

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Business Organizations and Systems
Course Code 201
Credit 4

Depth of the program – Fundamental Knowledge

Objective of the Program:

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Nature and evolution of business	Concept of business and its characteristics, Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry, Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods	To understand the purpose of business, To learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development, To study the new trends in commerce.
2	Forms of Business Organization	Forms of business organization and its selection, Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)	To understand the significance of different forms of business organizations their types, function, merits and limitations.

3.	Setting up of a business enterprise	Identification of ideas and opportunities, Influencing factors while setting up of business enterprise, Feasibility report of a business enterprise, Size and location of a business enterprise. licensing and basic legal formalities to start a new business enterprise	To know how to search business ideas, how to pre business feasibility report, how to identify ideal business location and deciding optimal size for a new business unit, identification of capital sources for new business unit and basic documentation required for business enterprise.
4.	Study of Domestic and Foreign Trade	Levels of Distribution Channels and their role Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing Foreign Trade: Concept of Export and Import; Export and Import Procedure	To learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy To give a brief introduction to stages of internationalization.

Teaching methodology

No of lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
12	Study of a business unit in given environment , Interview of a sole trader to know how he started the unit,	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Profile of a departmental store works, Observation of function of a KPO/ BPO or online trading	Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.
12	Analysis of partnership firm related documents, Film show on 'Role of sole trader in economy', Film on promotion and formation of company	Film show on 'Role of sole trader in economy' Film/ animation on admission and retirement Film/ animation / Expert lectures on LLP/ Private Company	Report writing on 'Examining the style and functions of different types of sole traders, Project on Analysis of LLP and private company related documents.	Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed,

		Film on promotion and formation of company	Project on Process of formation of a company and role of promoters in formation	partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration
11	Film shows on ideation of business enterprise, Guest lecture on how to write a business report, Analysis of market, business units and initial size of successful business unit	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Preparation of a business report and presentation of the same in a business plan competition	Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.
10	Films and presentations of various forms of retail trade and new trends in retail trade Audiovisual aids giving example of stages of internationalization with reference to different multinational and transnational companies	Presentations on Retail trade and contribution in economic growth	Project report on various types of supply chain and retailing methods	Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.

Internal Evaluation

Tutorials/Presentations	Topics for Assignments (Select any 2)
CCT – 1 Credit	I) Recent trends in modern businesses
20 Marks	ii) Various legal formalities for starting a business

	<p>iii) Case Study Solution Report – Importance of location and competitors analysis</p> <p>iv) Project submission Presentation – Homepreneuership, BPO, KPO and One person company.</p> <p>The evaluation of students must be on the following grounds. (20 marks)</p> <ol style="list-style-type: none"> 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills <p>Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.</p>	
<p>Internal Examination</p> <p>30 Marks</p>	<p>Internal Evaluation – Role Plays, Case Studies, Situation analysis, MCQ’s , Long question papers etc</p>	<p>Suggested Add on Course</p> <p>Basic managerial skills</p>
	<p>Total</p>	<p>: 50 marks</p>

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Business Organization and Management	Vijay Kumar Kaul	Pearson	New Delhi
	Business organization	Dr. Khushpat S. Jain	Himalaya Publishing House	Mumbai

	Modern Business Organisation and Management – Systems Approach	S.A. Sherlekar , V.s. Sherlekar	Himalaya Publishing House	Mumbai
	Business Organization	Rajendra P. Maheshwari , J.P. Mahajan	International Book House	New Delhi
	Business Organisation and management	Neeruvashitha , namitaRajput	Kitab Mahal	Allahabad
	New Course in Organization of Commerce	A.N. Rangparia ,Chopde, Negwekar and 8 more	Sheth	Mumbai
	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann	New Delhi
	Business Organisation and Management	Jagdish Prakash	Kitab Mahal	Allahabad

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA (University examination)
Subject - Business Organizations and Systems
Code no 201

	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	4	15 Marks
		Fill in the blanks	3	
		Define the terms and Match the pairs	8	
2	Solve any 2 out of 4	Long Answer Question	2*10 marks	20 Marks
3	Solve any 3 out of 5	Short Notes	3*5 marks	15 Marks
	Total			50 Marks

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Principles of Marketing
Course code 202
Credit 3

Depth of the syllabus - Reasonable knowledge of the Marketing

Objectives –

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

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and functions of marketing	Marketing concepts, its objectives ,importance and functions of marketing Various Approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the silent features of Indian and international Marketing Management Ability to learn how marketing functions in a given environment To understand various tasks performed by marketing managers in different environment
2	Marketing Environment and marketing segmentation	Marketing environment – meaning Internal and external factors influencing marketing environment , Political ,social economical international , technological multi-cultural environment Segmentation: concepts, importance and its types of segmentation.	To know about changing various factors which affects the marketing system. To study the profiles of change in technology, economic policy and demography of Indian market . To study the types of segmentation To develop write understanding of profile of Indian market

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

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I -12	Role Play Development of profiles of Indian Market analysis of a Indian market ,roles and applications in	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	Knowledge about functioning of modern Indian Markets Understanding the marketing process and

				planning in international prospects
Unit II – 12	Project on impact of technology on market , analysis of marketing economic policy as they influence Indian markets	Films on marketing environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes ,reports on new trends in market Profile of marketing policies	To improve understanding regarding marketing environment and segmentation in Indian context.
Unit III- 14	Analysis of successful product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
Unit IV - 10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of rural market role of rural economy and growth of services marketing.	Case study on marketing of services ,problems of rural markets ,developing appropriate strategies for rural market.	Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

Evaluation Method

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

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler &even lane keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi

5.	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Principles of Marketing
Code no - 202

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

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Principles of Finance
Course code 203
Credit 3

Depth of the syllabus – Depth Reasonable working knowledge

Objectives

1. To cultivate right approach towards money , finance , and their role in business
2. To develop right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure and concept of capital structure

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Unit 1 Basic concepts in finance	Definition - Nature and scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.	To understand role and importance in business Ability to understand implication of finance on business
2	Unit 2. Sources of Finance	External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings,.	To understand role and need of source of finance How different determinants of size and type of business Sources of business finance To learn about imp features and their applications considering their requirements in business
3.	Unit 3. Capital Structure	Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	To Understand how basic financial structure is designed To know what are the constituents a financially sound business units Analytical ability to understand implications of various constituents of capital units

4	Recent Trends in business finance:-	Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund	To understand new and emerging trends in business finance Ability to understand about current issues related with new trends in business finance
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Teaching Methodology

Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
I – (14)	Presentation on how finance helps in org .business successfully Presentation on identifying different needs of finance activities	Short films on Finance and business activities	Estimation on financial needs of small and tiny business needs Assessing financial feasibility of a business venture	To develop Competence to apply various concept in finance for decision making to
II-(13)	Poster presentation on comparative analysis of sources of finance Financial institution who provides sources of finance	Films on different institutions meeting different needs of finance	Developing a suitable financial needs assessment chart developing a checklist for developing source of finance	To develop rational understanding regarding role and utility of different sources of finance
III-(11)	Comparative analysis of different determinants of capital structure Determining need for optimal rational capital structure Implications of over and under capital methods	Films on over and under capitalization on business unit Film on a sound capital structure	A report on assessing capital needs of a business need Evaluating a balance sheet Whether the firm is over or under capitalized	To understand importance of rational and sound financial structure To understand role of capital as a determinant business success
IV –(10)	Presentation emerging trends in business Micro finance and mutual funds Profile presentation on various mutual funds and venture capital financiers in India	Films on contemporary trends in mutual fund in India Films on venture capital and micro finance institutions in India	A report on contribution of mutual funds in economy Role of leasing industry in business finance	To have right understanding how modern business is changing and what are the new trends in business finance

Evaluation Method

Unit	Internal Evaluation (30Marks)	Suggested Add on Course
Unit – I	MCQ on role and importance of finance and business ,Discuss/debate on implications of finance on business success , Presentations on assessing financial need and financial needs in business	Basic course in Financial markets
Unit – II	Comparative analysis of various sources of finance -Selecting a right source of finance for different business and projects, MCQ on various sources of finance.	
Unit – III	MCQ on determinants of capital structure ,Cases study on over and under capital structure Designing on over and under capital structure ,Practical problems on estimating capital requirements of a firm	
Unit – IV	MCQ on Concepts ,applications on Capital, Leasing, Microfinance, Mutual Fund ,Presentations on utility of venture capital and leasing in business , Profile of successful micro financing institutions	

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai
5	Fundamentals of Financial management	James C. Van Horne , John M. Wachowicz , JR	Prentice Hall of India Pvt. Lit.	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's	New Delhi
7	Financial management – recent Trends In Practical Application	Chandra Hariharanlyer	International Book House Pvt. Ltd.	Mumbai

Savitribai Phule Pune University
Question Paper Pattern 2019 for FY BBA
University Examination
Principles of Finance
Code no -203

Q.1. (A) Write true or false	5M
Q.1. (B) Fill in the blanks	5M
Q.2 Write short notes (Any 3)	15M
Solve Any 3	
Q.3 Long question	15M
Q.4 Long question	15M
Q.5 Long question	15M
Q.6 Long question	15M
Q.7 Long question	15M

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Basics of Cost Accounting
Course code 204
Credit 3

Depth of the syllabus – Reasonable working knowledge

Objectives

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

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost –	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making Ability to understand importance of costing and role of costing
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses, Classification of Cost & Types of Costs, Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.
3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads 3.4 Under and over absorption – Definition and Reasons	To understand concept of overhead as it contributes to total cost of a product or service Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation

4.	Contact and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract , Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,	<p>To understand role of contract costing in ascertaining cost of a particular project or activity</p> <p>To know how cost is ascertained for different types of processes</p> <p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>
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Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I -12	Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept
Unit II - 12	NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism
Unit III- 14	Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on ‘Role of different overheads in total cost structure’	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure

Unit IV - 10	To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	Project on development contact cost system for a particular project. Analysis of various elements of cost associated with multi process products in manufacturing units.	Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.
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Teaching Methodology

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

Suggested References

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

Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Basics of cost accounting
Code No.204

Compulsory /Choice	Name of the Question	Marks	Total Marks
Compulsory Question	Objective Type Question- Multiple Choice Questions	5	15 Marks
	Fill in the blanks	5	
	Define the terms and Match the pairs	5	
Solve any 4 out of 5	Short Notes /short questions	4*5 marks	20 Marks
Q4. Solve	Problems on Cost sheet	1*15 marks	15 Marks
	Problems on Contract costing and process costing	3*10	20 Marks

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

Course Depth: Reasonable working knowledge

Objectives:

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

Unit No.	Unit Title	Contents	No of Hours
1	Frequency Distribution	1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification. 1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	8
2	Measure of Central Tendency	2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem. 2.3 Determination of Mode and Median graphically. 2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems.	8

3	Measure of Dispersion	3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion. 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4. Combined Standard Deviation 3.5 Numerical Problems	10
4	Correlation & Regression	4.1. Concept and meaning of Correlation, Types of correlation. 4.2. Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient (with Repeated Ranks) 4.3 Numerical Problems on Correlation 4.4 Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y. 4.5 Regression coefficients, properties of regression coefficients, 4.6 Numerical problems on Regression	12
5	Index Numbers	5.1 Concept and meaning of Index Number, Notations 5.2 Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number 5.3 Uses of Index Number 5.4. Numerical Problems.	10

Suggested References

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

8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House	Mumbai
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Savitribai Phule Pune University
Question Paper Pattern (2019) for FY BBA
University Examination
Sub: Business Statistics
Code No.205

MAXMARKS:-70

Instructions:

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

Q1.A) Fill in the blanks [2 X 5=10]

B) State whether the following statements are True OR False: [2 X 3=6]

Q2. Attempt any four of the following (Four out of Six) [4 X4=16]

Q3. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q4. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q5 Attempt any one of the following (One out of Two) [1 X 6=6]

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

Depth of the course - Reasonable working knowledge

Objectives:

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

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

2	Basics of Computer Networks & Internet	<p>Definition-Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>
3.	Introduction to Spreadsheet Software and Presentation Software	<p>MS-Excel Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting</p>	<p>To learn the process for usage of different computer application in business processes. To develop skills and ability to handle different applications in business process.</p>
4	Introduction to Internet & cyber security	<p>WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security overview – Background and current scenario Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking Insecure Network connections, Digital signature</p>	<p>To understand cautions and stapes to be taken and net based services. Ability to handle various software and programmes with due cautions and care.</p>

Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Demonstrations and hands-on experience Practical exposure regarding usages of computers	Films on role of computers in business decision making	Role of computers in simplifications of business activities Projects on importance of computers in business data analysis.	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
12	Demonstration and on experience exposure regarding set up of networks like client server architecture, LAN etc.	Films on role of networking in business communication, environment and process	Role of networking system in simplifications of business activities. Projects on importance of Computer network in business Processes.	Proficiency in set up of Different structure computer network in business environment.
11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

Evaluation	<u>Internal 30 Marks</u> <u>External - 50 Marks</u>
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Suggested References

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

Savitribai Phule Pune University
FY BBA Semester II (CBCS) Pattern 2019
Course Title: Fundamentals of Computers
Course Code 206
Credit 1

Supplementary Guidelines for conducting BBA CBCS

Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and Presentations on the given topics.

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

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

Note:

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

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

(take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

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

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

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA HRA=15%of Basic Salary
 DA=10% of Basic Salary PF=8.33% of Basic Salary
 IT=30% of Basic Salary Net Salary=Basic+DA+HRA-(IT+PF)

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