET & ESTIMATED COST SHEET <ul style="list-style-type: none"> • Cost Sheet, Total Costs and Unit Costs, Different Costs for different purpose Problems on preparation of cost sheet & Estimated Cost sheet 	15
3	RECONCILIATION OF COST AND FINANCIAL ACCOUNTS <ul style="list-style-type: none"> • Practical problems based on reconciliation of cost and financial accounts 	10
TOTAL		30

Course Outcomes:

CO1	To know, understand and differentiating the cost in different heads	L1, L2
CO2	To prepare and analyse cost sheet	L3, L4
CO3	Know the reasons for difference in profit in cost & financial statement & reconcile the profits.	L2



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Recommended Resources	
Reference Books -	<ul style="list-style-type: none">• Advanced cost & management accounting Sultan Chand & Sons Advanced Cost Accounting Kalyani• Cost & Management Accounting Everest• Cost & Management Accounting Taxman
<u>E-Resources</u> Webliography:	



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Business Accounting		Course Code: VYBA103	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

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

Unit	Content	No. of Lectures
1	INTRODUCTION TO ACCOUNTING	10
	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	
2	ACCOUNTING TRANSACTIONS	10
	a. Accounting cycle, Journal, Journal proper	
	b. Ledger Trial Balance : Rules regarding posting	
	c. Subsidiary Books Purchase, Purchase Returns, Sales,	



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	Sales Returns	
3	FINAL ACCOUNTS	10
	a. Introduction to Final Accounts of a Manufacturing Concern	
	b. Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet	
	TOTAL	30

Course Outcomes:

CO1	To explain the learner with fundamental concepts of Book Keeping & Accountancy and impart the knowledge about basic terminologies, concepts of accounting & applicability of several accounting standards.	L1
CO2	Students will be able to apply the techniques of recording, posting, casting & balancing the different types of business transactions on the basis of golden rules of accounting.	L2
CO3	Learners will be able to analyse & create the cost of goods manufactured during the financial year and to enumerate the amount of any profit or loss occurred during the manufacturing process.	L3,L4

Recommended Resources

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



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Business Communication - I		Course Code: VFBC130	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	● External Assessment	1	30
	● Internal Assessment	-	20

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

Unit	Content	No. of Lectures
1	Theory of Communication 1	10
	A. Concept of Communication: 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. Impact of Technology Enabled Communication: Types – Internet, Blogs, E-Mail, Moodle, social media (Facebook, Twitter & WhatsApp: Advantages & Disadvantages)	
	C. Communication at Workplace: Channels – Formal and Informal; Vertical, Horizontal, Diagonal; Grapevine, Methods – Verbal and Non-Verbal (including Visual), Business Etiquettes	
	Theory of Communication 2	
	D. Barriers to Communication: Physical, Semantic / Language, Socio-Cultural, Psychological; Ways to Overcome Barriers to Communication	
	E. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills	



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2	BUSINESS CORRESPONDENCE	10
	A. Theory of Business Letter Writing: Parts, Structure, Layouts - Full Block, Principles of Effective Letter Writing, Principles of effective E- mail Writing	
	B. Personal Correspondence: 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.	
	LANGUAGE AND WRITING SKILLS	
	A. Commercial Terms used in Business Communication (to be only discussed)	
	B. Paragraph Writing: Developing an idea, using appropriate linking devices, etc.; Cohesion and Coherence, etc.	10
	Total	30

Course Outcomes:		
CO1	Students will understand communication complexities and the role of culture, background and attitudes and they will be able to apply listening and communication strategies in personal, professional and global context using appropriate channels.	L1, L3 And L4
CO2	Students will develop effective business writing skills and they will be able to use block format, commercial terms and paragraph structure to draft clear professional business messages.	L1, L3 And L4

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> ● 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 Behavior, 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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	<ul style="list-style-type: none">● 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, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago.● Drucher, 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, (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 Inc.● Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice.● Martson, John E. (1963) The Nature of Public Relations, McGraw Hill.● Merrihue, William (1960) Managing by Communication, McGraw Hill.● Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H.● Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.● Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill.● Phillip, Louis V. (1975) Organisational Communication – The Effective Management, Columbus Grid Inc.● Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press.● Ross, Robert D. (1977) The Management of Public Relations. John Wiley and Sons.
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	<ul style="list-style-type: none">• Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd.
<u>E-Resources</u> Webliography:	<ul style="list-style-type: none">• https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607• https://www.slideshare.net/draizelle_sexon/business-letter-12043197



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FY Bachelor of Business Administration (B.B.A.)		Semester I	
Course Name: Business Demography & Environmental Studies		Course Code: VFBD137	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	1	30
	• Internal Assessment	-	20

Course Objectives:

1	To make students understand how demographic factors affect Business decisions.
2	To make students aware about recent trends in Management and Sustainable approach towards Business.
3	To acquaint the students with basic concept, Principles and functions of Management.

Unit	Content	No. of Lectures
1	INTRODUCTION TO BUSINESS ENVIRONMENT	15
	a. Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment.	
	b. Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment.	
	c. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society	
	d. Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal.	
2	MACRO ENVIRONMENT	15
	a. Introduction to Business Demography : Meaning of resource, types of resources, Importance of human resource in development and growth of business.	



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	b. Political and Legal Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.	
	c. Economic environment: economic system and economic policies. Concept of Joint sector Sun-rise sectors of India Economy , Sustainable approaches to business.	
	d. International Environment MNC - Definition, meaning, merits, demerits, MNCs in India. (i) International Environment - I (strategies for going Global) (ii) International Environment – II (Foreign Trade in India) (iii) International Environment - III (FDI Investment flows) (iv) Contemporary issues in CSR and corporate governance.	
	e. Technological environment: Features, impact of technology on Business (case studies)	
	TOTAL NO.OF LECTURES	30

Course Outcomes:

CO1	To acquaint the students with basic concept of Business Environment Management.	L1 & L4
CO2	Students will be able to analyse and will be aware about Macro environment concepts in detail.	L1,L2,L3 & L4
CO2	To make students aware about the recent trends in Management.	L3 & L4
CO4	Students will be able to analyse and will be aware about FDI ,MNC & various aspects of global trends in India.	L1, L3. And L4

Recommended Resources

Reference Books -	<ul style="list-style-type: none"> • Morrison J, The International Business Environment, Palgrave • Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi • Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi • MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi • Business Environment Raj Aggarwal Excel Books, Delhi • Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
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	<ul style="list-style-type: none">• Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers.• Economic Environment of Business – M. Adhikary, Sultan Chand & Sons.
<u>E-Resources</u>	
Webliography:	



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Course Name: Ancient Indian Culture		Course Code: VFAI142	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	1	30
	• Internal Assessment	-	20

Course Objectives:

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

Unit	Content	No. of Lectures
1	Ancient Indian Education and Philosophy	10
	A. Introduction to Indian Knowledge System	
	B. Ancient Indian Education System - Gurukul tradition	
	C. Indic scriptures/literature - Vedas, Upanishads, Bhagavat Geeta, Mahabharat	
	D. Indic religions - Hinduism, Buddhism, Jainism, Sikhism	
2	Performing and Visual Arts in Ancient India	10
	A. Indian Classical Dance	
	B. Indian Music	
	C. Temple Architecture	
3	Medicine and Holistic Health in Ancient India	10
	A. Fundamentals of ancient medicine - Ayurveda	
	B. Fundamentals of Yoga and Stress Management	
	Total	30

Course Outcomes:

CO1	Students will be able to explain the ancient Indian education system and its significance.	L1, L3. And L4
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CO2	Students will apply the synthesis between Indian architecture, performing and visual arts.	L1, L3. And L4
CO3	Students will be able to analyse and evaluate the holistic nature of Indian medicine and its relevance in the contemporary era.	L2, L3. And L4
CO4	Students will be able to create its significance of the ancient Indian system.	L2, L3. And L4

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> • Textbook on Indian Knowledge System by Michael Vaz, Manan Prakashan. • Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan, • 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). • Pride of India- A Glimpse of India's Scientific Heritage edited by Pradeep Kohle et al. Samskrit Bharati (2006). • Vedic Physics by Keshav Dev Verma, Motilal Banarsidass Publishers (2012)
<u>E-Resources</u> Webliography:	https://iksindia.org/ https://www.education.gov.in/nep/indian-knowledge-systems https://www.mygov.in/campaigns/iks/ https://en.wikipedia.org/wiki/Indian_Knowledge_Systems



EVALUATION PATTERN

INTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC) Courses

Sr. No.	Description	Marks
I	Individual Project / Assignment / Presentation	15
II	Group Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

Note: For OE from science faculty, practical examination of 40 marks will be conducted for Internal Evaluation.

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

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	10
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	20

• For Co - Curricular (CC) Courses

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	TOTAL MARKS	50



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EXTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & 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 OR Full Length Question	15
Q.2	Full Length Question OR Full Length Question	15
Q.3	Full Length Question OR Full Length Question	15
Q.4	Full Length Question OR Full Length Question	15
	TOTAL MARKS	60

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) Courses

Q. No.	Description	Marks
Q.1	Attempt any two out three: (5 marks each)	10
Q.2	Attempt any two out three: (5 marks each)	10
Q.3	Attempt any two out three: (5 marks each)	10
	TOTAL MARKS	30



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• Distribution of marks as per Units, COs and Bloom's Taxonomy					
Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Explain	Understanding (L1)	Short notes	15	25
2	CO2: Apply	Applying (L2)	Essay Type: Problem solving	15	25
3	CO3: Analyse/ Evaluate	Analysing/Evaluating (L3)	Essay Type: Case Study	15	25
4	CO4: Create	Creating (L4)	Essay Type – application based task	15	25



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22.	Ms. Preeti Chaudhary, Member, Syllabus Committee Visiting Faculty
23.	Mr. Viral Rami, Member, Syllabus Committee Visiting Faculty
24.	Mr. Venkat Raman, Member, Syllabus Committee Visiting Faculty



Semester II



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B. B. A. Semester II		
Course Code	Full Name of Course (With Paper)	Credit Points
	Major Course (Major)	
VYOB150	Organisational Behaviour	4
VYBE151	Business Economics-II	2
	Minor Course (Minor)	
VYRF152	Regulatory Framework of Business	2
	Open Elective (OE) (Any One)	4
VFVC176	Visual Communication	
	Vocational & Skill Enhancement Course (VSEC)	
	<u>Vocational Skill Course (VSC)</u>	
VYFM153	Financial Management	2
	<u>Skill Enhancement Course (SEC)</u>	
VYHS154	Human Skills	2
	Ability Enhancement Course (AEC)	
VFBC181	Business Communication - II	2
	Value Education Course (VEC)	
VFIT188	Information Technology in Business Administration - I (MS Excel)	2
	Indian Knowledge System (IKS)	
	NA	
	Co-curricular Course (CC)	2
VCE190	Community Engagement Activities	
VCA189	Cultural Activities	
VNS191	National Service Scheme (NSS)	
VSA192	Sports Activities	
VYG193	Yoga	
VKB194	Rhythmic Narratives: History & Foundation of Kathak and Bollywood Dance	
VSS195	Sangeet Sadhna-I	
	Total	22



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FY Bachelor of Business Administration (B.B.A)		Semester II	
Course Name: Organisation Behaviour		Course Code: VYOB150	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	This course will enable the students to combine practical & theoretical knowledge of Organisational Behaviour
2	The students of this course will be active learners & develop awareness of Human Behaviour
3	The course will provide decision-making skills to the students.
4	To understand organisation politics and tactics to overcome it

Unit	Content	No. of Lectures
1	INTRODUCTION OF ORGANIZATIONAL BEHAVIOUR	15
	• Meaning, Nature and scope of OB, Models of OB	
	• Theories of Motivation: Maslow, Herzberg, McGregor Theory X and Theory Y	
	• Application of the Theories	
2	GROUP DYNAMICS	15
	• Individual Behaviour (IQ, EQ, SQ)	
	• Group Formation, Team Building, Team Development	
	• Goal Setting	
3	ORGANIZATIONAL CULTURE AND CHANGE MANAGEMENT	15
	• Work Culture, Ways for Making Work Culture Effective and Lively, Work Conflicts.	
	• Organizational Change, effects of Resistance to Change, ways to overcome resistance to change.	
	• Time and Stress Management.	
	• Techniques of OD, Importance of OD	



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4	Organizational Dynamics:	15
	<ul style="list-style-type: none"> • Group communication- importance, corporate communication- need, importance, and techniques 	
	<ul style="list-style-type: none"> • Power and politics- meaning and bases of power, Organizational politics- meaning, reasons, managing organizational politics • Virtual team and group cohesiveness - structure, types, stages in management of virtual teams 	
	TOTAL	60

Course Outcomes:		
CO1	Understand OB models and theories	L1, L2, L3, L4
CO2	Apply knowledge of OB in practical world	L1, L2, L3, L4
CO3	To analyse and evaluate organisation culture, development, employees stress and change management process	L1, L2, L3, L4
CO4	Learner will analyse and create positive work environment and open communication in organisation	L1, L2, L3, L4

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



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FY Bachelor of Business Administration (B.B.A)		Semester II	
Course Name: Business Economics-II		Course Code: VYBE151	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

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

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



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Course Outcomes:		
CO1	Understand the concepts of Macroeconomics and analyse interrelations with Microeconomic factors.	L1,L2,L3,L4
CO2	Apply the principle of Macroeconomics and analyse the behaviour of RBI and Government in determining various policies.	L1,L2,L3,L4
CO3	Understand the concepts of international trade and evaluate it. Evaluate Trade Policies of India.	L1,L2,L3,L4
CO4	Understand and study the impact of public finance of the economy.	L1,L3& L4

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



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FY Bachelor of Business Administration (B.B.A)		Semester II	
Course Name: Regulatory Framework of Business		Course Code: VYRF152	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

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

Unit	Content	No. of Lectures
1	INDIAN CONTRACT ACT, 1872	15
	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.	
2	SALE OF GOODS ACT, 1930	10
	a. Goods and their classification	
	b. Price, Conditions, Warranties	
	c. Transfer of property in goods	
	d. Performance of contract	
	e. Rights of Unpaid seller	
	f. Sale by Auction	
3	NEGOTIABLE INSTRUMENTS ACT, 1881	05
	a. Definition, Features of Negotiable Instruments	
	b. Promissory Notes	
	c. Bills of Exchange	



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	d. Cheque, Holder in due course	
	e. Crossing of cheque, dishonour and discharge of negotiable instruments	
	TOTAL	30

Course Outcomes:		
CO1	The students will Understand basic elements of a valid contract and terms associated with the contract and analyse execution and non-execution of the contract under certain circumstance.	L1, L2, L3, L4
CO2	They will know about sale and purchase of movable goods, types of goods, rights and duties of seller and buyer and apply if the deal of goods fail.	L1, L2
CO3	Will gain the knowledge of Negotiable instruments and evaluate the legal consequences against dishonour of those instruments.	L1, L3, L4
CO4	The students will be able to create, evaluate and apply all the legal provisions learnt under the required circumstances.	L1, L2, L3, L4

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



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FY Bachelor of Business Administration (B.B.A.)		Semester II	
Course Name: Visual Communication		Course Code: VFVC176	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	To provide students with tools that would help them visualize and communicate.
2	Understanding Visual communication as part of Mass Communication
3	To acquire basic knowledge to be able to carry out a project in the field of visual communication
4	To acquire basic knowledge in theories and languages of Visual Communication
5	The ability to understand and analyse visual communication from a critical perspective

Unit	Content	No. of Lectures
1	Development and introduction of visual communication	12
	1. History and development of Visuals	
	2. Need and importance of visual communication	
	3. Visual Communication as a process and as an expression, Language and visual communication	
	4. Visible concepts <ul style="list-style-type: none"> • Plans and organisational charts • Maps • Chronologies 	
	5. Invisible Concepts <ul style="list-style-type: none"> • Generalisation Theories • Feelings or attitudes 	
2	Theories and application of visual communication	12
	Sensual theories: Gestalt, Constructivism and Ecological theory	
	Perceptual theories: Cognitive	



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	Case studies based on theories. (Advertising and films can be shown while explaining theories)	
3	Impact of colours	12
	Colours and design in visual communication	
	1. Colour theory and Psychological implications of colour in India and foreign countries (Asian countries, Western countries and European countries)	
	2. Elements of Design and principles of design	
	3. Colours and visual pleasure	
4	Tools and Mediums of visual communication	12
	1. Painting & Photography	
	2. Film & Television, Documentaries, Script writing & visualization	
	3. Comics & Cartoons, Digital Images, Animation & VFX	
	4. News Papers, Advertisements, Photo Journalism	
	5. Folk & Performing Arts , Theatre	
5	Visual communication in the age of social media	12
	1. Ethics	
	2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)	
	3. Citizen Journalism, Going Viral	
	4. Visual stereotyping in social media	
	TOTAL	60

Course Outcomes:		
CO1	Students understand visual communication as role of culture, background, and attitudes. They apply visual techniques, principles of design at professional, and global context	L1, L2
CO2	Students understand theories and application in theories in real scenario	L1, L2
CO3	Students understand colours interpretation in different countries and designing principles	L2, L3, L4
CO4	Students understand visual communication complexity in the digital age	L1, L3



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Recommended Resources	
Reference Books -	<ul style="list-style-type: none">• HANDBOOK OF VISUAL COMMUNICATION EDITED BY KEN SMITH/SANDRA MORIARTY/GRETCHEN BARBATSIS & KEITH KENNY• VISUAL COMMUNICATION THEORY AND RESEARCH BY SHAHIRA FAHMY, MARY ANGELA BOCK & WAYNE WANTA• VISUAL COMMUNICATION BY RALPH E WILEMAN
<u>E-Resources</u> Webliography:	YouTube videos and links on designing



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FY Bachelor of Business Administration (B.B.A)		Semester II	
Course Name: Financial Management		Course Code: VYFM153	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	This course will enable the students to understand meaning of financial management and various sources of finance which are available in the market.
2	This course will enable the students to analyse the different types of risks available in the business and its measurement to minimise the same.
3	This course will enable the students to understand This course will enable the students to analyse and understand various costs of capital.

Unit	Content	No. of Lectures
1	INTRODUCTION TO FINANCIAL MANAGEMENT & TYPES OF FINANCING	10
	a. Introduction, meaning, scope and objectives	
	b. Profit Vs. Value Maximization	
	c. Needs of Finance and Sources: Long Term, Medium Term, Short-Term Long-Term Sources of Finance Short Term Sources of Finance	
2	LEVERAGES	10
	a. Introduction of leverages, vertical Income statement and vertical Balance sheet	
	b. Types of leverages: operating leverage, financial leverage & Combined Leverage	
	c. Relationship between Operating Leverage and Financial Leverage (Including Practical Problems)	
3	COST OF CAPITAL	10
	a. Introduction, Definition, and Importance of Cost of Capital	
	b. Measurement of Cost of Capital WACC (Including Practical Problems)	
TOTAL		30



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Course Outcomes:		
CO1	The learner will understand the basic concept of financial management along with the various sources which are available in the market to raise funds for the business	L1
CO2	The learner will be able to analyse and measure the risks available in the business.	L1, L2, L3, L4
CO3	The learner will understand introduction, measurement, and practical application of cost of capital.	L1, L2, L3, L4
CO4	The learner will be able to understand the practical approach of financial management.	L1, L2, L3, L4

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> ● Financial Management by I.M. Pandey, Vikas Publishing House, New Delhi ● Fundamentals of Financial Management by D. Chandra Bose, PHI Learning Pvt. Ltd., New Delhi ● Fundamentals of Financial Management by Bhabotosh Banerjee, PHI Learning Pvt. Ltd., New Delhi ● Fundamentals of Financial Management by Vyuptakesh Sharma, Pearson Education, New Delhi ● Fundamentals of Financial Management by J.C. Van Horne, Prentice Hall of India, New Delhi ● Financial Management: Text and Problems by M. Y. Khan and P. K. Jain, Tata Mc Graw Hill, New Delhi ● Financial Management: Theory and Practice by Prasanna Chandra, Tata McGraw Hill, New Delhi
<u>E-Resources</u> Webliography:	



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FY Bachelor of Business Administration (B.B.A)		Semester II	
Course Name: Human Skills		Course Code: VYHS154	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course objectives:

1	To understand the basic behaviour pattern of humans, the most important resource of a business and to deal with in an apt manner.
2	Personality awareness helps in understanding of different individuals in dealing and negotiating.
3	Students will get knowledge of Thinking and Learning theories to implement in different stages of life.
4	Creative thinking of different ideas enhances the students to utilise proper decision making.

Unit	Content	No. of Lectures
1	Understanding of Human Nature	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	Thinking, Learning and Perception	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	Organizational Change and Creativity	10



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	a. Organizational Change and 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.	
	TOTAL	30

Course outcomes :

CO1	Students can understand the fundamental of human skills necessary for personal and professional growth.	L1,L2,L3,L4
CO2	Personality models and attributes foster self-awareness, self-regulation and continuous personal development.	L1,L2,L3,L4
CO3	Students can understand the importance of team work and develop skills for effective collaboration.	L1,L2,L3,L4
CO4	By applying critical thinking and problem solving techniques student can analyse and resolve complex issues.	L1,L2,L3,L4

Recommended Resources

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



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FY Bachelor of Business Administration (B.B.A)		Semester II	
Course Name: Business Communication - II		Course Code: VFBC181	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	1	30
	• Internal Assessment	-	20

Course Objectives:

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

Unit	Content	No. of Lectures
1	<p>GROUP COMMUNICATION 1</p> <p>Presentations: (To be tested in Tutorials/Internals only) Principles and techniques of effective presentation; How to make an effective PowerPoint presentation.</p> <p>Interviews: Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, etc.</p> <p>Meetings: 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.</p> <p>GROUP COMMUNICATION 2</p> <p>Conference: Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing.</p> <p>Public Relations: Meaning of PR, Functions of PR Department, External and Internal Measures of PR.</p>	1
2	<p>BUSINESS CORRESPONDENCE</p> <p>Trade Letters: 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</p> <p>LANGUAGE AND WRITING SKILLS</p>	15



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	Reports: Parts, Types: Feasibility Reports, Investigative Reports, Progress Report, Confidential Performance Report, etc.	
	Summarisation: Identification of main and supporting/sub points; Presenting these in a cohesive manner.	
	Total	30

Course Outcomes:		
CO1	Develop effective communication skills for group interactions, including presentations, interviews, meetings, conferences, and public relations.	L1, L3 And L4
CO2	Master business correspondence and professional writing, including trade letters, reports, and summarization techniques.	L1, L3 And L4

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> ● 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, Forrsta, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago. ● Drucher, P.F. (1970) Technology, Management and Society, Pan Books.



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



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FY Bachelor of Business Administration (B.B.A.)		Semester II	
Course Name: Information Technology in Business Administration-I		Course Code: VFIT188	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	● External Assessment	-	-
	● Internal Assessment	-	50

Course Objectives:	
1	Use of MS Office (MS Word, MS Excel, MS PowerPoint) to provide understanding of office automation. It is expected to demonstrate use of MS OFFICE Features. Understanding different functions of EXCEL
2	To recognize the application of web-based technologies. To understand basic concepts of Email, Internet and websites, domains, and security therein
3	To differentiate different network and its type. To understand real use of Internet , network and Technology

Unit	Content	No. of Lectures
	OFFICE PRODUCTIVITY TOOLS	
1	<ul style="list-style-type: none"> ● MS Word: Creating, Editing, Formatting and Printing of Documents, Creating PDF, Using Tools, Mail merge and Print Review and Set-up. ● MS Excel: Creating Worksheet, Creating Various Formulae (Round, PMT, PV, FV, if, sum, sumif, count, countif) Creating Charts, Rename and Copy of Worksheets, Goal seek, consolidation ● Power Point: Create Project Report, Create Slides, Animation, transition, Page Designing, Insert Image, View Page, and Print Review ● Use of Tools in Accounting: – Preparation of vouchers, invoices and reports, Calculation of Interest, Depreciation, TDS, Salary, Taxes, inventory and reconciliation 	10
	WEB SPACE	
2	<ul style="list-style-type: none"> ● Terminology – web, web server, web site, web page, protocols (HTTP, FTP, HTTPS, TCP/IP, SMTP), www, portal, IP address, URL, hosting a website, domain name, Search Engine 	10



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	<ul style="list-style-type: none"> Email ID, Sending Data through email, Email components (subject, Receiver -To, CC, BCC, Message) Working of Search Engine, How to Rank website (Organic Search and Paid Search), Search Engine Optimization (White HAT SEO, Black Hat SEO) , SEOstrategies (On Page SEO, OFF page SEO, Technical SEO) 	
3	<p>INTRODUCTION TO INTERNET AND OTHER EMERGING TECHNOLOGIES</p> <ul style="list-style-type: none"> Introduction – Network components (Server, Client, protocols, Network Interface card, routers, switches), Types of Networks (Peer to peer, server Client), Internet, Intranet, Extranet Network emerging technologies (IOT, Cloud networking, AI, Machine learning, edge computing) Features of AI (deep learning, natural language processor, chatbot, perception, facial recognition, imitate human cognition) 	10

Course Outcomes:

CO1	Recognize when to use each of the Microsoft Office Programs to create professional and academic documents. Enables learners to perform calculations, auto filling of formulae and format rows and columns.	
CO2	Recognize different terms used in WEB world. Understand different technique to upgrade website and its traffic	
CO3	Understands new trend / technology in IT world. Understand Networking , IOT and AI	

Recommended Resources

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

INTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC) Courses

Sr. No.	Description	Marks
I	Individual Project / Assignment / Presentation	15
II	Group Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

Note: For OE from science faculty, practical examination of 40 marks will be conducted for Internal Evaluation.

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

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	10
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	20

• For Co - Curricular (CC) Courses

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	TOTAL MARKS	50



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EXTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & 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 OR Full Length Question	15
Q.2	Full Length Question OR Full Length Question	15
Q.3	Full Length Question OR Full Length Question	15
Q.4	Full Length Question OR Full Length Question	15
	TOTAL MARKS	60

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) Courses

Q. No.	Description	Marks
Q.1	Attempt any two out three: (5 marks each)	10
Q.2	Attempt any two out three: (5 marks each)	10
Q.3	Attempt any two out three: (5 marks each)	10
	TOTAL MARKS	30



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• Distribution of marks as per Units, COs and Bloom's Taxonomy					
Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Explain	Understanding (L1)	Short notes	15	25
2	CO2: Apply	Applying (L2)	Essay Type: Problem solving	15	25
3	CO3: Analyse/ Evaluate	Analysing/Evaluating (L3)	Essay Type: Case Study	15	25
4	CO4: Create	Creating (L4)	Essay Type – application based task	15	25



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24.	Mr. Venkat Raman, Member, Syllabus Committee Visiting Faculty





--THE END--

